

PUBLIC ADVISORY REGARDING COVID-19 AND PUBLIC PARTICIPATION

Pursuant to AB 361 and Cal. Gov. Code Section 54953 the regular meetings of the

**LIBRARIES FACILITIES FINANCING AUTHORITY (LFFA) AND
THE LIBRARY JOINT POWERS AUTHORITY (LJPA) BOARD
ON THURSDAY, FEBRUARY 3 AT 9:00 AM**

This meeting will be held via Zoom teleconference ONLY

Board Members 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:

Please click the link below to join the webinar:

<https://us06web.zoom.us/j/83043225150>

Or One tap mobile :

US: +16699006833,,83043225150# or +12532158782,,83043225150#

Or Telephone:

Dial (for higher quality, dial a number based on your current location):

US: +1 669 900 6833 or +1 253 215 8782 or +1 346 248 7799 or +1 301 715 8592 or +1 312 626 6799 or +1 929 205 6099 or 877 853 5247 (Toll Free) or 888 788 0099 (Toll Free) or 833 548 0276 (Toll Free) or 833 548 0282 (Toll Free)

Webinar ID: 830 4322 5150

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

- 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 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.

4. 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.

Chair Carlos Palacios
Vice Chair Jamie Goldstein
Board Member Mali LaGoe
Board Member Matt Huffaker



**SANTA CRUZ CITY/COUNTY LIBRARIES
JOINT POWERS AUTHORITY BOARD
REGULAR MEETING AGENDA**

**[IMMEDIATELY FOLLOWING THE SANTA CRUZ LIBRARIES
FACILITIES FINANCING AUTHORITY (LFFA)]**

THURSDAY FEBRUARY 3, 2022

VIRTUAL MEETING

9:00 A.M.

1. CALL TO ORDER / ROLL CALL

Board Members Jamie Goldstein, Carlos Palacios, Mali LaGoe and Matt Huffaker

2. ADDITIONAL MATERIALS

Additional information submitted after distribution of the agenda packet.

3. ADDITIONS AND DELETIONS TO AGENDA

4. ORAL COMMUNICATION

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.

5. REPORT BY LIBRARY DIRECTOR

- A. Library Director’s Report – February (p.6-7)

6. REPORT BY FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES

- A. Friends of SCPL – Report (oral)

7. REPORT BY LIBRARY ADVISORY COMMISSION (LAC)

- A. Commissioners’ Report (oral)

8. COMMENTS BY BOARD MEMBERS

9. 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. Resolution Re-authorizing the Library Joint Powers Authority to Continue Remote Teleconference Meetings Pursuant to Assembly Bill 361.
Staff Recommendation: Adopt Resolution No. 2021-003 Authorizing Continued Remote Teleconference Meetings pursuant to Assembly Bill 361. (p.8-10)
- B. Consider the December 2, 2021 Board Meeting Minutes
Staff Recommendation: Approve the December 2, 2021 Board Meeting Minutes (p.11-15)
- C. Recent Articles about Santa Cruz Public Libraries.
Staff Recommendation: Accept and File Recent Articles about SCPL (p.16-74)
- D. Community Impact Measures for 2nd Qtr. FY 2021-2022
Staff Recommendation: Accept and File 2nd Qtr. Community Impact Measures for FY 2021-2022 (p.75-83)
- E. Financial Report for 2nd Qtr. FY 2021-2022
Staff Recommendation: Accept and File 2nd Qtr. Financial Report for FY 2021-2022 (p.84-89)
- F. Incident Report for 2nd Qtr. FY 2021-2022
Staff Recommendation: Accept and File 2nd Qtr. Incident Report for FY 2021-2022 (p.90-91)
- G. Work Plan for 2nd Qtr. FY 2021-2022
Staff Recommendation: Accept and File 2nd Qtr. Work Plan for FY 2021-2022 (p.92-100)

H. Budget Adjustment for Sulzner Funds

Staff Recommendation: Accept and Amend FY 21/22 Operating Budget to include the transfer of \$57,200 from the Friends of the Santa Cruz Public Libraries for the purchase of mystery books from the Sulzner Trust (p.101-102)

I. Naming Rights Agreement Approvals

Staff Recommendation: Accept and File Branch Library Naming Rights Gift Agreements for the Branciforte and Garfield Park branches (p.103-105)

11. GENERAL BUSINESS

A. Election of Chair and Vice-Chair for 2022

Staff Recommendation: Elect Chair and Vice-Chair for 2022 (p.106)

12. PRESENTATIONS

A. The Progress and Future of the Library's Strategic Planning by Diane Cowen, Librarian and Marketing Manager for the Santa Cruz Public Libraries

Other 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.

13. SCHEDULED UPCOMING MEETINGS

April 7, 2022	Hybrid Meeting at the Felton Branch Library	Anticipated Upcoming Agenda Items:
9:00 am		<ul style="list-style-type: none"> • Preliminary Budget • Naming Rights Agreement Approvals

14. ADJOURNMENT

Adjourned to the next regular meeting of the LJPA to be held on Thursday, April 7, 2022 at 9:00 am [immediately following the LFFA meeting] via Hybrid teleconference at the Felton Branch Library, 6121 Gushee Street, Felton CA 95018 barring any changes in health mandates.

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 (831)427-7706 at least five days in advance so that we can arrange for such special assistance, or email library_admin@santacruzpl.org

February 2022



Library Director's Report to the JPA

Library Team

A big thank you to Eric Howard for his outstanding work as Interim Director. He guided the Library through what has been a difficult period and continues to demonstrate his passion for the work we do and compassion for the Library team members through the continuing global pandemic.

We are sad to announce that Andrew Phipps "Fish" passed away on January 13, 2022. His Colleague Ann Young shared that the Library hired Fish in early January of 2015--he had previously worked in IT for McHenry Library at UCSC. Fish started in a Help Desk role, troubleshooting hardware, and software issues. During that time, he showed a genuine interest in helping with the website and spent many hours honing his programming skills outside of work. In less than a year, he was able to apply for a Programmer/Analyst position and eventually moved into Systems Administration. He had a strong sense of community, loved Santa Cruz, and wanted to give something back through his work. His giving nature also made him a popular and respected member of the LIT team. There was never an instance when Fish wasn't eager to help his co-workers in a humble, kind, and patient way. He worked on too many projects to name, but they included the work orders ticketing system and the marketing request application on the Staff Intranet. He also maintained and administered the servers and databases that make our public website possible. We will all miss his sharp mind and excellent work, but the absence of his quiet goodness is most sorely felt.

Current Library Vacancies

ACCOUNTING ASSISTANT I	50	Interviews in Progress	01/25-02/01/22
INFORMATION TECH SPECIALIST I	100		
LIBRARIAN II	100		
LIBRARY ASSISTANT II	100		
LIBRARY ASSISTANT II	100		
LIBRARY ASSISTANT II	80		
LIBRARY ASSISTANT II	75	Open Recruitment	Closes 01/27/22
LIBRARY ASSISTANT II	75	Open Recruitment	Closes 01/27/22
LIBRARY ASSISTANT II	75	Open Recruitment	Closes 01/27/22
LIBRARY ASSISTANT II	50	Open Recruitment	Closes 01/27/22
LIBRARY ASSISTANT II	50	Open Recruitment	Closes 01/27/22
LIBRARY ASSISTANT II	50		
LIBRARY ASSISTANT II	50		
LIBRARY ASSISTANT II	50		
LIBRARY ASSISTANT II	50		
LIBRARY ASSISTANT III	100		
LIBRARY INFORMATION SPECIALIST	100		
LIBRARY SPECIALIST	100		
LIBRARY SPECIALIST	100		
LIT MANAGER	100	Open Recruitment	Closes 02/03/22
MANAGEMENT ANALYST	100		
NETWORK & SYSTEMS ADMINISTRATOR	100		
NETWORK & SYSTEMS ADMINISTRATOR	100		

Facilities

In December 2021, Jayson Architecture presented the revised concept design for the Downtown Library to the Santa Cruz City Council. The five newly remodeled branches scheduled to reopen in 2022 are Garfield Park, Boulder Creek, Live Oak, Branciforte, and Scotts Valley. On January 12, 2022, the Santa Cruz County Planning Commission approved the proposal to demolish the Aptos Library and construct the new building. While progressing, we have encountered some supply chain and construction delays. The Facilities Financing Authority meeting packet contains the updated schedule of anticipated openings.

The Friends of the Santa Cruz Public Libraries held a press conference on January 26, 2022, to thank all donors and celebrate the successful conclusion of the Friends' 2021 campaign, "Realizing the Promise."

Strategic Plan

A strategic planning session with our community partners will occur on February 10, 2022. The event will take place at the Capitola Library. The event was postponed from January 13 to February 10 to hold an in-person meeting rather than a virtual one. Diane Cowen, the Library's Marketing Manager, will update the Commission on the Strategic Planning progress during the discussion today.

Workplan

The second quarter workplan with accomplishments, included in the agenda packet, provides a critical snapshot of the Library's many impacts on our community. The second quarter covers our work beginning in October 2021 through December. The workplan is also an essential tool for thinking through our direction and priorities over the next three years as we develop our new Strategic Plan.

Featured Programs and Services

The [Homeless Garden Project](#) (HGP) and Santa Cruz Public Libraries (SCPL) are partnering to provide the HGP with office hours at the Downtown Santa Cruz Branch Library. The HGP open office hours offer people experiencing homelessness the opportunity to learn more about HGP services and programs. Additionally, this partnership will make library spaces available for the HGP to meet with clients, service providers, community organizations, and others to support a thriving and inclusive community, workforce, and local food system.

The Santa Cruz Workforce Collaborative, a partnership including the Santa Cruz Public Libraries; the Workforce Development Board of Santa Cruz County; the Monterey Bay Economic Partnership; Cabrillo College; and Goodwill Central Coast, begin holding office hours for career services in the Life Literacies Center at the Downtown Library starting on January 24, 2022.

The Collaborative brings a holistic approach to assist job-seekers at various levels of need by bringing together information about local workforce programs, creating a roadmap of services and providing bilingual, 1-on-1, and workshop-based support to individuals in navigating the career development process. The Collaborative offers the following:

- Resume and interview skills workshops in-person or online via Zoom in English and Spanish.
- Workshops on local programs and free tools to increase skills and education to connect participants with their dream job offered in-person or online via Zoom in English and Spanish.
- One-on-one bilingual help with career exploration and job search in the Life Literacies Center located in the Downtown Santa Cruz Library.

Chair Carlos Palacios
Vice Chair Jamie Goldstein
Board Member Mali LaGoe
Board Member Matt Huffaker

STAFF REPORT

AGENDA: Thursday, February 3, 2022

DATE: January 21, 2022

TO: Library Joint Powers Authority Board

FROM: Mary-Haley Ousley, General Counsel

SUBJECT: Resolution Re-authorizing the Library Joint Powers Authority to Continue Remote Teleconference Meetings Pursuant to Assembly Bill 361.

RECOMMENDATION:

Adopt Resolution No. 2022-XX Authorizing Continued Remote Teleconference Meetings pursuant to Assembly Bill 361.

DISCUSSION

Pursuant to AB 361 and as codified at California Government Code section 54953, legislative bodies may use modified teleconferencing rules to conduct public meetings during a proclaimed State of Emergency under certain circumstances, including that state or local officials have imposed or recommended measures to promote social distancing.¹ The State of Emergency proclaimed by the Governor on March 4, 2020, due to the COVID-19 pandemic remains in effect today. Moreover, the Santa Cruz County Health Officer continues to recommend measures to promote social distancing and has once again instituted a health order requiring that individuals wear face coverings in indoor settings.²

This Board adopted its initial AB 361 findings at its meeting of October 7, 2021, and adopted its subsequent AB 361 findings at its meeting of December 2, 2021. To continue teleconferenced meetings under AB 361, the law requires that the Board adopt findings within thirty (30) days after its initial teleconference, and every thirty (30) days thereafter, that it has reconsidered the circumstances of the State of Emergency, and either (i) the state of emergency continues to directly impact the ability of the members to meet safely in person; and/or (ii) state or local officials continue to impose or recommend measures to promote social distancing.³

¹ Cal. Gov't Code § 54953(e)(1)(A)-(C).

² See *Order of the Santa Cruz County Health Officer, dated November 18, 2021*, <https://www.santacruzhealth.org/Portals/7/Pdfs/Coronavirus/PHO%20Order%20Requiring%20Face%20Coverings%20Indoors%2011-18-2021.pdf>

³ Cal. Gov't Code § 54953(e)(3).

Attachment:
Resolution No. 2022-X

**SANTA CRUZ LIBRARY JOINT POWERS AUTHORITY’S
SUBSEQUENT FINDINGS PURSUANT TO ASSEMBLY BILL 361 AUTHORIZING TELECONFERENCE
MEETINGS AS A RESULT OF THE CONTINUING COVID-19 PANDEMIC STATE OF EMERGENCY AND
HEALTH OFFICER RECOMMENDATION FOR SOCIAL DISTANCING**

WHEREAS, the **Santa Cruz Library Joint Powers Authority (“LJPA”)** is a legislative body under the Ralph M. Brown Act as defined under Cal. Gov. Code section 54952(b); and

WHEREAS, on September 16, 2021, Governor Newsom signed Assembly Bill 361 (“AB 361”), urgency legislation effective immediately, that amended Government Code section 54953 to permit legislative bodies subject to the Brown Act to continue to meet under modified teleconferencing rules provided that they comply with specific requirements set forth in the statute; and,

WHEREAS, pursuant to AB 361 and Cal. Gov. Code section 54953(e)(1)(A), a legislative body may meet under the modified teleconferencing rules during a proclaimed state of emergency, and where local officials have imposed or recommended measures to promote social distancing; and

WHEREAS, on March 4, 2020, Governor Newsom issued a Proclamation of State of Emergency in response to the COVID-19 pandemic, and which remains in effect; and

WHEREAS, on September 30, 2021, Santa Cruz County Public Health Officer Dr. Gail Newel strongly recommended that legislative bodies in Santa Cruz County continue to engage in physical/social distancing by meeting via teleconference as allowed by AB 361 and confirmed that she will regularly review and reconsider this recommendation and notify the public when it is no longer recommended; and

WHEREAS, pursuant to AB 361 and Cal. Gov. Code section 54953(e)(3), within 30 days of the date the legislative body first holding a teleconferenced meeting under the modified rules, and every 30 days thereafter, a legislative body can continue to hold such teleconference meetings provided it has reconsidered the circumstances of the state of emergency and determined either that the state of emergency continues to directly impact the ability of the members to meet safely in person or that local officials continue to recommend measures to promote social distancing; and

WHEREAS, on October 7, 2021, the **LJPA** held its initial teleconference meeting under AB 361; and

WHEREAS, on December 2, 2021, the **LJPA** held a subsequent teleconference meeting under AB 361; and

WHEREAS, the **LJPA** has once again reconsidered the circumstances of the current state of emergency and finds that the COVID-19 pandemic continues to directly impact the ability of members of the public to participate safely in person and further finds that the Santa Cruz County Public Health Officer continues to recommend measures to promote social distancing and require indoor face coverings; and

WHEREAS, in the interest of public health and safety, and due to the emergency caused by the spread of COVID-19, the **LJPA** deems it necessary for the legislative bodies of the LJPA to continue utilizing the modified teleconferencing rules set forth in AB 361;

NOW, THEREFORE, the **Santa Cruz Library Joint Powers Authority (“LJPA”)** makes the following findings by a majority vote:

Section 1. The foregoing recitals are true and correct, and adopted as findings of the **Santa Cruz Library Joint Power Authority** and legislative bodies of the LJPA.

Section 2. Effective immediately, and for the next 30 days, the **LJPA** and its legislative bodies will meet via teleconference as authorized under AB 361 and Government Code section 54953(e)(3).

Section 3. No later than thirty (30) days from making today’s findings, or at the next scheduled meeting, the **LJPA** will reconsider the circumstances of the COVID-19 state of emergency and, if necessary, adopt subsequent findings to continue holding teleconference meetings in accordance with Government Code section 54953(e)(3).

PASSED AND ADOPTED by the **Santa Cruz Library Joint Powers Authority** in Santa Cruz County, State of California, this ____ day of _____, 20__, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Chair, Santa Cruz Library
Joint Powers Authority

ATTEST: _____
Helga Smith, Clerk of the Board

Approved as to Form:

Chair Carlos Palacios
Vice Chair Jamie Goldstein
Board Member Rosemary Menard
Board Member Casey Estorga



**SANTA CRUZ CITY/COUNTY LIBRARIES
JOINT POWERS AUTHORITY BOARD
(LJPA)**

REGULAR MEETING MINUTES

Hybrid Meeting at the Capitola Branch Library

**THURSDAY DECEMBER 2, 2021
9:00 A.M.**

1. ROLL CALL

PRESENT: Nicole Coburn, Jamie Goldstein, Rosemary Menard, Casey Estorga
STAFF: Eric Howard Interim Library Director, Laura Whaley Interim Assistant Director,
Kimberly Finley,

2. ADDITIONAL MATERIALS

None

3. ADDITIONS AND DELETIONS TO AGENDA

The Agenda of December 2, 2021 was approved by consensus.

4. ORAL COMMUNICATIONS

None

5. REPORT BY INTERIM LIBRARY DIRECTOR

Interim Library Director Eric Howard reported on the recent activities of the Library.

6. FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES REPORT

Bruce Cotter, Executive Director, submitted his report on the recent activities of the Friends of the Santa Cruz Public Libraries with special emphasis on the Capital Campaign “Realizing the Promise” the Friends are engaged in at this time.

7. REPORT BY LIBRARY ADVISORY COMMISSION (LAC)

Lindsay Bass, Chair, reported on the recent LAC meeting of November 15, 2021.

8. COMMENTS BY BOARD MEMBERS

None

9. CORRESPONDENCE BY PUBLIC

None

10. CONSENT CALENDAR

A. RESULT: APPROVED CONSENT CALENDAR, Items 10 A – J.

- A. Adopted Resolution No. 2021-003 Authorizing Continued Remote Teleconference Meetings pursuant to Assembly Bill 361.**
- B. Approved the October 7, 2021 Board Meeting Minutes**
- C. Accepted and Filed Recent Articles about SCPL**
- D. Accepted and Filed 1st Qtr. Community Impact Measures for FY 2021-2022**
- E. Accepted and Filed 1st Qtr. Financial Report for FY 2021-2022**
- F. Accepted and Filed 1st Qtr. Incident Report for FY 2021-2022**
- G. Accepted and Filed 1st Qtr. Work Plan for FY 2021-2022**
- H. Accepted and Filed Library Sales Tax Revenue Update for 1st Qtr. FY 2020-2021**
- I. Approved updated review dates for Policies #101, 102 and 103**
- J. Approved and Amended the FY 21/22 Operating Budget
NBS Correction \$13,365; Innovation Lab Grant \$ 5,000; E Rate Refund \$ 118,757.**

[UNANIMOUS]

MOVER: Nicole Coburn

SECONDER: Casey Estorga

AYES: Coburn, Goldstein, Menard, Estorga

11. GENERAL BUSINESS

- A. Adoption of a Resolution Approving the Library Director Employment Agreement and Authorize the Board Chairperson to execute the agreement

RESULT:

Approved the Resolution and authorized the Board Chairperson to execute the Agreement. [UNANIMOUS]

MOVER: Rosemary Menard

SECONDER: Nicole Coburn

AYES: Coburn, Goldstein, Menard, Estorga

- B. Adopt Annual Meeting Schedule for 2022

RESULT: Adopted the Annual Meeting Schedule for 2022 to mirror the same schedule as adopted for the LFFA (as follows):

**February 3 at Capitola,
April 7 and May 5 at Felton,
June 2 and August 4 at Downtown,
October 6 and December 1 at Scotts Valley.
[UNANIMOUS]**

MOVER: Nicole Coburn

SECONDER: Rosemary Menard

AYES: Coburn, Goldstein, Menard, Estorga

- C. Revised Holiday Closure Policy # 108

Eric Howard, Interim Library Director, explained the reasons for the closure of all branches on the holiday eves.

RESULT: Approved Revised Holiday Closure Policy # 108 to close on Christmas Eve and New Year's Eve per Library Staff recommendation. [UNANIMOUS]

MOVER: Nicole Coburn

SECONDER: Rosemary Menard

AYES: Coburn, Goldstein, Menard, Estorga

D. Capitola Branch Library Lease and Sublease Agreements

Kimberly Finley, Chief Real Property Agent for the County of Santa Cruz, presented the report.

RESULT: Approved the attached sublease agreement between the County of Santa Cruz and the Santa Cruz Public Libraries for the City-owned Capitola library facility located at 2005 Wharf Road, Capitola.

[UNANIMOUS]

MOVER: Nicole Coburn

SECONDER: Rosemary Menard

AYES: Coburn, Goldstein, Menard, Estorga

E. Salary Savings for IT Consultant

Eric Howard, Interim Library Director, presented the report. He explained that the Library IT department has several unfilled positions and is requesting that the salary savings from personnel be moved to the operating budget for use for IT consultation.

RESULT: Approved and Amended the FY 21/22 Library Budget in the amount of \$150,000. [UNANIMOUS]

MOVER: Rosemary Menard

SECONDER: Nicole Coburn

AYES: Coburn, Goldstein, Menard, Estorga

F. Laura Whaley, Interim Assistant Director: Service Update presentation.

The Board members asked a number of questions regarding staffing numbers in the past. Director Coburn expressed the desire to continue meetings of the Subcommittee, and encouraged exploration of other library systems and their staffing models with the goal of achieving equity especially in regards to providing more even hours and consistent opening and closing times. It was also suggested to engage the new Library Director in the process before finalizing the decision.

The question about qualified applicants was replied to in the affirmative, however the hiring process right now is slow since the HR department of the City of SC is overwhelmed. OE3 Union is supporting the staffing model presented but would like to revisit it after 6 months to see if it is adequate.

An overview of previous open hours as far back as possible would be helpful.

The LAC (Library Advisory Commission) would be helpful in identifying priorities.

12. Adjournment

Final Adjournment of the Library Joint Powers Authority Board (LJPA) at 10:28 a.m. to the next regular meeting on February 3, 2022 at 9:00 a.m. [immediately following the LFFA meeting] as a Hybrid meeting at the Capitola Branch Library barring any changes in health mandates.

ATTEST: _____
Helga Smith, Clerk of the Board

All documents referred to in these minutes are available in the Santa Cruz Public Libraries – Library Headquarters Office, 117 Union Street, Santa Cruz, CA 95060

Chair Carlos Palacios
Vice Chair Jamie Goldstein
Board Member Mali LaGoe
Board Member Matt Huffaker



STAFF REPORT

DATE: February 3, 2022
TO: Library Joint Powers Authority Board
FROM: Yolande Wilburn, Library Director
RE: Media Packet

STAFF RECOMMENDATION

Accept and File the Media Packet for November 17, 2021 through January 20, 2022.

DISCUSSION

This Media packet covers the time period for November 17, 2021 through January 20, 2022.

Attachment: Media Packet

Report Prepared by: Diane Cowen,
Communications Manager

Reviewed and Forwarded by: Yolande Wilburn, Library Director

In the News and Media:

November 17, 2021 – January 20, 2022

Santa Cruz Sentinel *Regional Library news*



Dr. Martin Luther King Jr. Library in San Jose. (Photo by Tran Nguyen | San José Spotlight)

By Tran Nguyen, [San Jose Spotlight](#)

January 18, 2022

Local and regional libraries are halting plans to resume popular in-person programs amid rising COVID-19 infections in Santa Clara County.

San Jose libraries had planned this month to slowly bring back well-attended programs, such as the weekly children's story time, language classes and mock citizenship naturalization interviews, city library Director Jill Bourne said. But as the [number of COVID cases](#) skyrocketed [over the holiday season](#)—with the seven-day rolling average of new COVID infections in the county jumping from 657 on Dec. 24 to 4,851 as of Tuesday—officials are pumping the brakes.

The Santa Clara County Library System, however, is gearing up to extend hours—from opening six days to seven days a week—at seven of eight branches across the South Bay next week. The Campbell location will still operate six days a week. But the county's libraries are also not ready

to bring patrons back for in-person classes and programming. The county libraries also plan to pause the reopening of community rooms.

Santa Cruz Sentinel *News*

Name dropping | November 28, 2021 at 3:00 p.m.

Wilburn to head libraries

Santa Cruz Public Libraries (SCPL) on Tuesday announced that Yolande Wilburn has been selected as the next Director of Library Services.

Wilburn brings a range of experience in the areas of library planning, infrastructure, technology and services. Pending approval by the Santa Cruz Public Libraries Board of Directors, Wilburn would be the first woman of color to lead the Santa Cruz Public Library system in its 153-year history.

“Yolande’s talent and experience align perfectly with the direction of our library system,” Library Board Chair Carlos Palacios said in a prepared release.

Most recently, Wilburn was the City Librarian for the City of Torrance, where she oversaw six library locations and a \$7 million budget while incorporating key city initiatives and services into the library system, according to a library release.

Photo | Colorful collages ‘GLOW’ at the Felton Branch Library



By [SHMUEL THALER](#) | sthaler@santacruzsentinel.com | Santa Cruz Sentinel
November 29, 2021 at 3:00 p.m.

Colorful collages created by members of the San Lorenzo Valley community illuminate the windows of the Felton Branch Library. GLOW, which will be on display through Jan. 13, is a collaborative art project connecting the SLV community through creativity and contemplation of gratitude.

Led by Arts Council Santa Cruz County SPECTRA artist Stacy Monowitz and inspired by the prompt “I am grateful for...,” participants created tissue paper collages which are now mounted as multi-paned panels in the library’s windows. Sunlight illuminates the unique and colorful designs of 452 participants, and highlights common themes woven together in a collective voice of hope for the future. The numbered panels are available to the public to reserve for their own homes by making a donation to Felton Library Friends. (Shmuel Thaler/Santa Cruz Sentinel)

Yvette Brooks, Mayor’s message | Mayor looks back at term (Excerpt only)

December 4, 2021 at 2:45 p.m.

As we near the end of the year, and my last month as Capitola's Mayor, I wanted to take the opportunity to reflect on this year's accomplishments. I am so proud to have been able to get so much work done as our community experienced one of the most challenging years known to date. This work could not have been done without the support of my fellow Council members; Vice Mayor Sam Storey, Councilwoman Kristen Petersen, Councilmember Jaques Bertrand, and Councilwoman Margeaux Kaiser, as well as our City Manager Jamie Goldstein, our incredible staff, police department and community. It has been an honor serving on your behalf as mayor and I look forward to another year on Capitola City Council.



City of Capitola 2021 Accomplishments

As mentioned, this year has been full of surprises. A lot of us were impacted and still are dealing with the onslaught of the Coronavirus, losing our homes to the fires, job loss, financial hardships, and child care shortages, but also, we have seen resilience in ways unimaginable. The City of Capitola's staff has worked tirelessly on ensuring our community came first, making streets safer, funding new programs, and investing in our children. It would be remiss if I didn't acknowledge the endless hours of our Department Heads and their willingness to be creative and innovative. Here are just a few examples of this year's accomplishments that I had the privilege of supporting; **Public works:** Thanks to the hard work of our public works department, staff and donors, the City opened its new Capitola Library.

Santa Cruz to share design of Library Mixed-Use project during online seminars

By [RYAN STUART](#) | rstuart@santacruzsentinel.com | Santa Cruz Sentinel

December 8, 2021 at 4:56 p.m.

SANTA CRUZ – Santa Cruz residents will get a sneak peek at the Library Mixed-Use project on Friday.

Three separate online seminars are planned to share with the public the preliminary design of the project. The presentation will include the exterior design of the library, the site plan, rooftop plans and other components that include parking and housing unit numbers.

The project is proposed for 107 affordable housing units, planned for very-low-income and extremely-low-income units deed restricted at 50% and 30% of the area median income respectively.

The area median income for Santa Cruz County is \$111,900, according to the California Department of Housing and Community Development. That would limit the units to be leased to those that make \$55,450 a year, and in some cases \$33,300 a year, or less.

City officials are unsure if the 107 proposed affordable units will count toward the city's current Regional Housing Needs Allocation goals, or future goals, which are set to begin in the summer of 2023, according to Spokesperson Elizabeth Smith. Whichever cycle the units go toward will depend on when building permits are achieved, she added.

Either way, the large number of affordable units will be crucial to the city's RHNA needs. Santa Cruz has exceeded its housing goals in categories except very-low-income, in which it must still produce 123 units for the current fifth cycle.

As for the sixth cycle, Santa Cruz's housing expectation is predicted to quadruple. A draft plan of the city's housing requirement proposed the city build 3,400 housing units over eight years, 826 of which are proposed for very-low-income housing.

The Association of Monterey Bay Area Governments met Wednesday to finalize the draft after the Sentinel's print deadline.

Friday, residents will also get an opportunity to attend breakout sessions to provide feedback to the master architect's team.

The online workshops will happen at 9 a.m., 2 p.m. and 5 p.m. on Friday. The first two sessions are full with limited availability remaining in the third. Those interested can register online at [Eventbrite.com](https://www.eventbrite.com) or at [cityofsantacruz.com](https://www.cityofsantacruz.com).

Following Friday's community outreach, the proposed design will be presented to the City Council on Tuesday, according to Smith.

Design and planning is expected to conclude at the end of next year with construction on the project beginning in 2023, Tom Ottenstein, the senior program and construction manager at Griffin Structures, stated in September. The project is expected to be move-in ready by 2025.

Derek Timm, Mayor's message | Grateful to serve city of Scotts Valley

By [DONALD FUKUI](mailto:dfukui@santacruzsentinel.com) | dfukui@santacruzsentinel.com | Santa Cruz Sentinel

December 11, 2021 at 2:30 p.m.

It is hard not to love Thanksgiving, not just for the turkey and pie (of which I admit to taking one too many servings), but for the moment it gives us with family and friends to reflect on why we are grateful. Personally, I am deeply grateful for the opportunity to serve my community over the past year as mayor, it has truly been one of the great honors of my life. Looking back, despite its many challenges, there is so much for our community to take pride in, and so many great opportunities ahead.



Scotts Valley Mayor Derek Timm

I am especially grateful for our local businesses, who have worked together along with our city and the chamber of commerce to overcome countless obstacles. It is hard enough to be a small business owner in a normal world but add the myriad of hurdles businesses have had to navigate over the last 20 months, and it is overwhelming. The local economic recovery committee that we set up along with the chamber after the pandemic began, has helped businesses get the information they need and access to available funding programs to help them survive.

City earns grant

To further assist our businesses, the city has just been awarded \$250,000 in grant funding which will go directly to our local businesses. This month, the city along with the chamber and the Small Business Development Center will host a virtual town hall for local business owners to explain how they can apply for their share of the grant funding (www.ScottsValley.org for more info). The city's goal is to help businesses retain employees and provide funds to those businesses that need it the most so their doors can stay open.

Shop, dine local

A great way we can all show our gratitude to our businesses this holiday season is by shopping local. You may have noticed “Shop Local and Dine Local” signs that have been popping up around town. Just a reminder of how important it is to support our businesses this holiday season.

New city manager

My gratitude also extends to the amazing staff at our city for supporting our community through such challenging times. As many are aware, since this summer, our city has been in search of a new city manager, and we are pleased to announce that Mali LaGoe will begin her tenure as our new city manager in January.

She comes to us with extensive experience, having led Nevada County as the assistant county executive officer. She will step-in leading us forward with so many projects already underway, and new projects on the horizon. I know everyone in the city is looking forward to her arrival and leadership.

City improvements

Despite facing challenging times and being under resourced, our city government completed a long list of items during 2021. Not only has our city made dramatic progress on economic recovery, but it has pushed forward so many long-needed projects during the past 18 months. We have made strides toward achieving sustainable wastewater operations to meet safety and environmental standards and reliable recycled water operations.

We partnered with the Boys & Girls Club to make sure we could provide safe after-school care. We completed the Skypark Field restoration project, needed after the weight of fire vehicles during the CZU fires severely impacted the fields, and we are finalizing the Recreation Assessment of best practices and sustainable strategies to restore the City’s recreation services.

Safety is a top priority in Scotts Valley, and the city is proud that after many setbacks in 2020, our police department is approaching full staffing. I have enjoyed seeing the many new faces and knowing that they are there when we need them. We have also been fortunate enough to add a school resource officer back at the high school (funded by Proposition 56 Youth Tobacco Prevention grant).

Projects on horizon

Additional improvements we can all look forward to are upgrades to the Skypark playground (funded by the Proposition 68 grant). We anticipate receiving federal funding on our application, supported by Rep. Anna Eshoo, to replace the city’s child care facility located at Vine Hill Elementary. The city also finalized the active transportation plan, which will allow us to be eligible for funding for safer cycling and pedestrian routes, including the \$500,000 grant that was just awarded to complete much needed repairs and improvements on the Granite Creek overpass.

Library renovations from the County Wide Measure S Bond are also underway. In addition to safety improvement, both the interior and exterior of the Scotts Valley Library are receiving major upgrades. Further, the theater guild is coming close to completing its dream of opening the community theater. They are looking for additional donations to make the dream a reality. To donate, visit svctheaterguild.org.

One project the everyone is excited about is the construction of Target to replace the old Kmart store. Construction is currently underway, and completion is anticipated this summer. Additionally, the shopping center owner has permits in process to do a major beautification to the entire center. Next door, in the new Hangar building, my kids and I are grateful for the Penny Ice Creamery opening their doors and are excited to see Faultline Brewery and Home (by Zinnia’s) nearing completion.

As we close out 2021, remember to share your gratitude with others around town. We have all been through challenging times but can see great hope in the future ahead. Share that feeling with others with a smile, wave or a thank you. That builds the close bond that is so much a part of the community we all love.

Mayor’s message is a Sunday column written by Scotts Valley Mayor Derek Timm.

Master architect unveils preliminary Library Mixed-Use project design



Master architect for the Library Mixed-Use project, Jayson Architecture, unveiled the preliminary design for the building. The project includes a new library to replace the current downtown library, affordable housing, a parking garage and retail space. (Contributed)

By [RYAN STUART](#) | rstuart@santacruzsentinel.com | Santa Cruz Sentinel

PUBLISHED: December 12, 2021 at 4:00 p.m. | UPDATED: December 13, 2021 at 5:01 p.m.

SANTA CRUZ – Santa Cruz has entered the final trimester of the timeline for a library and affordable housing project that has been in development since 2012.

The master architect for the Library Mixed-Use project, Jayson Architecture, unveiled the preliminary design for the building. The project includes a new library to replace the current downtown library, affordable housing, a parking garage and retail space.

“In our professional opinion this is a really excellent use of these four types of programs. They have a great synergy with each other,” Associate Project Manager Katie Stuart said. “We see them working well together.”

The library itself, proposed to be built in the parking lot at Cathcart, Cedar and Lincoln Streets, is expected to be between 30,000 and 35,000 square feet. However, Stuart believes the architecture firm will be able to achieve the larger of the two options.

The downtown branch will serve as the face of the structure and will have large windows to let in natural light from all angles. It will be two stories, with a mezzanine level and will focus on open spaces throughout the structure.

It will also include a rooftop balcony on the southside of the library, above the retail space. The rooftop patio is intended to be used as a study or work space. Alternatively, it could be used for story time for children or for author readings, said Abe Jayson, principal architect at Jayson Architecture.

“We see this as spaces that potentially on a nice day a group of teens that want to do some homework or a small startup business where it’s too nice to be inside, they’re going to have their meeting outside or in these little rooms for two to six people,” Jayson said.

The garage is planned to be behind the library, with direct access to the facility. The garage has the capacity to hold between 300 and 315 cars, which is less than the 400 parking spaces originally planned.

The garage is also designed with flat parking decks rather than a sloped garage. It was designed this way so it could be repurposed for other uses if the need for the garage lessens over the years, Stuart noted.

On the southwestern corner of the building is two stories of retail space, which will occupy between 7,000 and 9,000 square feet. The retail corner will include 1,800-2,500 square feet of dedicated daycare space, to include an outdoor play area.

The final element of the building is the housing element. Housing in this project is intended to be 100% affordable for very-low-income and extremely-low-income families. That designation means the housing will be deed restricted to 50% of the area median income or lower, and in some cases 30% or lower.

The area median income in Santa Cruz County is \$111,900, according to the California Department of Housing and Community Development. Therefore, very-low-income housing is available to those who make less than \$55,450 a year and extremely-low-income housing is available to those who make \$33,300 a year.

The housing element is proposed as five stories, on top of a three-tiered parking garage, according to design renderings. The housing is set back from the library to create more space for windows and creates more privacy for residents, Stuart noted.

“You can see that civic presence of the library as the forefront of this project, the most prominent thing and the housing really serving as this graceful backdrop to the civic building,” Jayson said.

That housing element has also changed since the original concept of the project. It is proposed to have between 100 and 125 affordable housing units, which is two to two-and-a-half times more than the original 50 units that were proposed.

They will vary from studio to three-bedroom apartments. Studio and one-bedroom apartments will be the most abundant at 50-65 units. Two and three-bedroom apartments will range between 25-30 units for each apartment size.

“We are hoping to get the height approved by council so we can actually get 125 units,” Economic Development Director Bonnie Lipscomb said. “That is our goal.”

The design will go to City Council on Tuesday for approval. From there, the design and engineering phase is expected to finish in the middle of 2022. Construction is expected to being at the end of 2024, according to a project timeline presented Friday.

County Planning Commission accepts new Aptos library plans



On Wednesday, planners from the County of Santa Cruz Department of Public Works as well as designers from Anderson Brulé Architects, or ABA, presented their vision for the new Aptos Branch Library to the County Planning Commission. Their goal is to fundraise, with the Friends of

the Santa Cruz Public Libraries, for a building that blends in with the natural beauty of Aptos. (Courtesy of ABA)

By [MELISSA HARTMAN](#) | mhartman@santacruzsentinel.com |

PUBLISHED: January 12, 2022 at 4:55 p.m. | UPDATED: January 13, 2022 at 4:18 p.m.

APTOS — The Santa Cruz County Planning Commission [during its Wednesday meeting](#) approved a proposal to demolish the current Aptos Branch Library on Soquel Drive and construct a new one.

Second District Representative Allyson Violante, whose constituents will benefit the most from the project, and new commission vice chair Rachel Dann made the motion to move the staff recommendation to determine the proposal was exempt from any further environmental study and make the findings to OK it.

Only one stipulation was added as suggested by new chair Tim Gordin and worded by commission and staff members: That the county review the proposed elevations along Soquel Drive to verify there will be minimal impacts associated with the thermoplastic polyolefin roof material. Thermoplastic polyolefin, or TPO, is a material that traps heat, cooling buildings down and powering facilities with the stored energy, architects explained.

Leading the reconstruction of the second most-used library in the county are Department of Public Works Project Manager Damon Adlao and a team at Anderson Brulé Architects, or ABA. The new library plans involve a facility that is nearly 4,000 square feet larger than the space opened in 1975, according to the [agencies' staff report](#).

"We are building a library to meet what is a current, future need," Mark Schoeman of ABA said. "It's my understanding that this building is overused at this point."

Currently, the library is designed to fit into the natural environment with composite wood siding. The design team has teamed up with Friends of the Santa Cruz Public Libraries to try to fundraise for the expensive siding option, [a campaign with a website](#) that asks donors to "realize the promise" of the facility.

The library will feature bookshelves for children, teens and adults as well as an area to access online materials. More indoor and outdoor square footage will be dedicated to existing and incoming library programming. Outside, children will learn around gardens.

[ABA's renderings](#) allow for 73 parking spaces, with inclusive and electric charging spots, in the adjoining lot. The parking lot would be repaired and slurry sealed, the report adds. Around the property, generous landscaping, improvements to existing curbs, gutters, sidewalks and storm drains on roads the library abuts are written into the plans.

Adlao and the architects have been in talks with neighbors for at least two years, since ABA was [awarded the contract to rethink the library in 2020](#). This was mentioned by Aptos lawyer Bill Parkin, who spoke on behalf of a couple who lives on Arden Way — a road that backs up to the facility. His clients, Debra and Michael Downing, are in favor of the project but through their attorney explained a handful of concerns.

First, they wanted to make sure that oak trees along the fence line stayed in place. Second, they asked that invasive ivy on the fence separating Arden Way from the library be removed due to rats. Third, they checked that no part of the building extends into the designated setback of 20 feet from residents. Fourth, they made sure that the roofing materials selected would not create a glare facing the neighborhood. Finally, they sought mitigation of demolition and construction regarding dust and parking of heavy machinery on their privately maintained road.

"There needs to be an open line of communication," Parkin concluded.

All of these requests will be accommodated to the fullest extent that crews can, Adlao promised. The oak trees will stay and as much ivy will be pulled as is possible while maintaining the integrity of the fence. While no stipulations will be put on building crews regarding where to park machinery, Adlao said the ask was doable and that building and grading permits required for the project will act as controls in place for effects such as dust.

"I will make sure that a sign is posted that has my name and my cell. I will be available at all times to address any concerns the public may have," he said.

Community led initiative and Library Mixed-Use project could face off in November

By [RYAN STUART](#) | rstuart@santacruzsentinel.com | Santa Cruz Sentinel

PUBLISHED: January 13, 2022 at 4:31 p.m. | UPDATED: January 13, 2022 at 4:32 p.m.

SANTA CRUZ – The Library Mixed-Use project, a proposed development that promises a new downtown library, retail space and as many as 125 affordable housing units could be in jeopardy. The project has been in the city’s crosshairs for roughly five years now, since the passage of Measure S by Santa Cruz County voters, but has really started to take shape within the last year. Since October 2020, City Council has identified a developer and master architect for the project. The architect, Jayson Architecture, unveiled the library’s preliminary design in December. The design contains the library as the main focus with an area between 30,000 and 35,000 square feet.

The housing serves as the backdrop to the library, which will provide 100-125 affordable housing units. The housing portion is intended to be 100% and deed restricted to residents who make 50% of the area median income or lower.

A parking garage is outfitted to the building with a maximum capacity of 315 cars. It is also optimized to be converted into an alternative use should the city move past the need for a parking garage.

Lastly, a small retail space and childcare facility are included in the designs.

However, a community driven ballot initiative threatens the project with its own plans for affordable housing within the city. The initiative, Our Downtown, Our Future, identifies eight parking lots in downtown Santa Cruz it would require the development of future affordable housing.

“It would basically stop the project,” City Spokesperson Elizabeth Smith said. The gist of it is, the Library Mixed-Use project as it is currently envisioned would stop. It would take it offline.”

One of the initiative organizers, John Hall, stated that just one of the lots designated for affordable housing would be able to provide more housing than the Library Mixed-Use project. Hall used Lot 7, behind Kianti’s and the Del Mar Theater, as an example. While the city’s project proposes as many as 125 units, Hall anticipates up to 180 units can be placed in Lot 7.

It also designates Lot 4, the location of the proposed library project, as a ninth spot for affordable housing, but does not require development there.

Hall could not give an accurate estimate of how much housing the initiative would provide in the other seven parking lots.

“I’m not an architect and I don’t want to get into estimating the number of units that could be provided, but with that number of lots I would think that it would be more than 300 or perhaps 400,” Hall said. “The basic point to me is, we need affordable housing, and this is way to create more of it than is proposed in the lot 4 mixed-use project alternative.”

While the Our Downtown, Our Future initiative promises more affordable housing than the Library Mixed-Use project, it does not add to it. Instead, if voters pass the initiative, the Library Mixed-Use project will be dead in the water.

Part of the Our Downtown, Our Future initiative is to designate Lot 4, the proposed site for the Library Mixed-Use project at the corners of Cedar, Lincoln and Cathcart streets, as a permanent location for the Downtown Farmers Market. The initiative also proposed the lot be used as a “downtown commons” in Santa Cruz.

“With increased residential density down, there is a crying need for more public space,” Hall said. “If you talk to any planner or you look at any of the new urbanist planners about public space, they say it is absolutely crucial, especially as cities begin to densify.”

The initiative would also bar the city from moving the location of the library and require it to use Measure S funding to renovate it, rather than build a new one.

The conflict between the initiative and the library project could leave the fate of a new library and the direction for additional housing in the hands of Santa Cruz voters.

The city stands to lose a lot if the library project is halted. It could lose as much as \$14 million from the passage of the initiative, according to Smith.

By the time of the election, the city will have already paid as much as \$2 million into the planning of the project. The remaining money lost would be through state grants for affordable housing projects.

The state has already granted Santa Cruz \$2 million as an award that is specific to the library project. An additional \$10 million, which has yet to be rewarded to the city but is expected in March, is another potential loss if the initiative passes, Director of Economic Development Bonnie Lipscomb noted.

The city is currently applying for a third grant, but has not determined the dollar amount, yet.

“Say we wanted to find another place for 125 units, we would have to start over in trying to do that. We couldn’t transfer the grants we got already for the Library Mixed-Use project,” Smith said.

“There’s the money we spent on development already. That would go away, that is a sunk cost.” Our Downtown, Our Future plans to create a funding source for its affordable housing and library renovations using the city’s parking revenue. However, that may not prove to be a stable funding source either.

Since 2011, city expenditures have been greater than revenue produced by the parking program every year except for three, Smith noted. In the last non-COVID-19 year, 2019, revenues were \$2 million below expenditures, she added. Expenditures include the operation of the program and any improvements.

Additionally, the loss of the library project would result in more citywide parking loss than with the project. Several future projects on city parking lots would eliminate 375 parking spaces, Smith said. The library project’s parking lot would replace 310 of those.

The eight lots designated by Our Downtown, Our Future hold approximately 241 parking spaces, according to Google satellite images. It is unclear if there is any overlap between lots designated by Our Downtown, Our Future and planned future development by the city.

But the detriment to parking supply does not stop there, Smith noted. The upcoming Pacific Station North and South developments do not include parking in the plan for 165 new housing units. The anticipated permanent outdoor dining program and Cruz Hotel will stress parking supplies further, she added.

The initiative also seeks to amend the General and Downtown Plans to disallow the construction further above ground parking structures. However, Hall stated the lot behind City Hall would still be eligible for a parking structure.

Currently, the initiative is still garnering signatures to make the November ballot. To make the ballot, it will need to gather signatures from 3,848 registered voters in Santa Cruz, which is 10% of the voter base, according to City Clerk Bonnie Bush. Our Downtown, Our Future has until May 23 to collect those signatures, she added.

Hall was unable to provide the Sentinel an accurate estimate of the initiative’s progress toward its signature goal since organizers are working to verify the signatures already collected.

If it does make the ballot, a simple majority vote by Santa Cruz residents will decide the direction of affordable housing in the city and the fate of the library project.

“We don’t know how many we have that are actually legally valid,” Hall said of the signatures collected, “but we want to let the voters decide.”

Santa Cruz Sentinel *Editorials*

Stephen Kessler | Deconstructing the mixed-use mythmaker

November 20, 2021 at 6:30 a.m.

The lies, distortions and red herrings propagated by a group of proponents of the mixed-use garage-library-apartments in a Nov. 12 guest commentary in the Sentinel are almost as shameless as the bad faith, deviousness and duplicity of the City of Santa Cruz (management and council) in their relentlessly one-sided campaign to impose this urban atrocity on the community.

Measure S, the 2016 library bond measure passed by voters, said nothing about moving the downtown library, much less moving it into a garage. The survey circulated by the council-selected Downtown Library Advisory Committee as to what people wanted in a new library also conveniently omitted any reference to mixing it with a garage. When people found out they’d been baited-and-switched, the uproar moved the council to replace much of the parking with “affordable

housing,” which no one could object to. Public comment at council meetings and correspondence ran about four-to-one against the library-garage.

So the proponents’ claim that the community was consulted and somehow approved, by way of “a thorough public study,” a project it never asked for and didn’t want is a bad joke. Equally false is the assertion that the Our Downtown, Our Future ballot measure, whose petitions will soon be circulating, threatens to reduce the amount of affordable housing downtown. To the contrary, more units of affordable housing are proposed for Lot 7, an equally pedestrian-friendly location a short block from Pacific Avenue, than would fit in the mixed-use project on Lot 4.

Farmers Market management prudently and wisely has not taken sides in this controversy as it doesn’t wish to alienate the city. But anyone who has frequented the current market on Wednesdays on Lot 4, with its big shady magnolias and liquidambar, knows that it is a far superior location, with its afternoon sun, than the narrower, darker space on Lot 7.

The idea that constructing a gigantic concrete building at the sacrifice of carbon-absorbing, oxygen-breathing trees is an environmentally responsible way to develop the last open space downtown is an insult to our intelligence — and the mixed-use advocates never even mention the sacrifice of the trees and the tradeoff of trees to concrete in their paeans to the alleged greenness of their project.

The pro-mixed-use people (under the umbrella of Downtown Forward, a group organized by two-time ex-mayor Cynthia Mathews from her decades of cultivated relations in city politics) seem to think their misrepresentation of the Our Downtown, Our Future ballot measure will distract the public from the political malpractice and physical monstrosity of their plan. They continually claim that the current library is so decrepit that it can’t be renovated, when the very architects they’ve hired to design the library-garage-housing project have already sketched a viable design for renovation of the Church Street library — and such a library could have every feature of a “21st-century library” they falsely claim can only be built as the ground floor of a six-story (five-story? seven-story?) garage-apartment complex.

Resistance to the city’s ill-conceived plan has nothing to do with antigrowth nostalgia and everything to do with common sense and optimum use of public space in an urban landscape dominated by large blocks of wall-to-wall buildings. By unmixing their architectural mashup, renovating the Church Street library, building ample affordable housing on Lot 7 and other city lots, and incorporating what parking is necessary into other developments, Lot 4 and its trees can be saved with the potential of its eventual development as a much-needed public plaza.

The Our Downtown, Our Future petition gives Santa Cruz voters a choice between competing visions for the heart of our city and the type of urban environment we wish to inhabit. It provides for affordable housing, rebuilds and improves the library in place, and leaves a bit of breathing space amid an increasingly chockablock downtown streetscape. Citizens of this community deserve a chance to talk back at the ballot box to public officials who have arrogantly ignored them up to now.

Stephen Kessler | Library project: Mixed design is better but still wrong

December 18, 2021 at 5:00 a.m.

Thanks in part to sustained pushback from such grassroots community groups as Don’t Bury the Library, Campaign for Sustainable Transportation, Downtown Commons Advocates, and from many individual citizens angered by the city’s bait-and-switch tactics for gaining pseudo-approval of its mixed-use garage-library project, Jayson Architecture’s preliminary design for the proposed building is not nearly as bad as some of us anticipated.

Looked at in isolation, apart from the dubious process of its imposition on a protesting populace, apart from its destruction of 10 big trees and apart from its displacement of the Civic Center library and the Wednesday farmers market on Lot 4, the drawings presented to the Santa Cruz City Council for its approval Tuesday look attractive enough to neutralize if not nullify many of the initial objections to the offensive idea of subsuming the flagship branch of our public library under a multistory parking structure.

The proposed design shows nothing on top of the library, whose original single story has been increased to two stories with lots of big windows for western light (which will have to be well-

filtered and UV protected to prevent the bleaching of everything inside) and the parking component much reduced and hidden in three stories behind the library. The belatedly added “very low-” and “extremely low-income” housing element will sit on top of the parking and rise an additional five stories (for a total of eight) once the council approves the increase in height beyond current zoning limits.

So, what’s not to like about this improved and beautified picture? If Jayson had not already submitted a tentative design for renovation of the current Church Street library with most of the same amenities as the moved, mixed-use version; and if the trees were not doomed to be massacred; and if the farmers were not destined to be relocated to the inferior Lot 7; and if the city had any idea how much it would cost; and if Lot 4 were not to be lost forever to this development, the basically bad idea of mixing the library with these other inappropriate elements (did I mention the 7,000-9,000 square feet of retail space?) might seem, like lipstick on a pig, almost attractive.

The fact that the city has walked back its original claim of desperately needed parking and has never explained why low-income housing could not be built as its own development, with many more units of housing, on Lot 7 calls into question the necessity of moving the library out of Civic Center let alone mixing it with housing, parking and retail on the last lot downtown with the potential of being a plaza like that of Watsonville, where it serves as a public space for all sorts of civic activity. That Santa Cruz has no such plaza and is about to forgo the possibility of ever having one does not speak well of our city officials’ vision.

It’s not too late to save and rebuild the library in place with just as nice a design at comparable cost by the same architects, build even more units of low-income housing on Lot 7 along the Front Street corridor of other large apartment and hotel complexes, prevent the slaughter of trees on Lot 4, and preserve that open space for possible future development as a public plaza where the community could gather for diverse outdoor events.

These superior possibilities are all included in the initiative for next fall’s general election sponsored by Our Downtown, Our Future. Petitions to put this measure on the ballot are now circulating in various locations. If enough people sign, Santa Cruz voters will have a choice as to what kind of downtown they want in the decades ahead. It’s only democratic to give people a chance to make their voices heard directly on such a consequential decision.

*Stephen Kessler is a four-time recipient of the California Library Association’s PR Excellence Award for The Redwood Coast Review, which he founded and edited for 16 years (1999-2014) for **Coast Community Library in Point Arena.***

Guest Commentary | Library project: Opponents can declare victory with latest plan

December 24, 2021 at 5:00 a.m. By Don Lane

The folks who have been fighting the new library/housing/parking project on a Cedar Street parking lot have finally won.

They fought for less parking. The very early plan had 600 parking spaces. Then it was reduced by the City Council to 400. The latest design goes down to 310. Because many parking spaces will be removed downtown due to new housing projects – and more spaces have been given up for pandemic-inspired parklets for restaurants (all together, about 360 spots), there will actually be fewer downtown parking spaces overall. Success!

They urged more housing (me, too!). Now the project is designed to have 125 truly affordable apartments. This is up from 0 apartments in 2017 and up from the 50 included last year. Congratulations!

They wanted to make sure the new library was not “buried” under a parking structure. One activist organization is called “Don’t bury the library” and they even created a song on this theme. The latest good news: the new design does not bury the library under anything. In fact, the only things above it are a rooftop garden, solar panels, and the sky. Way to go!

They pushed for more public open space downtown. The new project design has a 5,000-square-foot roof deck, which will become one of the larger public open spaces downtown. There will even be large trees. Mission accomplished!

They want a great site for the farmers market. With the Library Mixed Use Plan moving forward, the old library site becomes available as a possible location for a permanent farmers market plaza with much better amenities than the current site and a multi-use plaza for public use every day. Plus, the site is large enough to also accommodate a significant number of affordable apartments on the back side of that site. More success!

They are seeking a greener downtown. The new library will play an active role in the fight against climate change. The library building will benefit from green building features, stormwater management, natural light, efficient windows, solar power and a realistic plan to be all-electric – a major upgrade over the existing library’s major use of gas to power critical systems). Yay team! They pushed for a great library for our community’s downtown. This new plan will deliver a library of a much higher caliber than our current library with better studying and meeting spaces, and better services and programming. Another win!

They urged officials to make sure the library project was financially feasible and makes the best use of public funds. The city staff has now presented a financial plan that demonstrated this feasibility — and the fiscal responsibility of creating a project that combines four uses. The combining of uses means savings associated with cost-sharing among four different uses. Advocacy really paid off!

Now, many of the folks I’m writing about are serious political activists and they thrive on a good political battle. So much so, perhaps, that they won’t see the significant success they’ve had in accomplishing their goals. They participated in the city’s engagement processes and applied pressure ... and they caused real change. They have much to be proud of.

However, there are times when a political group scores some wins and then has a hard time resisting trying to go for total victory. But I’m hopeful they won’t do that – because, in the end, they are very community-minded people who know that most political battles end more positively when everyone involved gets a significant amount of their needs met.

We’ve reached that moment with the library project.

Let’s move on now — and expedite getting 125 lower-income households into new, affordable apartments. Workers that are the backbone of our community, children of those workers, low-income seniors, and vulnerable individuals with few resources deserve nothing less.

Former Mayor Don Lane is a community organizer working with several local organizations to create additional affordable housing opportunities in Santa Cruz County.

Guest Commentary | A compromise proposal for library debate and the ‘old library’

January 13, 2022 at 5:00 a.m.

By Mark Levy

I have lived, taught, and worked in Santa Cruz proper since 1971. I’ve seen a lot of change. All too often, I’ve witnessed change with non-transparent ulterior motives.

In the case of the new library battle, I am suspicious of what the plan is for the current, possibly soon-to-be “old” library building, if vacated. I have not heard those plans included in the discussions at all. Is it to become more office space for the city council and for the city administrators? Or what? I don’t think the city wants to discuss this, which almost certainly means they already have something in mind that they know people won’t like. The plan for our current library, if vacated, most certainly needs to be part of the debate.

I have been generally opposed to the plan to move the library, but I also acknowledge that rarely does anything move forward without compromise. Especially in Santa Cruz. In spite of that, I, for one, might be swayed to support the library move if the current library site and its parking lot were to be razed and transformed into a town center park. Perhaps it could even extend into the street where the defaced Black Lives Matter sign sits. Such a park site would be ideal for its unimpeded sunlight, proximity to the Civic Auditorium, downtown offices such as Parks and Recreation, City Hall and the medical clinic directly across the street.

Envision this as a wonderful place for city and office workers as well as the general public to sit, eat lunch, socialize and catch a breath of fresh air. Additional possibilities might include civic-minded events, including outdoor speaker forums, awards/recognition ceremonies and other categories of public outreach. Consider it a fresh new venue for outdoor music, street fairs, like

the monthly antique faire, Greek Festival expansion, Cabrillo Music Festival and other events previously causing street closures, and all without intrusion upon surrounding residences, businesses or parking revenue.

Finally, but certainly not least of all, such a park site would allow the Farmers Market a new and permanent home not far from its current location. This would end one of the most unsolved and debated aspects of the current library plan. And with this park as the regular location of the Farmers Market and other events, it would not become a possible site for a homeless encampment, solving that potential concern.

Think of this new park as our own town zocalo. A true town center. Like Watsonville, which is currently working to renovate its own zocalo/park, this is an idea that has been an acknowledged need, discussed and tossed about for a long time. I suggest now is the ideal time for this to be included in the library plan. I believe it sweetens the entire overview and perspective upon the library project/debate.

A compromise worth considering. Perhaps this can refocus the contentious library debate and bring people a bit closer together — in more ways than one.

I doubt I am alone in saying I could be swayed to support the library move with its newly revised and improved design if it included the creation of a new park and permanent venue for the Farmers Market downtown. This concept also goes a long way towards defining and refining a truly beautiful Santa Cruz town center for all of us.

Mark Levy is a resident of Santa Cruz, a retired high school teacher at Santa Cruz High School for 36 years and active in process inclusive reform.

Santa Cruz Sentinel *Letters*

Letter | Real reason for downtown parking project now clear

November 22, 2021 at 5:00 a.m.

So, a proposed 323-room downtown hotel is planning for only 15 parking spaces because the owners, Owen Lawlor and Stephen Chan, are being allowed to circumvent the city's parking standards by paying an "in lieu fee". Mr. Lawlor naively expects that many guests, especially business travelers, will be arriving by ride share instead of private vehicles, so the need for on-site parking should be minimal. The vast majority of visitors occupying our hotel rooms come here for the beaches and other attractions, not for business, and ride sharing is not an option for them. Now the real reason for building a massive downtown parking structure is becoming more clear. It's main purpose will be for guests and employees of resort properties. Just entice the locals with a few perks, like a new library and affordable housing, and the developers will get all the parking they need, courtesy of taxpayers.

— *Jim Sklenar, Santa Cruz*

Letter | Enough Kessler negativity on Santa Cruz library project

November 23, 2021 at 6:00 a.m.

Stephen Kessler clearly opposes a library relocation and combining it with a garage. Unfortunately, the point he misses is that the library will not be "buried" in a garage, rather designed in front of a garage. The proposed site will certainly be developed someday, and if it isn't this proposed project, then it may likely be just an unattractive concrete parking garage, like the others in town.

This project will be far more attractive, serve a public need, while also leaving the existing library site open for another public project. This is called progress.

Kessler misrepresents facts to get his way, while also blasting the names of people doing what they feel is best for the City. These people have quietly endured his negativity long enough.

The only place I agree with Kessler is that the library relocation project should go to a City vote. Let the people decide.

— *Roger McDowell, Santa Cruz*

Letter | Libraries: Free standing, not with parking on top

November 26, 2021 at 5:00 a.m.

Much has been said about plans for the downtown library. But I wonder ... how many Jewish temples are built with parking on top? How many churches? How many mosques? Our libraries are temples of learning. In free-thinking Santa Cruz, our libraries should be free-standing. Let their roofs bathe in sunlight.

— *Sue Holt, Santa Cruz*

Letter | Library location vote should be county-wide

November 29, 2021 at 5:00 a.m.

A recent letter writer asked again for a vote on the location of the library. I say yes only if the vote is county wide. Should we be amused at the notion that the handful of naysayers in the City of Santa Cruz get to make a major decision affecting everyone in the county of Santa Cruz? This tactic of threatening to take a project with county-wide impact and importance (funded by Santa Cruz County funds) to a City vote was used to destroy planning for a desalination plant in 2013/14. Now we have the placement of main branch of the county library up for grabs to save some heritage trees that shade parked cars seven days a week. Mr. Kessler really should not pontificate endlessly about an issue from the regressive and very local city perspective.

— *Johanna Bowen, Santa Cruz*

Letter | Library design story ignored two crises

December 14, 2021 at 5:00 a.m.

I read Monday's lead story on the proposed library mixed-use design with dismay because the proposal ignores two unignorable major crises: climate change and imperiled democracy. The first requires that plans for the new structure include energy saving and producing technology and construction.

The second requires that democracy be honored and a vote taken on whether to proceed further with the plan.

— *David Swanger, Santa Cruz*

Letter | Library affordable housing for UCSC students?

December 17, 2021 at 5:00 a.m.

I attended the public input Zoom meeting about the latest version of the library/parking garage/affordable housing complex proposed for Lot 4 on Cedar Street. I noticed that Bonnie Lipscomb, director of Economic Development for the city, was in my focus group. So I asked her directly, "Are UCSC students eligible to live in the proposed apartments?" Her answer; yes, if they file income tax returns separate from their parents and their income fits the parameters.

I think city residents would be astounded if they knew this. The "affordable" housing being proposed could, potentially, be occupied by UCSC students. Our precious city-owned property and our tax revenues could be solving the university's housing problem! I thought the focus of city efforts was to limit UC expansion and force them to provide housing on the campus?

I would appreciate some investigative journalism by the Sentinel on this.

— *Kathy Haber, Santa Cruz*

Letter | It's city voters who should have say on library plan

December 19, 2021 at 7:00 a.m.

A recent letter writer urges a county-wide vote for the modernization and location of the downtown library (12/16). This plea ignores the Measure S stipulation that funding from Measure S goes to the jurisdiction in which the library lies. Capitola voters approved supplementing Measure S funds for their library, not Santa Cruz voters. All jurisdictions followed the Santa Cruz Public Library 2014-2024 Master Facilities Plan proposals, except the City of Santa Cruz.

Likewise, the city determines where affordable housing will be built; it decides where the downtown farmers' market will be located, not county voters. That's why it's so important city voters have their say to tell their representatives that the library should be renovated at its current location at the Civic Center, the Farmers Market should remain where it is, and affordable housing needs to be prioritized on surface lots, not boutique hotels.

— *Bob Morgan, Santa Cruz*

Letter | 'Xenophobia' toward UCSC students for housing

December 22, 2021 at 5:00 a.m.

This is a response to the letter “Library affordable housing for UCSC students?”

As both a lifelong Santa Cruz county resident and third-year UCSC student, something I never understood was the open xenophobia that “locals” have against UCSC students. We pay taxes here, we make your coffee or ring you up at the grocery store, and we also provide extra COVID-19 testing capacity at our labs. UCSC students are residents and deserve to be able to live in the place where they go to school.

This is the place where people have “build bridges not walls” bumper stickers on their cars while advocating for the segregation of a diverse population group of students out of their backyard. UCSC has been here longer than most residents, and the city and county are quite privileged to have a world-class research university in their backyard.

So yes, affordable housing at the library will be available to UCSC students and any affordable project for that matter.

— *Michael Wool, Santa Cruz*

Letter | New design does not eliminate library objections

December 26, 2021 at 5:00 a.m.

Don Lane’s tongue in cheek op-ed exhorts folks opposed to a relocated library/garage/housing project to give up because, according to Mr. Lane, the new design eliminates all objections.

Hardly. Ignored is the constituency of locals, including myself, who strongly oppose terminating the library’s historic location within the civic center of City Hall and Civic Auditorium. This sense of place is deeply felt. It cannot be dismissed as nostalgia. We would not have voted for Measure S if relocation had been upfront and not buried in the fine print.

Mr. Lane paints a rosy picture of lower income households, workers and seniors moving into affordable housing. However “affordable” has little meaning in the real world. The criterion for low-income is an individual earning \$74,000 a year with rents tied to that figure. This rules out most low-income workers and families who will be competing with students. Let the community vote.

— *Gillian Greensite, Santa Cruz*

Letter | Op-ed was wrong; voters denied choice on library

December 26, 2021 at 5:00 a.m.

Don Lane is wrong in his op-ed (Dec. 23). We did not win. Every change the city makes to the parking/library/housing project is an attempt to deny us a chance to decide for ourselves. And from the start, through every change, and before affordable housing was even added, Mr. Lane vocally supported a huge parking garage where the Farmers Market is today. He believes that the city, and the developers who advise it, know best what is good for our community. Let’s find out if we believe that our green communal space should be on top of a building, or that it makes sense to spend \$95K to build just one parking space. Let’s vote on it.

Please sign the Our Downtown Our Future petition. We win only if we decide for ourselves.

— *Erica Aitken, Santa Cruz*

Letter | Civic officials’ arrogance over library plan

December 31, 2021 at 5:00 a.m.

The arrogance of our civic officials is once again out of control. We will have to live with the downtown library building for decades. Surely, with a design this controversial, it should be put to a vote.

— *Tom Graves, Watsonville*

Letter | Supporters of library project are the ‘naysayers’

December 31, 2021 at 5:00 a.m.

A recent letter (Dec. 28) seems backwards in its use of the word “naysayers.”

The naysayers are the ones who tell us we can’t keep the Downtown Farmers Market at its present sunny location.

They say we cannot save legally protected Heritage trees on Lot 4. They would say no to building more units of affordable housing on Front Street’s Lot 7 than can be fit above an unneeded parking garage on Lot 4. They seem to think we have to encourage an autocratic culture in an era of climate crisis. They say we can’t renovate the Downtown Library at its existing, historic Civic Center location.

Yes, we can have a great, fully renovated library, the Farmers Market where it already works, and more affordable housing than can be crammed into an eight-story building on Lot 4. Just say yes! Sign the petition of ourdowntownourfuture.org. Let the voters decide.

— *John Hall, Co-chair, Our Downtown, Our Future, Santa Cruz*

Letter | Let Santa Cruz voters decide about library plan

January 15, 2022 at 5:00 a.m.

I read with interest Mark Levy's Jan. 13 Guest Commentary in the Sentinel because it offers a compromise to the controversy regarding the downtown library. His vision for a communal space where the library is today corresponds to a dream that many have especially as our city is becoming denser. We need a place that's green, where we can relax and walk in peace. But why not make it simple? Don't destroy the library. Instead, upgrade it, make it beautiful. We overwhelmingly voted to fund that. Leave the farmers market where it is today and free the Heritage Trees from the tar and stones that trap their roots. Make it green. Give it air. Encourage walking and biking downtown. But most of all, let's decide this for ourselves. This is Our Downtown and Our Future.

— *Erica Aitken, Santa Cruz*

Letter | Keep library where it is; create plaza blocks away

January 15, 2022 at 5:00 a.m.

Concerned that the city has hidden plans for reusing the corner lot of Church and Cedar, where a downtown library has stood for 117 years, a writer in a Guest Commentary (Jan. 13) proposed using that site as a public plaza in the heart of the Civic Center. A plaza with unimpeded sunlight, where the weekly Farmers Market, the monthly Antique Faire and even city and office workers might enjoy at lunch time. He called his idea a true town center. A little off in geographical terms, if one checks a map of Santa Cruz in the 21st century.

With a serious renovation of the existing library, as envisioned when the public, countywide, voted to tax itself for 30 years (Measure S), the existing library, repurposed, could become the beautifully remodeled, reconfigured, updated building that was envisioned by voters. Right where it is. And the public plaza could be created a couple of blocks away, still available to city and office workers.

— *Jean Brocklebank, Santa Cruz*

Letter | Misinformation being peddled on library project

January 18, 2022 at 5:00 a.m.

The Jan. 13 article on the proposed Library Mixed-Use project sheds light on misinformation being peddled by opponents. As a member of the former Downtown Library Advisory Committee (DLAC) it has been extremely disheartening to watch the library being used as a pawn by a small group of individuals trying to stop the project. They've made numerous claims without providing any concrete evidence. The article correctly points out that if the initiative qualifies for the November ballot, there is a very real risk of "killing" the project entirely. Opponents say that the people should decide on project's future. Weren't voters who approved Measure S, volunteers who served on DLAC, members of the city council, and scores of people who attended dozens of community meetings people too?

Don't be fooled. If you've already been duped into signing the petition, call the city clerk to have your signature removed.

— *Martín Gómez, Santa Cruz*

Letter | Activism has made library mixed-use project better

January 18, 2022 at 5:00 a.m.

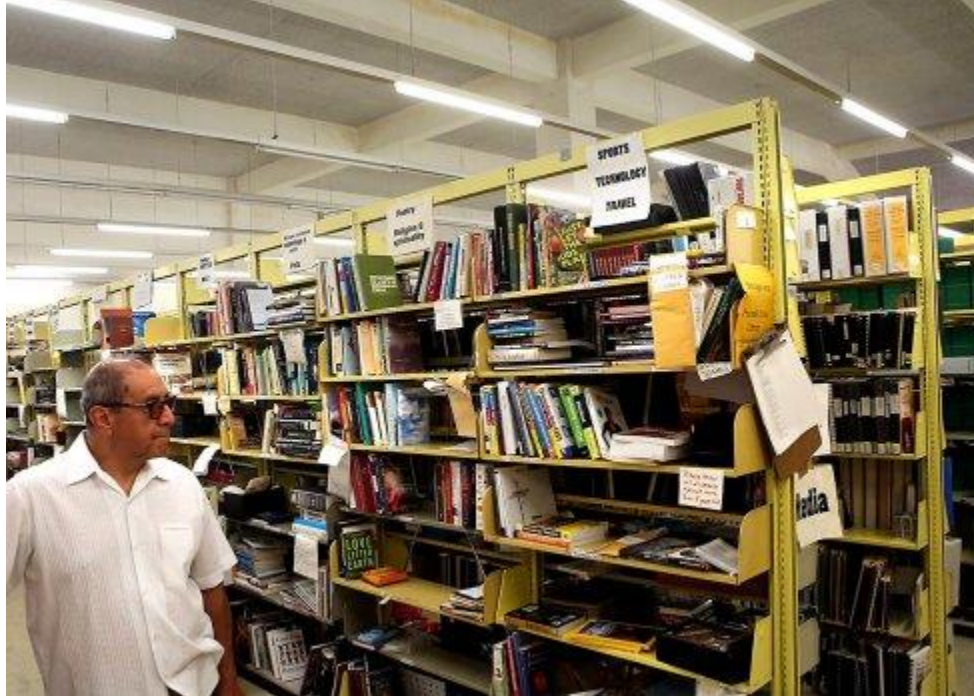
Guest Commentary writer Mark Levy and others should have no reason to be suspicious of city plans for the site of the current library as the city held public re-visioning sessions last year and I imagine there are more to come. The city has also designated parking lot 7, on Front Street, as a permanent, new home for the farmers market.

I worry that opponents of the mixed-use plan have undermined confidence in city staff and government with accusations of lack of transparency when they could instead be celebrating how activism has made this project better, increasing the number of affordable homes from 50 to as many as 125 and decreasing the number of parking stalls from 400 to 310.

— Elizabeth Conlan, Santa Cruz

Santa Cruz Sentinel *Coastlines*

Coast Line | Career workshops begin in December at SC main library



Friends of the Santa Cruz Public Libraries' Martin Gomez looks on during a tour of the downtown branch Wednesday. (Shmuel Thaler — Santa Cruz Sentinel)

By [DONALD FUKUI](mailto:dfukui@santacruzsentinel.com) | dfukui@santacruzsentinel.com | Santa Cruz Sentinel

December 1, 2021 at 12:05 p.m.

SANTA CRUZ

Career workshops begin this month

The Santa Cruz Public Libraries Career development workshops begin in December and continue through April in the Community Room at the Downtown Branch Library, 224 Church St., Santa Cruz. The in-person sessions are in a group setting, but job seekers can also attend virtually via Zoom.

Resume and interview skill workshops in English will take place at 10 a.m. every second Wednesday of the month starting Dec. 8.

Resume and interview skill workshops in Spanish will take place at 10 a.m. every third Wednesday of the month starting Dec. 15.

Registration to attend via Zoom is required. To register for the English workshop, visit bit.ly/SCPL-work1. To register for the Spanish workshop, visit bit.ly/SCPL-taller1.

Coast Line | Supervisor Bruce McPherson hosts Wednesday town hall

December 7, 2021 at 6:02 p.m.

SAN LORENZO VALLEY

Santa Cruz County Supervisor Bruce McPherson will host a virtual town hall from 5:30-7 p.m. Wednesday to address the topics of septic system regulations in the CZU Lightning Fire burn scar, as well as renovations to the Boulder Creek Branch Library, among other topics.

To join the meeting on Zoom, visit zoom.us or call 669-900-9128. The meeting ID: 940 2222 3447. There will be time for questions during the meeting, but questions also can be emailed in advance to Fifth.District@santacruzcounty.us.

GoodTimes

More Updates to the Santa Cruz Mixed-Use Library Project

The city council's revised plan for the 'mixed-use library' project includes more affordable housing units and less parking stalls

BY [AIYANA MOYA](#) POSTED ON DECEMBER 16, 2021

Santa Cruz's mixed-use library project received yet another round of updates this week, and while the changes were well received by most at Tuesday's City Council meeting, opposition to the project remains.

The city of Santa Cruz has been [working](#) on updating its decaying library since voters approved [Measure S](#) in 2016, an initiative that provided funding for library renovations across the county. The original plan for the update was to build [five stories of parking above a new library](#). But now, the city plans on building a two-story library with 310 parking spaces, adjacent to an 85-foot affordable apartment building. The construction would happen at the parking lot on the corner of Cedar and Lincoln streets, the site of the popular weekly downtown farmers market.

"When I was first campaigning for City Council, I'd heard that the site would have a six-story parking garage," said Councilman Justin Cummings, who told voters he [opposed](#) the initial project while running for office in 2018. "But what's before us today, I feel like it's a really big improvement."

The updates modify a few elements of the master plan that the City Council approved in [June 2020](#). [Jayson Architecture](#), the firm hired by the city to design the project, collected suggestions from the public to create the library's new design during a [series of workshops](#) held in October.

The new plan, approved unanimously by the City Council at Tuesday's meeting, increases the affordable housing units from 50 to a minimum of 100 and decreases the parking by 90 stalls. The vote also approves new design elements, like a green roof and an adjacent roof deck, and expands the library to accommodate a daycare facility.

"The city's thoughtful and proactive approach, and incorporation of community input, in designing the library mixed-use project has entirely paid off," said Emily Ham, the executive director of the Santa Cruz County Business Council.

Her sentiment was echoed by multiple callers, who praised the library's new design elements and additional affordable housing units.

But some voiced concerns that have long followed the proposal: what would the construction mean for the future of the weekly farmers market, and why won't the city simply renovate the existing library at 224 Church St.?

One group called [Our Downtown, Our Future](#) is collecting signatures to bring these issues to the voters as a ballot measure. Our Downtown hopes to make Lot 4, the lot that the mixed-use library would build affordable apartments on, the permanent location for the downtown farmers market. The group also wants the city to remodel the current library, a plan that both the [Downtown Library Advisory Committee](#) (DLAC) and Downtown Library Subcommittee found would be costly and limit the project.

But some have also [questioned Our Downtown's true intentions](#), wondering if the ballot initiative is simply a way to block affordable housing and dictate where it belongs. John Hall, one of the organizers of the initiative, has maintained that Lot 4 simply makes for a better location for the farmers market.

Should the ballot initiative collect enough signatures and be approved by Santa Cruz voters in the November 2022 election, the library project would have to stop, City Attorney Tony Condotti confirmed.

For now, the project will have one final round of feedback before it will begin construction. It could be completed sometime in 2025, the city says. People will have two more opportunities to give input and contribute to the library's final design elements at meetings that will be posted at the [library's project website](#).

GOOD IDEA

ART OF BOOKS <https://goodtimes.sc/santa-cruz-news/opinion-dec-22/>

Calling all artists: the Live Oak and Aptos Libraries are commissioning artists for new projects as they revamp their facilities. The Live Oak Library project is looking for art that creates an inviting outdoor space, and reflects Live Oak's community identity and history. The Aptos Library will commission an artist to create designs and art that reflects the town's unique coastal and forest access. All submissions are due Jan. 21. Find out more at www.scparks.com.

GOOD WORK POSTED ON JANUARY 5, 2022

TEST PATTERNS

With Omicron spreading and the holidays coming to an end, it feels like everyone knows someone who was exposed to Covid-19, and tests are in high demand. So to keep up with testing demand, Santa Cruz County will expand testing hours at select locations. Mobile testing facilities in Depot Park, Ramsay Park, the Felton Library and more will be ramping up their testing hours and available appointments. For a list of local testing sites, go to santacruzhealth.org/coronavirus and click "Get Tested." Stay healthy!

Congressman Panetta Visits Santa Cruz Mountains Communities

Panetta says he's encountered a lot of positive comments from people in the community about Rep. Eshoo's leadership

POSTED ON JANUARY 14, 2022

By Drew Penner

Now that the congressional boundary debate's been settled—with the old 18th and 20th districts seemingly evaporating from the local map, leaving in their place the new 19th District—politicians have begun adjusting to the new reality.

And for current Rep. Anna G. Eshoo, who's represented the area since 1993, it's bittersweet—even if the changes won't take effect until after the next election cycle.

"We've been through a lot together," she said. "It's personal."

Now Rep. Jimmy Panetta, who has represented the 20th District stretching from Santa Cruz in the north down halfway to Santa Barbara, will represent the 19th, which includes Scotts Valley and the San Lorenzo Valley.

If he's reelected, that is.

"A lot of people don't realize that, and they think it's automatically happening," he said. "The confusing thing is we're going to be running for reelection in the new districts."

And so, on Jan. 8, Panetta rode along with Santa Cruz County Sheriff Jim Hart, following a route through parts of the region he hasn't represented.

"I've already been out and about, just within the last week, in those areas," he said, adding that he had the chance to check out the new Felton Branch Library.

Panetta said seeing the community first-hand allowed him to get a good picture of issues faced by people in the valleys, such as homelessness, affordable housing, crime and wildfire recovery. On top of speaking with Rep. Eshoo, Panetta says he's already had the chance to chat with 5th District Supervisor Bruce McPherson, Scotts Valley Mayor Donna Lind (and four out of five of the city's council members), local Democratic party members and business officials, among others.

"My intention is to be the federal representative," he said, adding he plans to take cues from Eshoo to "show up, shut up and listen up."

One thing Panetta says he keeps encountering is positive comments from people in the community about Eshoo's leadership over the years.

"I cannot stress enough the impression that Rep. Eshoo has made as the federal representative of that area," he said. "It's definitely quite impressive and very inspiring."

Eshoo says even after the line shift goes live she'll still be in the corner of Santa Cruz County residents.

“What I want my constituents to know is, even though the number of their congressional district changes, I will always work to help them,” she said, suggesting a Panetta-Eshoo combo in Washington would be nothing but good news for local voters. “So, they won’t have one, they’ll have two (representatives).

“And I really mean that.”

After all, unmet community needs don’t care about what’s on human-drawn maps, she muses.

“I’ll do what I can to bring several things over the finish line,” she pledged, referring to several projects that have been held up in Congress, such as funding for the Vine Hill Elementary School child care facility in Scotts Valley. “We can build another reconciliation package if that’s what it’s going to take to get the votes through, because Republicans will not—which I really don’t understand.”

These days, Eshoo says she’s put her staff on trying to recoup money from debris-removal contractor Anvil Builders, Inc. that scored a quarter-billion-dollar post-CZU Lighting Complex job and left public roads a mess.

“I want to get that resolved,” Eshoo said. “I’ve been writing and calling ... It’s very well documented the damage this private contractor did.”

Les Gardner is a businessman from Felton with decades of experience in Democratic politics. He actually let Eshoo use his home as a base of operations during one of her campaigns for Congress in the 1980s.

While he’ll be sad to see the day Eshoo no longer represents the community, he has high hopes for Panetta.

“We were lucky they brought in Jimmy, who’s knowledgeable about Santa Cruz County rather than someone who’s not,” he said, noting he already has an office in Santa Cruz. “He grew up in the area.”

Panetta reminisced about competing against San Lorenzo Valley High School as a wrestler and football player from Carmel—before Scotts Valley High School even existed.

“I’m very excited to, hopefully, be the representative of the 19th Congressional District,” Panetta said. “I’ll be able to say I represent a lot of beauty and a lot of bounty along the Central Coast.”

Gardner helped organize Panetta’s tour through Scotts Valley and Felton, including the stop at the new library. Eshoo attended the grand opening, he noted.

“I think it’s good for him to realize places of importance and interest in the entire community,” Gardner said. “It’s a wonderful facility.”

According to him, it’s important to establish a strong connection with elected officials so that when emergencies happen, they can act swiftly on the community’s behalf.

“We have landslides; we have fires; we have roads go out; we lose bridges,” Gardner said. “We’re very different than many other areas he’s going to represent, like south-San Jose, and such.”

Eshoo says she’ll miss working on behalf of local constituents, even if it’s not happening right away.

“I feel like someone is squeezing my heart,” she said. “The upside is that the change is not going to come for at least another year.”



Serving the San Lorenzo Valley and Scotts Valley since 1960

Book Sale Raises \$1,400 for Felton Library Friends



Michele Mosher of Felton Library Friends looks at The exhibit, titled “glow: a collaborative community art project.” — Drew Penner/Press Banner

Book Sale Raises \$1,400 for Felton Library Friends

By: [DREW PENNER](#) December 10, 2021

Cindy Sekkel’s been volunteering for two years with the Felton Library Friends, and even sponsored the new library’s fireplace with her husband.

On Nov. 27, amidst the fray of shoppers flipping through titles at the group’s book sale, the 70-year-old Ben Lomond resident was pleased to see such enthusiasm for reading.

“We want to encourage community and conversation,” she said, adding her Rotary Club supported the bridge in the park outside. “You should have seen it earlier.”

She says the good turnout was an encouraging sign.

“You need public libraries,” she said. “There’s just something peaceful and tactile about having a book in your hands.”

Plus, books are immune to PG&E power outages, Sekkel opined.

“If you don’t have electricity—who cares?” she said.

Fellow Ben Lomond local Tina Noland, 68, was on the hunt for cookbooks, mysteries, crafting titles and women’s literature (“Why do they call it ‘chick lit?’” she wondered aloud.)

“I think it’s great,” she said. “I like to read.”

Jeni Englander, 54, of Aptos, said she was happy to come up to San Lorenzo Valley for the fundraiser.

“I will never miss a book sale within driving distance,” she said, noting this pastime had been on pause during the pandemic. “I’m sort of getting back into the swing.”

She’d already selected so many items—10 or so—she had to set them down while stocking up on more.

“I’m just a bookophile,” she said, adding she just found a present for a loved one. “I’m surprised it’s not more crowded.”

Michelle Mosher, 78, treasurer of Felton Library Friends, said the commerce was for a good cause.

“The money that we raise goes to support the library and the parks,” she said. “These are all books that were donated to the library in the past.”

The group was thrilled with the response.

“People have been going out with stacks of books,” she said. “I think it’s a really positive sign.”

The group’s Art Curation Team recently mounted an exhibit of animal bones at the Felton branch. And Mosher points out a community-energizing art project from Felton artist Stacy Monowitz on the library’s windows that’s already engaged 452 participants.

The exhibit, titled “glow: a collaborative community art project,” ended up looking like tissue-paper stained glass.

“We helped finance this,” Mosher said, adding the Arts Council of Santa Cruz County was also involved and Lenz Arts even donated the matting almost for free. “It’s totally gorgeous.”

Manila envelopes containing sheets of colored tissue paper were distributed, along with directions instructing participants to “reflect on the good things in your life, then imagine a design to illuminate your thoughts.”

Now the group is allowing people who make a donation to take home a panel when the exhibition is finished on Jan. 13.

A positive tone permeates the work, she muses, adding it looks “really cool” at night.

And given that the library is sometimes open until 7pm, Monday-Thursday (and until 5pm Friday-Sunday), it’s not just library staff who can see this glow.

According to the group’s Nov. 11 meeting notes, it begins 2022 with a balance of \$66,564. Voting members unanimously approved \$10,100 in spending.

After the dust had settled and supporters were curled up in front of the fireplace with their literary finds, Felton Library Friends had brought in \$1,400 from the book sale.

Public Library Friends Join Santa Cruz Gives

<https://pressbanner.com/public-library-friends-join-santa-cruz-gives/>



Friends of the Santa Cruz Public Libraries President Janis O'Driscoll (from left to right), SCPL Deputy Director Eric Howard, Architect Abe Jayson, Congressman Jimmy Panetta, and Committee Chair Martha Dexter at Branciforte Branch Construction Site. — Courtesy of FSCPL

By: [CHRISTINA WISE](#) December 23, 2021

Since 2015, Santa Cruz Gives, the digital holiday fundraising program for local nonprofits, has provided financial support to an array of agencies that do good work for others. Whether providing meals, financial assistance or access to job opportunities, the 501c3 organizations selected by Santa Cruz Gives to participate in the end-of-year donation haul find themselves basking in the glow of appreciation for their efforts.

As outlined in last week's edition, Valley Churches United in Ben Lomond is one of the recipients of the goodwill—and good funds—generated by the Santa Cruz Gives program. This week's good news is brought to you by the letters F, O, T, S, C, P and L: Friends of the Santa Cruz Public Libraries.

Incorporated in 1979, the nonprofit has dedicated itself to supporting local public libraries in Santa Cruz County, including the architecturally stunning libraries in Felton and Scotts Valley, and the newly renovated Boulder Creek Branch.

With 10 branches in its collection and a pandemic in full swing, the Friends' board of directors finds themselves trying to navigate a new normal while continuing to provide access to quality materials on the shelves.

According to Board President Janis O'Driscoll, their partnership with Santa Cruz Gives has provided a financial boost for the group in a time of uncertainty.

"We are beyond excited that at the moment the Friends stand at 99% of their 2021 fundraising goal. Should we fall short, we will review the percentage of the goal we designated for each branch and distribute the funds we have accordingly. Our community has been so responsive this year that my hopes are high that we will reach our goal," said O'Driscoll.

The onset of Covid-19 created a new normal for the Friends group, including a large move towards virtual services. All virtual services have remained available so people can search the catalog, use the databases, and even reserve materials for non-contact pick-up, said O'Driscoll.

In addition, branches that have remained open have maintained Wi-Fi connections so they can be available to those who need it, and many programs quickly moved from in-person to virtual.

For example, said O'Driscoll, children continued to read to animals over Zoom in the popular reading enrichment Tales to Tails program. And book clubs and community conversations continued online.

"Our Library staff has been amazing during the pandemic and their energy remains constant," said O'Driscoll.

In 2016, Measure S was passed to support construction or upgrades to all 10 of the county's branches.

"Though \$67 million was raised through this measure, construction costs have risen in part due to the pandemic shortages of supplies and labor. The Friends are dedicated to raising money to fill the gap between construction costs and Measure S funds," said O'Driscoll.

With only three full-time employees and 175 volunteers, the Friends group works hard to create usable spaces in libraries, including exhibits and collaborative study areas comfortably furnished to keep visitors engaged.

So how did the Friends group become aligned with Santa Cruz Gives for 2021?

"It was suggested to us by Cynthia Mathews, who is one of our very active supporters and volunteers," Friends' Executive Director Bruce Cotter said. "She told us it would be a great program and we shouldn't miss the opportunity to participate—and she was absolutely right. Jeanne Howard and all the folks at Santa Cruz Gives have been very helpful and great fun to work with."

While the Santa Cruz Gives fundraising event is conducted in a small window at the end of the year, the Friends group has been engaged in a year-long campaign.

"[Our goal is] to raise funds for the Garfield Park, Branciforte, and Aptos renovation projects," said Cotter. "We had set a very aggressive goal of raising \$1 million dollars to support those branches, and we were looking to raise \$20,000-25,000 from Santa Cruz Gives to help us to achieve those goals. At this point, it is clear we are going to raise at least \$1 million from various sources, and we are grateful for the support that has come in from Santa Cruz Gives."

As of Dec. 22, Friends was the beneficiary of nearly \$38,000 from the Santa Cruz Gives efforts, allowing the group to move forward in 2022.

“The Friends have not stopped raising awareness and funds for the revitalization of the 10-branch system. Friends’ chapters have continued the Capitola Mall bookstore, book sales in the community, and the popular Our Community Read program,” said O’Driscoll.

Want to help your local library realize its next chapter? Visit santacruzgives.org to donate.



Congressman Jimmy Panetta, center, visited the Santa Cruz Mountains communities on Jan. 8. Panetta says he will run for office in the new 19th Congressional District which will encompass the majority of Santa Cruz County, including the valleys. — contributed
Congressman Panetta Visits Santa Cruz Mountains Communities
By: [DREW PENNER](#) January 14, 2022

Now that the congressional boundary debate's been settled—with the old 18th and 20th districts seemingly evaporating from the local map, leaving in their place the new 19th District—politicians have begun adjusting to the new reality.

And for current Rep. Anna G. Eshoo, who's represented the area since 1993, it's bittersweet—even if the changes won't take effect until after the next election cycle.

"We've been through a lot together," she said. "It's personal."

Now Rep. Jimmy Panetta, who has represented the 20th District stretching from Santa Cruz in the north down halfway to Santa Barbara, will represent the 19th, which includes Scotts Valley and the San Lorenzo Valley.

If he's reelected, that is.

"A lot of people don't realize that, and they think it's automatically happening," he said. "The confusing thing is we're going to be running for reelection in the new districts."

And so, on Jan. 8, Panetta rode along with Santa Cruz County Sheriff Jim Hart, following a route through parts of the region he hasn't represented.

"I've already been out and about, just within the last week, in those areas," he said, adding that he had the chance to check out the new Felton Branch Library.

Panetta said seeing the community first-hand allowed him to get a good picture of issues faced by people in the valleys, such as homelessness, affordable housing, crime and wildfire recovery. On top of speaking with Rep. Eshoo, Panetta says he's already had the chance to chat with 5th District Supervisor Bruce McPherson, Scotts Valley Mayor Donna Lind (and four out of five of the city's council members), local Democratic party members and business officials, among others.

"My intention is to be the federal representative," he said, adding he plans to take cues from Eshoo to "show up, shut up and listen up."

One thing Panetta says he keeps encountering is positive comments from people in the community about Eshoo's leadership over the years.

"I cannot stress enough the impression that Rep. Eshoo has made as the federal representative of that area," he said. "It's definitely quite impressive and very inspiring."

Eshoo says even after the line shift goes live she'll still be in the corner of Santa Cruz County residents.

"What I want my constituents to know is, even though the number of their congressional district changes, I will always work to help them," she said, suggesting a Panetta-Eshoo combo in Washington would be nothing but good news for local voters. "So, they won't have one, they'll have two (representatives).

"And I really mean that."

After all, unmet community needs don't care about what's on human-drawn maps, she muses.

"I'll do what I can to bring several things over the finish line," she pledged, referring to several projects that have been held up in Congress, such as funding for the Vine Hill Elementary School child care facility in Scotts Valley. "We can build another reconciliation package if that's what it's going to take to get the votes through, because Republicans will not—which I really don't understand."

These days, Eshoo says she's put her staff on trying to recoup money from debris-removal contractor Anvil Builders, Inc. that scored a quarter-billion-dollar post-CZU Lighting Complex job and left public roads a mess.

"I want to get that resolved," Eshoo said. "I've been writing and calling ... It's very well documented the damage this private contractor did."

Les Gardner is a businessman from Felton with decades of experience in Democratic politics. He actually let Eshoo use his home as a base of operations during one of her campaigns for Congress in the 1980s.

While he'll be sad to see the day Eshoo no longer represents the community, he has high hopes for Panetta.

"We were lucky they brought in Jimmy, who's knowledgeable about Santa Cruz County rather than someone who's not," he said, noting he already has an office in Santa Cruz. "He grew up in the area."

Panetta reminisced about competing against San Lorenzo Valley High School as a wrestler and football player from Carmel—before Scotts Valley High School even existed.

“I’m very excited to, hopefully, be the representative of the 19th Congressional District,” Panetta said. “I’ll be able to say I represent a lot of beauty and a lot of bounty along the Central Coast.”

Gardner helped organize Panetta’s tour through Scotts Valley and Felton, including the stop at the new library. Eshoo attended the grand opening, he noted.

“I think it’s good for him to realize places of importance and interest in the entire community,” Gardner said. “It’s a wonderful facility.”

According to him, it’s important to establish a strong connection with elected officials so that when emergencies happen, they can act swiftly on the community’s behalf.

“We have landslides; we have fires; we have roads go out; we lose bridges,” Gardner said. “We’re very different than many other areas he’s going to represent, like south-San Jose, and such.”

Eshoo says she’ll miss working on behalf of local constituents, even if it’s not happening right away.

“I feel like someone is squeezing my heart,” she said. “The upside is that the change is not going to come for at least another year.”



Tributes leave a lasting legacy at new libraries

The Friends of the Santa Cruz Public Libraries are close to reaching their goal for their 2021 Realizing the Promise Campaign, all thanks to specialized donations dedicated to honor loved ones.

The Friends of the Santa Cruz Public Libraries’ 2021 Realizing the Promise Campaign to raise \$1,000,000 for the Aptos, Branciforte, and Garfield Park Libraries is now at 93% of its goal. Meaningful gifts come from donors who wish to honor or memorialize a loved one or community

leader. Donors who give \$1,000 or more get to see their names and tributes on a donor wall at their chosen branch.

Family

Matt and Brooke Gridley *In Honor of Sisi and Cher Gridley* | Construction Crew at Garfield Park Branch



Sisi and Cher Gridley

“Last year our family was able to buy our first home a couple blocks from the Garfield library branch. We are looking forward to watching our daughters grow and learn alongside the rest of the community with the resources the library provides. We are thrilled to be able to contribute to the renovations and play a small part to improve an important neighborhood institution for future generations.”

— Matt and Brooke Gridley

Martín and Virtudes Gómez *In Memory of Eleanor Torres Gomez Valdespino* | Foundation on Donor Wall at Branciforte Branch



Eleanor Torres Gomez Valdespino

"I lost my mom last January. She had just turned 90 on December 25th the previous year. Born and raised in Chicago, she spent most of her adult life in southern California raising four boys. My mom made many sacrifices for me and my brothers. Honoring what she meant to me as part of the capital campaign was an easy decision to make."

— Martín and Virtudes Gómez

Debby Peronto *In Memory of Joanne Peronto* | Teen Patio at Aptos Branch



Joanne Peronto

(Friends of the Santa Cruz Public Libraries)

“One of my earliest memories is of weekly bike rides to the library behind my mom and brother. The trip was an hour each way and we could stay as long as we liked and have as many books as we could carry - for free!”

— Debby Peronto

Esteemed Colleagues

Gale Farthing and Jim Bourne *In Memory of Merritt Taylor and Emily Galli* | Construction Crew at Aptos Branch



L to R: Merritt Taylor and Emily Galli
(Friends of the Santa Cruz Public Libraries)

“Merry and Emily were both librarians in Santa Cruz for many years, and made many contributions to our library system. They were good friends and beloved colleagues, and I wanted to be sure that their memories stayed in the library that they loved and supported.”

— Gale Farthing and Jim Bourne

A Local Hero

In Honor of Mike Rotkin | Fireplace at Garfield Park, a community opportunity sponsored by Senator John Laird, Carol Fuller, Don Lane, and Ceil Cirillo



Mike Rotkin
(Shmuel Thaler)

Mike Rotkin — longtime Santa Cruz City Council member and multi-term mayor — developed his local organizing chops as leader of a grassroots campaign to rescue the Garfield Park branch from permanent closure. In the summer of 1978, after the passage of Prop 13 drastically reduced funding for public services throughout California, it was announced that the much-loved Garfield Park library would be closed as a cost-saving measure.

This was a shock to local residents, who had come to treasure the little library that served the entire neighborhood, including as a gathering place for a multi-racial group of seniors and after-school resource for neighborhood kids.

Mike led an intense grassroots effort with hundreds of Westside residents and ultimately persuaded the City Council to reopen the Garfield Park library for good. This experience led to additional successful organizing, and inspired Mike to run for City Council in 1979. He served on the council for six terms over a span of thirty-plus years, and represented the City on the SCPL governing board throughout that time. Mike’s commitment and strategic leadership was critical as the system met challenges of funding, aging facilities, technology, and expanding services.

Mike’s friends have so far raised \$13,000 of \$20,000 needed to dedicate the Fireplace. To support this tribute, [visit our website](#) and choose Capital Campaign for Garfield Park from the dropdown menu. Make sure to select “I would like to dedicate this donation” and type Mike Rotkin under “Tribute Name.”

Santa Cruz updates design proposal for much-debated mixed-use library project

BY [GRACE STETSON](#) Source: Lookout Santa Cruz

Under the new design, the long-awaited project — proposed for the downtown parcel Lot 4 — will now include more affordable housing units and fewer parking spots. The project is set to break ground in 2022.



DEC 10, 2021 | 12:20 PM

The What: On Thursday, the City of Santa Cruz released the recently updated design proposal for the mixed-use library project, proposed for the current surface lot bordered by Cedar, Lincoln and Cathcart streets in downtown Santa Cruz.

The So What: The project has seen updates since its most recent iteration, with an increase in affordable housing units and a decrease in parking spaces. The most recent design includes:

- 125 units of 100% affordable housing in five stories.
- A new library with 35,000 square feet indoors and a 5,000-square-foot roof deck.
- 310 parking spaces within three stories.
- Lower-level space for a daycare center.
- Lower-level commercial space.

Abraham Jayson, principal and founder of Jayson Architecture, the master architect for the project, said in the news release: “The design provides a more prominent civic facade for the public component of the project while also maximizing daylight for the library interiors.”

Backgrounder: The project was originally approved by the city council in June 2020, following years of planning in accordance with 2016 voter-approved Measure S funding for county libraries construction and updates. Over the years, the project has seen pushback from some community factions who have expressed discontent with the proposal to move the library and create the parking lot.

Rick Longinotti, of the group Our Downtown, Our Future, announced [an alternative proposal for the site this past September](#), which would keep the parcel as a permanent location for the Downtown Farmers Market. His group has worked to collect signatures to move its initiative onto the November 2022 ballot.

“The potential for negotiation is still there, because at any point, we can negotiate with the city to meet everyone’s needs,” [he told Lookout last month](#).

Yet other community members have expressed a desire to move forward with the current proposal and revitalize downtown in the process.

Zach Davis, a member of the Downtown Commission and co-owner of The Penny Ice Creamery and Snap Taco, [told Lookout in November](#): “There’s a reason why I live in Santa Cruz and it has to do with the city and community character — I think this project is keeping with that spirit.”

What’s next? The city will host [a series of community workshops Friday](#) for interested residents to learn more about the design proposal. The full presentation will be available on the city’s website later in the day.

On Tuesday, the proposal will be presented and considered for approval by the city council.

County looking for artists to create art for Aptos, Live Oak library projects

BY [WALLACE BAINE](#) Source: Lookout Santa Cruz

Projects underway in Aptos and Live Oak will be the canvas for art that reflects those communities; the deadline for submissions for both sites is Jan. 21.

Santa Cruz County artists looking to make an impact in public art now have a couple of high-profile opportunities to create site-specific pieces for public library projects.

As part of the redesign of the new Aptos branch library, on Soquel Drive near State Park Drive, the county is now formally seeking proposals from artists to create a public art piece in keeping with the redesign’s theme of “forest, coastal, and terrace.” The winning design, according to the county’s Department of Parks, Open Spaces & Cultural Services, will reflect the identity of the community of Aptos and celebrate its “unique culture and natural beauty.” The budget for the proposal will be \$106,000, and the deadline for submissions of proposals is Jan. 21.





A rendering of the proposed Live Oak library branch annex at Simpkins Family Swim Center. (Via County of Santa Cruz)

Similarly, the county is sending out a call for proposals for public art for the annex to the Live Oak branch library at Simpkins Family Swim Center on 17th Avenue. Like the Aptos proposal, the piece should reflect the unique character of Live Oak and may include a literary element as well. The budget for the Live Oak piece will be \$85,500 and the deadline for submissions is also Jan. 21.

For more details on the proposed projects and the application process, go to the [Santa Cruz Parks Department website](#).



Programming at SCPL creates joyful learning opportunities for generations to come.

(Santa Cruz Public Libraries)

Local funding uplifts Santa Cruz Public Libraries

As the community continues its efforts to enhance & expand the county's public library facilities, Friends of the Santa Cruz Public Libraries is urging devoted patrons to "realize the promise" of Measure S by learning about new projects and getting involved.

Where does public library funding come from? Many voters are confused.

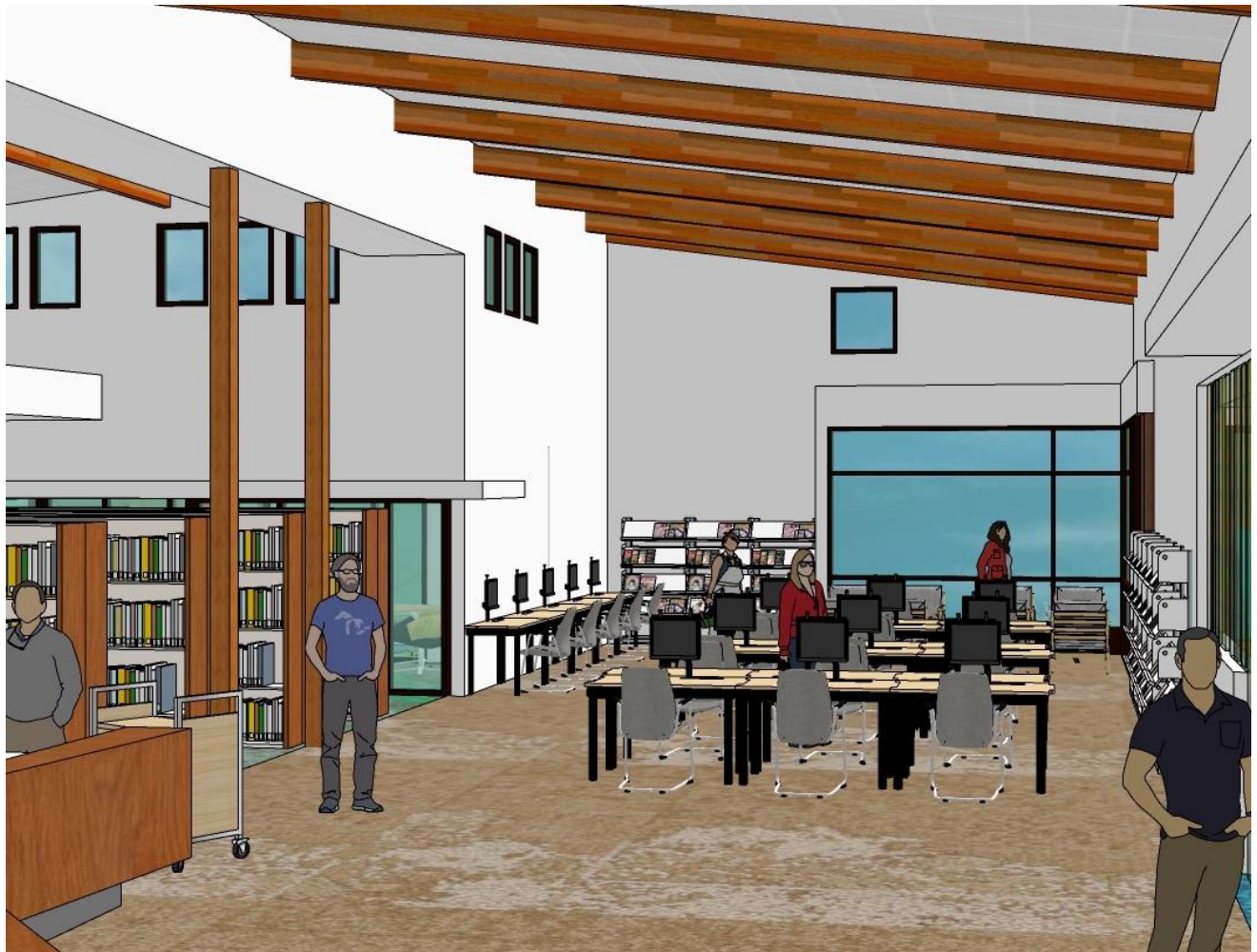
According to the Institute for Museum and Libraries Services, data shows that 86% of public library funding comes from local sources. Yet, 59% of voters think most library funding comes from non-local sources like state and federal funds.

Building, maintaining, staffing, and resourcing public libraries is truly a local effort, supported by local funds. Santa Cruz County voted to improve Santa Cruz Public Libraries' 10-branch system with the passing of Measure S in 2016. With 70% approval, \$67 million was dedicated to "modernize, upgrade, and repair" local public libraries. To capitalize on these much needed rebuilds and renovations, the Friends of the SCPL asked the community to *Realize the Promise* and make our libraries the best they can be—now and for future generations.

The community answered.

In addition to replacing falling roofs, updating dilapidated bathrooms, installing new electrical systems, and rebuilding structurally damaged facilities as Measure S language directed, community champions contributed almost \$3 million in additional funds to create library spaces that reflect the character of the neighborhoods they serve.

More community rooms, new teen and children's areas, technology upgrades, and outdoor spaces have been added or are currently under construction at Boulder Creek, Felton, La Selva, Capitola, Scotts Valley, Live Oak, Garfield Park, and Branciforte branches. The Friends thanks the many individuals, families, businesses, and organizations that helped make these libraries beautiful, safe, and inviting spaces for many years to come.



10 Branches + Measure S + Community Support = 1 Great Library System

What's next? The well-loved Aptos branch awaits demolition on the corner of Soquel Drive and East Ledyard Way. The unassuming sand-colored building opened in 1975, serving readers and lifelong learners for decades. The building is now surrounded by a chain link fence and could be easily missed on a drive through Aptos' main corridor. But not for long...

A new 12,000 square foot building is projected to open in 2023 with flexible rooms for meetings and studying, garden and terrace areas, and a local history section in partnership with the Aptos History Museum.

Aptos resident Bob Fifield is eager to resume his daily walks to the library to read newspapers, relax in a comfortable chair, and allow his fast-moving mind to work through the many ideas it conjures regarding transportation, energy, and education.

[Santa Cruz updates design proposal for much-debated mixed-use library project](#)

Perhaps Fifield was sitting in one of those comfortable library chairs when he considered his legacy of 71 years. Simply put, he was either going to buy a Tesla or donate to the new Aptos library as part of the Friends' Capital Campaign. After some thought (but not much, he admits) he knew the Tesla would sit in his driveway mostly unused because of his passion for biking almost everywhere. He also knew that a Tesla-sized donation to the Aptos branch would help create a community space for learners of all ages for generations to come. Fifield puts it plainly: "The library needs money now." His driveway can wait.



Approved design for the downtown mixed-use facility.
(Jayson Architecture)

As the community awaits its new library building in south county, its only natural to ponder the fate of Santa Cruz's downtown branch—the last and final branch to get attention from Measure S funds. After receiving and implementing much community input- *Less parking! More housing! More public open space! Don't bury the library under parking! Make it greener! Make it financially feasible!* Jayson Architects revealed a [mixed-use facility](#) that includes a 35,000 square foot library, a rooftop terrace, 125 affordable housing units, and 310 parking spaces that can be converted for other uses should parking demand decrease. Commercial and daycare space are also included in the design. On December 14, 2021, the Santa Cruz City Council voted to move forward with the project design.

The Friends of the Santa Cruz Public Libraries urges library lovers far and wide to *Realize the Promise* of Measure S by learning about new projects and getting involved. And, if you have the good fortune to decide between a new Tesla or a new library, take a note from Bob Fifield and consider the legacy you want to leave behind.

SANTA CRUZ LOCAL
sound local news

Downtown Santa Cruz library designs to be discussed



A library, affordable housing and parking garage are planned at Cedar and Cathcart streets in downtown Santa Cruz. (Group 4 Architecture preliminary rendering)

Leaders from Santa Cruz Public Libraries will have three online community workshops Dec. 8 on the preliminary design and plans for the new downtown Santa Cruz library at Cedar and Cathcart streets. The Santa Cruz City Council approved the downtown library mixed-use project in June 2020. This project calls for a new one-story library, 50 to 107 affordable housing units and a maximum 400-space parking garage at Cedar and Cathcart streets, where the downtown farmers market meets.

A presentation will discuss the exterior facade, site plan, rooftop plan, initial floor plans, parking and plans for affordable housing units. Community feedback will be taken in small groups after the presentation.

The workshop will take place at 9 a.m., 2 p.m. and 5 p.m. Friday, Dec. 8. [Register online.](#)

Workshops for job seekers in Santa Cruz



Resume writing and career workshops will take place at the Downtown Santa Cruz Library and online starting Dec. 8. (Stephen Baxter — Santa Cruz Local file)

Santa Cruz Public Libraries will have workshops for job seekers to hone their interview skills and resumes from December through April. In Santa Cruz Local's interviews with about 24 homeless people in Santa Cruz this fall, several people said they needed job training and places to find work.

The workshops start at 10 a.m. Dec. 8 at the Downtown Santa Cruz Library at 224 Church St. Workshops also will be offered there Jan. 12, Feb. 9, March 9 and April 13.

Workshops will take place in Spanish at 10 a.m. Jan. 19, Dec. 15 and Feb. 16, March 16 and April 20 at the downtown library.

All the workshops will be broadcast live online. Register in English or Spanish. The program is presented in partnership with Goodwill Central Coast.

A separate [Monterey Bay Career Coach](#) website also is available to job seekers through the Monterey Bay Economic Partnership.

Downtown Santa Cruz library plans move forward

By Stephen Baxter|December 15, 2021



CEDAR & LINCOLN

SANTA CRUZ DOWNTOWN LIBRARY | JAYSON + EDEN + for the future HOUSING | ARCHITECTURE | EDEN HOUSING | SANTA CRUZ

A sketch of the proposed Downtown Santa Cruz Library includes textured glass to add natural light to the second level. (Jayson Architecture)

SANTA CRUZ >> Revised conceptual designs for a new Downtown Santa Cruz library and housing complex were lauded by members of the Santa Cruz Council on Tuesday. The council approved more affordable housing, fewer parking spaces and a second-level roof deck on the proposed library at Cedar and Cathcart streets.

Original plans for the Downtown Santa Cruz Library included a ground-floor library with housing above and an adjacent parking garage. The new plans show a two-story library of 30,000 to 35,000 square feet with an entrance and lobby on Cathcart Street. Textured glass on the second level aims to provide natural light. Ventilation, rooftop solar panels and vegetation on the roof aim to reduce energy costs. Behind the library, a three-story parking garage would have five floors of affordable housing above it.

Santa Cruz Mayor Donna Meyers called the project a “game changer” for the city. “It’s what we should be doing,” Meyers said during Tuesday’s meeting. “It’s challenging ourselves to create a great and wonderful thing for future generations.”

She added that Santa Cruz County voters approved [Measure S](#) in 2016. It taxes homeowners \$49 annually for 30 years to help revamp the county’s library system.

“Other (new) libraries — Capitola, La Selva, Felton — are gorgeous,” Meyers said. “They’re full of people and kids and families sitting in these amazing little places reading books. And there’s beautiful playgrounds out front. People are enlivened in those spaces, and I know we can do the same thing here in Downtown Santa Cruz.”

Conceptual plans for the Downtown library complex now call for 100 to 125 affordable homes — up from a minimum of 50 affordable homes in earlier designs.



LOBBY

SANTA CRUZ DOWNTOWN LIBRARY | JAYSON + EDEN + for the future HOUSING | SANTA CRUZ
MIXED USE PROJECT | ARCHITECTURE

A sketch of the proposed Downtown Santa Cruz Library lobby includes stairs to the second floor. (Jayson Architecture)

Residents' concerns

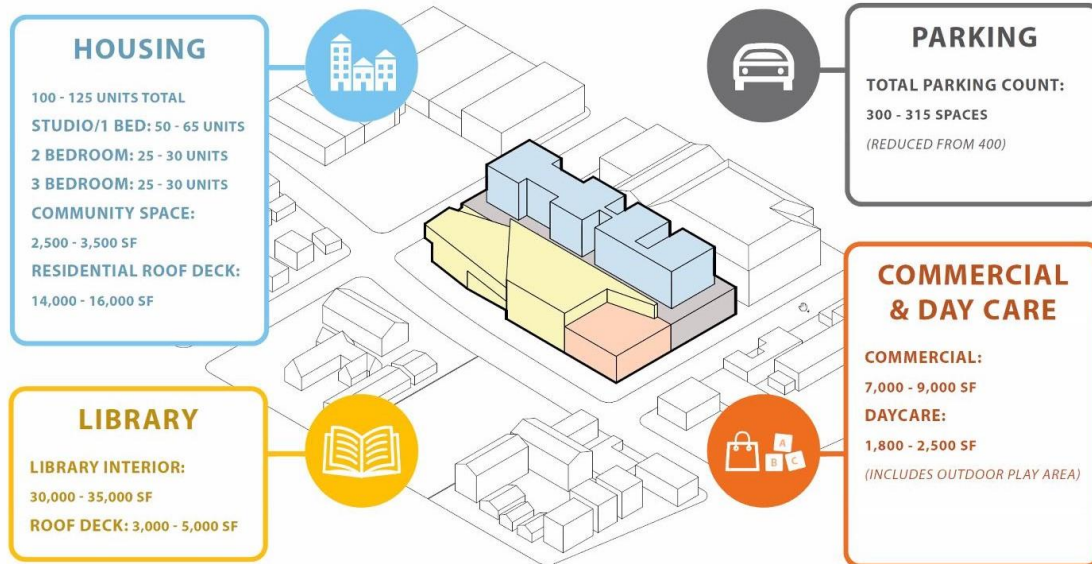
Architects and city leaders conducted six public meetings in November to gather public feedback. Architects responded by adding affordable housing units, subtracting about 100 parking spaces and adding plans for a child care facility in ground floor commercial space. A "green" roof with vegetation was added, as well as a large roof deck of 3,000 to 5,000 square feet.

When architects showed revised designs at workshops Dec. 10, "The phrase we heard most was 'pleasantly surprised,'" Jayson said. Jayson Architecture also redesigned several of the county's other new libraries.

During outreach, architects said they heard several concerns:

- Some residents felt the parking structure was too big. Some business owners said it should be larger and that it was "vital to their survival," said Abe Jayson, the architect and principal of Jayson Architecture.
- Because several other city parking lots are slated for housing development, the 300 spots in the proposed garage are meant to replace spots that will be erased, said Bonnie Lipscomb, Santa Cruz's economic development director. She said the garage will not add new parking downtown.
- Secure bike parking was another common desire that could be added, Jayson said.
- Several heritage magnolia trees are on the site and some residents wanted to save all of them. Lipscomb essentially said that some might be saved along the perimeter but the project would not be feasible if they all remained. Others mentioned that magnolias are not native.
- Some residents asked for a coffee stand or food kiosk on the top floor. Jayson said it was feasible and up to city leaders to hire a vendor.

- When asked why the current library on Church Street would not be renovated, city leaders said the library would be much larger at the new site — a size difference of roughly two Garfield Park libraries. If the Downtown library were renovated on its current site on Church Street, it also would have to close for two years, said Eric Howard, Santa Cruz Public Libraries interim executive director.



PROGRAM SUMMARY

SANTA CRUZ DOWNTOWN LIBRARY | JAYSON + EDEN + for the future | SANTA CRUZ
 MIXED USE PROJECT | ARCHITECTURE + HOUSING + HOUSING

Plans for a Downtown Santa Cruz Library complex include more than 100 affordable homes, parking, a child care center and shops. (Jayson Architecture)

The Downtown library project — including the housing, garage and commercial space — could cost \$104 million to \$107 million, Lipscomb said. She mentioned that building the library, housing and garage at once is more cost efficient than building them separately because the foundations, walls, heating and ventilation can be done together.

City leaders said the garage is expected to be constructed so that it could later be converted for housing, offices or other purposes if needed.

City staff is expected to return with a cost model based on the new conceptual designs. The city council also is expected to approve more detailed designs in 2022.

PROJECT BUDGET UPDATE



Sources of Funding

▪ Measure S	\$ 25,500,000+
▪ Parking District (financing)	\$ ≤20,000,000
▪ Affordable Housing Trust	\$ 5,150,000
▪ Other Affordable Housing Funding	\$ 49,000,000*
▪ Current Approved CIP Budget	\$ 1,350,000
▪ Future CIP/Grant (proposed)	\$ 2,000,000
▪ ED Trust Fund	\$ 1,000,000
Total	\$ 104,000,000

* Based on traditional Affordable Housing Funding for a project this size, including Federal Tax Credits, loans and grants

Estimated Costs

▪ Library (TIs included)	\$ 30-33,000,000*
▪ Parking	\$ ≤20,000,000
▪ Affordable Housing	\$ 50,000,000
▪ Commercial	\$ ≤4,000,000
Total	\$104-107,000,000
▪ Potential Const. Gap	\$ ≤3,000,000*

* Gap and Total Library cost could be reduced by grant funds, fundraising or value engineering. Cost includes 5,000 sf roof deck and photovoltaics.



A rough outline of funding is expected to be detailed more in 2022. Measure S was approved by Santa Cruz County voters in 2016. (City of Santa Cruz)

Vice Mayor Sonja Brunner asked City Attorney Tony Condotti about the status of a city ballot initiative to halt the project.

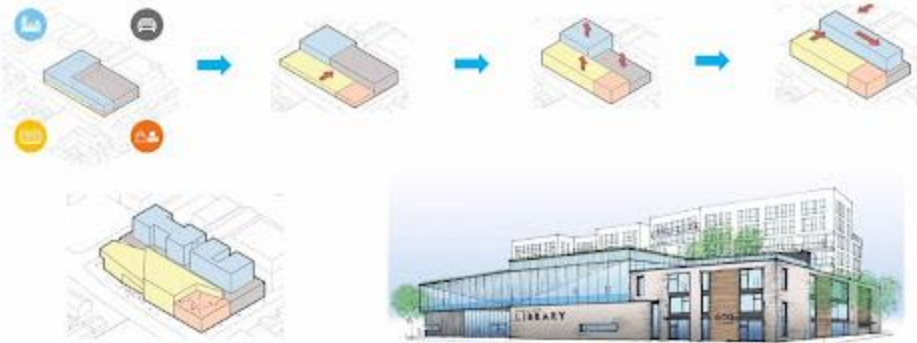
Opponents of the mixed-use library on Cathcart Street instead want to renovate the current library on Church Street. The planned site is City Parking Lot 4 that is used by the Santa Cruz Farmers Market on Wednesdays. Opponents argue that the market should not be displaced, although farmers market leaders have said they are not opposed to a new location.

Opponents of the planned library complex envision a public square where the city parking lot stands at Cathcart and Cedar streets.

Condotti said that if the ballot initiative is adopted by voters in November 2022, “The library project would come to a halt.” Condotti said the measure would:

- Amend the city’s General Plan to prioritize Lot 4 as the permanent location of the farmers market.
- Prohibit a parking structure on Lot 4.
- Prohibit above ground-level parking on other city parking lots and prioritize them for affordable housing.

CONCEPTUAL DESIGN EVOLUTION



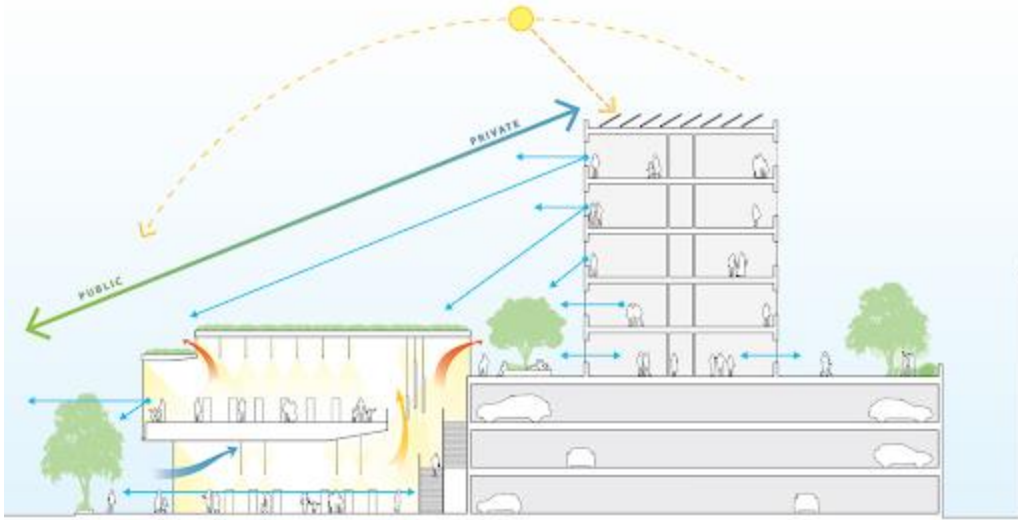
Library designs shifted from a large rectangle with parking and housing stacked above a library to a design with different heights spread throughout the lot. (Jayson Architecture)



SECOND FLOOR



Sketches for a second floor include natural light and outdoor spaces. (Jayson Architecture)



Preliminary designs show a two-story library facing Cedar and Lincoln streets next to a three-story parking garage with five floors of housing above. [View details in a slide presentation by the architect.](#) (Jayson Architecture)

TP ONLINE DAILY

WILBURN TO HEAD SANTA CRUZ PUBLIC LIBRARIES

written by [See Below](#) December 3, 2021



By Jondi Gumz

Yolande Wilburn is poised to be the next director for the Santa Cruz Public Libraries, succeeding Susan Nemitz.



Pending approval Dec. 2 by the SCPL joint powers authority board of directors, Wilburn would be the first woman of color to lead the system in its 153-year history. Her first day would be Jan. 3.

Santa Cruz Public Libraries consist of 10 branches, a \$15 million budget, 98 full-time equivalent staff, 438,466 items in the collection and circulation of 672,684 for physical items and 467,875 for electronic materials.

Wilburn's specialty is meeting the needs of the community via library services.

She comes from Torrance, population 146,860, where she was city librarian for two years, overseeing six branch locations with 573,000 items, circulation of 658,246 and a \$7 million budget.

During the pandemic, she read children's storybooks in "virtual storytime" on YouTube and implemented Polaris and Vega software to improve search functions for patrons and reduce staff time spent on catalogue

management.

She was involved in the California Library Association's Advocacy & Legislation Committee, proposing library database-sharing for youth, which State Librarian Greg Lucas then championed. Wilburn grew up spending many hours at the Chicago Public Library. Later, she worked there as page. She earned a bachelor's degree from the University of Illinois. She got a master's in library and information science at San Jose State University before returning to Chicago Public Library where she won a MacArthur Foundation grant to create the library's first makerspace — which won the 2013 Social Innovator Award.



SANTA
CRUZ
PUBLIC
LIBRARIES

She went on to work at Higher Colleges of Technology in Dubai, United Arab Emirates, where students commonly used ebooks, returning to California as manager for the County of Los Angeles Public Libraries, overseeing renovation at A C Bilbrew Library, which houses the county's African American Resource Center, hosting a Black Books Expo, and opening the Manhattan Beach Library.

Next she spent three years in the Nevada County Community Library system, first as a deputy director and then program manager before being named library director. She oversaw six branches and

two service locations in the Sierra Nevada foothills, completing an outdoor amphitheater, forging a partnership to provide musicians for the Summer Learning Program concert series, and participating in the Aspen Institute Dialogue on Public Libraries.

"Yolande's talent and experience align perfectly with the direction of our library system," said Carlos Palacios, Library Board Chairman and county administrative officer, in announcing her selection. "Through Measure S, we are in the middle of the largest public investment in our system's history, and Yolande is the best choice to carry this work forward."

Wilburn said, "I sincerely look forward to working closely with patrons, staff and our community to make our system the best it has ever been. I'm grateful for the faith the selection committee has placed in me, and I'm ready to get to work."



Santa Cruz Works

<https://www.santacruzworks.org/news/give-thanks-for-public-access-to-info-and-tech>

Give Thanks for Public Access to Info and Tech



The Friends of the Santa Cruz Public Libraries are celebrating the 5-year anniversary of Measure S, the \$67 million bond measure passed by taxpayers in 2016 to fund major updates to all 10 branches in our Santa Cruz Public Libraries system. The Friends have organized a capital campaign to raise supplementary funds for three of the branches: Aptos, Branciforte, and Garfield Park. Now at 92% of a one million dollar goal, the campaign just needs a wave of community support to “Realize the Promise” of Measure S by year’s end.

The names of donors who contribute \$1,000 or more will appear on a donor wall at the branch of their choice, along with any tribute they wish to include.

In the City of Santa Cruz, the neighborhood branches at Branciforte and Garfield Park will keep their footprints and outward appearance. But they'll be undergoing significant renovations and improvements to enhance user experience and provide community meeting places. Along with structural improvements, upgraded technology will offer increased digital access and support people to find employment and connect with other vital services.

The 1915 Carnegie library at Garfield Park will maintain its historic look and feel, while an interior redesign will make more efficient use of space. Once threatened with closure after the passage of Proposition 13 cut funding for libraries, this branch was saved in 1978 thanks to the efforts of community members, led by Mike Rotkin. Mike later went on to serve as Santa Cruz city council member and multi-term mayor.

Friends of Mike Rotkin, including Senator John Laird, Carol Fuller, Don Lane, and Ceil Cirillo, have organized a fundraiser to name the fireplace in Mike’s honor. To support this tribute, visit fscpl.org/capitalcampaign-donate and choose Capital Campaign for Garfield Park from the dropdown menu. Make sure to select "I would like to dedicate this donation" and type Mike Rotkin under "Tribute Name."

So far, organizers have raised almost \$13,000 of their \$20,000 goal for this tribute.

The 1967 Branciforte branch, in addition to getting similar tech upgrades and community spaces, will feature an enhanced children’s room with learning resources to nurture lifelong discovery and learning.

The Friends of Allison Endert, led by Rachel Dann, Deanna Sessums, and Melissa Whatley have organized a community tribute in memory of their friend, a Santa Cruz County analyst who passed away in 2020. In their words, *“Allison dedicated her life to public service, driven by her innate sense of social justice and her desire to make our community a more equitable and nurturing place, particularly for children and families. By naming the Allison Endert Memorial Children’s Room at the Branciforte Library we not only honor her memory, dedication, and passion but help to support a worthy renovation project that will benefit the community she loved so much.”*

To support this tribute, visit fscpl.org/capitalcampaign-donate and choose Capital Campaign for Branciforte from the dropdown menu. Make sure to select "I would like to dedicate this donation" and Allison Endert under "Tribute Name."

So far, organizers have raised about \$105,000 of a \$115,000 goal.

The Aptos branch, considered a regional library because its accessibility and location in south county makes it one of the busiest branches in the system, will be demolished and rebuilt in 2022 to better accommodate the service demands there. A very active and engaged chapter of the Friends of the Santa Cruz Public Libraries in Aptos has joined with a strong campaign committee to raise awareness of the capital campaign in Aptos, increase chapter membership, and generate multiple gifts and tributes. It’s not too late to donate and add your name to the donor wall at the new and improved Aptos Library, anticipated to open in 2023.

The public funds raised by Measure S, combined with robust community capital campaigns, have already resulted in three completed libraries, which you can visit in Capitola, Felton, and La Selva Beach. Prepare to be awed! These are 21st century libraries, making innovative use of space, letting in natural light, giving designated meeting areas (enclosed by soundproof glass) to teens, and more.

Fully funded improvements are also currently underway at Boulder Creek, Live Oak, and Scotts Valley (a converted roller rink!), while the Downtown branch is the next and final project in the 10-branch system. In a strategic effort to spend down Measure S funds while maintaining service, the SCPL has been making efforts to keep a minimum of one branch open in each region, even while coordinating multiple building projects and coping with decreased staffing levels due to budget cuts during COVID.

Founded in 1979 during a challenging time for libraries, the Friends of the Santa Cruz Public Libraries is a grassroots 501(c)3 fundraising and advocacy organization, dedicated to supporting our local system. The 2021 Realizing the Promise Capital Campaign to raise \$1,000,000 for three branches is the most ambitious project ever organized by the Friends in its 42-year-history.

When pandemic events of the past two years challenged our ability to congregate as a community, the libraries pivoted, providing outdoor and hybrid programming, adding laptops and hot spots to circulation, literally opening doors (for ventilation) and creating better indoor and outdoor meeting spaces. New civic buildings will bring us together for years to come.

The Friends of the Santa Cruz Public Libraries have been selected to take part in Santa Cruz Gives again this year. To help FSCPL win bonuses and matching funds, participate by visiting <https://santacruzgives.org/nonprofit/fscpl/>. Or donate through the FSCPL website at fscpl.org/capitalcampaign-donate/, where you can choose where to designate your gift, and dedicate your donation to a loved one.

Be part of the capital campaign for the Santa Cruz Public Libraries, and help generations of Santa Cruzans to connect, inspire, and inform.



Realizing *the* Promise

*A Campaign of the Friends of the
Santa Cruz Public Libraries*



HOUSING
SANTA CRUZ COUNTY

[December 20, 2021 Newsletter](#)



(Rendering: Downtown Mixed-Use Library Project)

City Council Approves Updated Design Proposal for Library Project

On December 14th, the Santa Cruz City Council voted to accept the updated design plan submitted by the Master Library Architect, Abe Jason. With a 6-1 vote, the council accepted the updated site program and design for the Mixed-Use Library Project including the following changes:

- an increase in affordable units from a minimum of 50 to a minimum range of between 100-125 housing units;
- a decrease in parking stalls from 400 to 310;
- program expansion to include an onsite daycare center; and
- library design changes to include a two-story library facing Cedar and Lincoln Streets with a green roof and adjacent roof deck and other design elements presented by the Master Architect.

The Council also directed staff to return with a preliminary library cost model based on the library design and site program changes. Public comments from community members were overwhelmingly in support of the project. Councilmember Brown cast the one vote opposing moving forward with the design proposal.

Prior to submitting the updated design proposal for Council approval, three public workshops were held to obtain feedback from community members. For more information about the updated project plans, [view the workshop presentation.](#)

REGISTER-PAJARONIAN

Robin Lynn is joined by Reggie recently in Watsonville. The pair is a product of UnChained, a nonprofit that gives youth and animals a second chance at success. — Tarmo Hannula/The Pajaronian

Santa Cruz Gives raises more than \$1M for nonprofits

By: [JOHANNA MILLER](#) | January 6, 2022



SANTA CRUZ COUNTY—The seventh annual Santa Cruz Gives holiday crowdfunding campaign raised more than \$1 million for local nonprofit organizations in 2021.

The milestone was reached after the campaign doubled in size, featuring 80 nonprofits on its online platform. Individual donors, matching funds, challenge gifts and more contributed to its success.

“We are overjoyed,” said Gives organizer Jeanne Howard. “This community’s generosity has been incredible.”

The decision to take on twice as many organizations largely came after The Human Race, an annual walk/run event that had been held for more than 40 years, was officially retired in 2021. Gives saw a gap forming in nonprofit support.

“It’s been a lot more work, having twice as many groups,” Howard admitted. “And it’s been challenging for the donors. It forces them to narrow down their focus, make tough decisions on who to support. Each page provides compelling work, so it can be hard to choose. But it has also expanded our network. More nonprofits, and their supporters are now involved.”

Because of its rapid growth, Gives increased its publicity, going to radio stations, newspapers, distributing posters and more to garner interest. Howard said that the organizations also “stepped up” in their outreach.

“We are a platform, and they have to work the platform,” she said. “It’s like we are a wave and they are the surfer; they’ve got to work it.”

As for donors, Howard said they saw more people than usual donating to different organizations. Usually, donors tend to give to similar groups, but this year was different.

“We still see people giving to like-minded organizations, however, this year people also chose random, unrelated groups,” she said. “Maybe they saw something that moved them, or had personal connections. It was interesting.”

The Santa Cruz County Animal Shelter was the leader in donations, raising \$101,226. Friends of the Santa Cruz Public Libraries followed with \$60,350, and Dientes Community Dental came in third with \$49,520.

Howard said there were some “wonderful” surprises, including the small nonprofit Live Like Coco, which aims to provide local children with various educational opportunities, raising \$20,300.

Howard said that supporting nonprofits is “vital” for a community.

“People know about government, they know businesses,” Howard said. “But there’s a nonprofit sector people don’t know anything about. We hope to reach more people to understand how the

sector helps our community. New donors are the lifeblood of nonprofits, like new customers are to businesses.”

Looking ahead, Gives organizers hope to secure more matching funds, which greatly help nonprofits during the campaign. They also want to hear from donors about how they are using the website and any suggestions they have.

“We want Santa Cruz Gives to become so well-known that it takes the burden off the nonprofits entirely,” Howard said. “We want to make it a household name in this community.”

SFGATE

<https://www.sfgate.com/sf-culture/article/The-Bay-Areas-year-round-Christmas-park-16714126.php>

The Bay Area's bizarro year-round Christmas amusement park: Santa's Village

SCPL photos were used in this article.

[Katie Dowd](#), SFGATE | Dec. 24, 2021



The Santa's Village gingerbread house, photo courtesy of Santa Cruz Public Libraries, Scotts Valley branch.

Ken Stone/Santa Cruz Public Library

Once upon a time, Bay Area children could visit the North Pole. Tucked in the Santa Cruz Mountains, there were real reindeer and warm cups of cocoa. And Santa Claus, of course, exuberant and full of cheer, overseeing his workshop of bustling elves. It was open three hundred and sixty-four days of the year — closed, ironically, only on Christmas.

Generations of kids have memories of Santa's Village, a short-lived amusement park chain that once billed itself, very seriously, as a competitor to Disneyland. It was a collection of things so bizarre, so very 1950s, that it has to be seen to be believed (Luckily, you can. But more on that later.)

Santa's Village was the brainchild of Glenn Holland, a California real estate developer and Christmas aficionado. His first Santa's Village in San Bernardino County nipped in just under the wire to open in late May 1955, beating Disneyland's opening by a few months. It was an instant hit, and Holland signed a lease to open a second village in Scotts Valley. This was big news in the little mountain town, and the project was daily news in the Santa Cruz Sentinel.

A flurry of whimsical construction commenced, costing a reported \$9,000 a week in labor and materials (that's about \$84,000 today). The village was the vision of Ellen Koger, who was described in newspaper coverage as a Southern California "housewife" despite the fact she was a trained artist and held the title of Santa's Village art director. Koger's designs were straight out of a fairy tale: a "Welcome House" decorated with candy canes and chubby polka dot toadstools, a life-size gingerbread house that sold fragrant, fresh cookies, a restaurant called Mrs. Claus' Kitchen that served such Arctic staples as ... burgers, steak sandwiches and hot dogs.



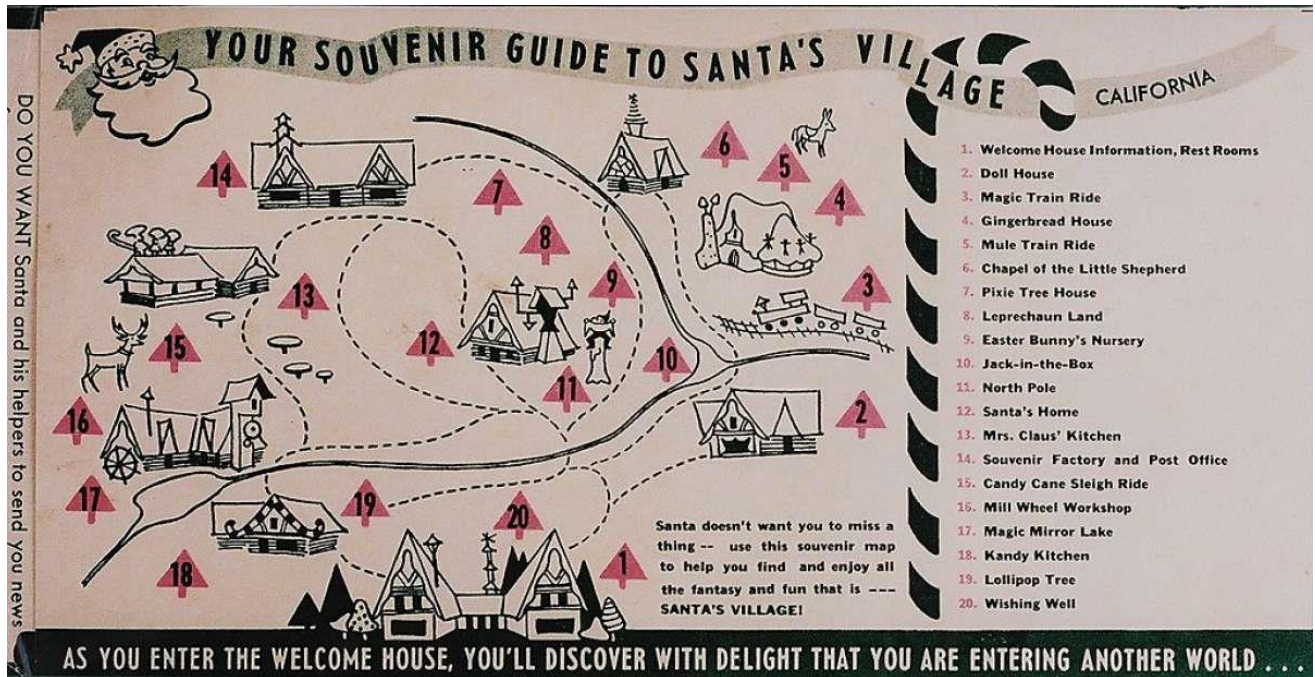
Cars lined up in the Santa's Village parking lot in Scotts Valley.

Ken Stone/Santa Cruz Public Library

There were touches of fantasy everywhere. "All of a sudden the kids will come upon a lollipop tree," the Sentinel wrote during opening weekend 1957. "They'll hardly believe their eyes, but they can reach right up and pull the sweet, colored suckers right off the tree — and free." There was even a North Pole made of ice, which the Sentinel excitedly reported "the kids can lick ... to their heart's content." (Please email us if you licked the Santa's Village North Pole and survived the experience.)

A Texan named Grady Carothers, the self-proclaimed "reindeer king of the United States," brought his herd of reindeer to the park, and a petting zoo offered up baby burros to bottle feed.

In order to flesh out the character interactions — Christmas doesn't have much by way of big names — a host of random characters wandered the park, including Alice in Wonderland, the Easter Bunny, Little Bo Peep and the Good Witch, Jack Pumpkinhead and Scarecrow from the Wizard of Oz.



A guide map shows the attractions in Santa's Village.

Ken Stone/Santa Cruz Public Library

"We try to make a visit to Santa's Village like a national convention of all the wonderful characters out of childhood storybooks," Koger said.

That convention was nearly disrupted the night before opening day. An employee parked his car at a Salinas hotel and returned to his vehicle to find someone had stolen nearly all the costumes out of the back. "The police may not know who took his things," the Santa Cruz Sentinel wrote, "but you can bet your boots that Santa knows."



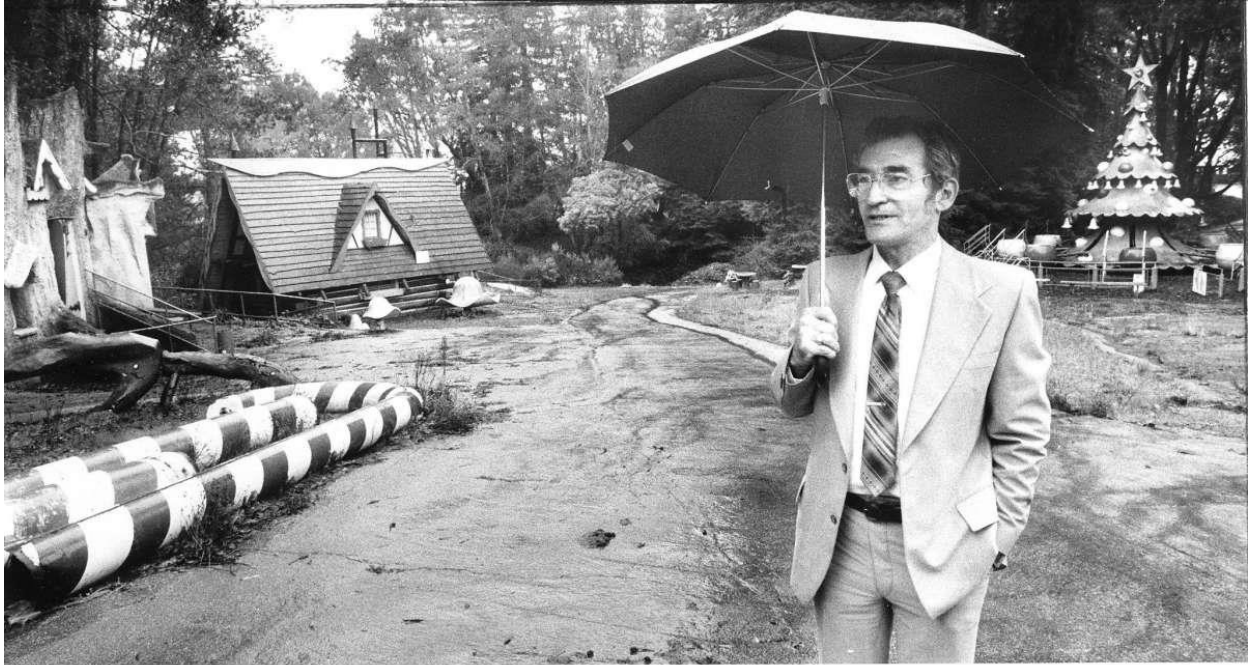
The Santa's Village gas station, photo courtesy of Santa Cruz Public Libraries, Scotts Valley branch.

Ken Stone/Santa Cruz Public Library

Luckily, backups were rallied and the ragtag crew of characters were ready to greet 8,000 guests, mostly children, on opening day. As kids raced around the park, employees dressed as gnomes did crowd control and parking duty. Local publications praised the family-friendly amusement park for its “exceptional taste” and told parents it was “almost impossible” for kids to “break anything.” The manic energy of Santa’s Village was immortalized on film in a series of shorts by K. Gordon Murray, a producer best-known today for unleashing several clunkers that ended up as “Mystery Science Theater 3000” fodder. The shorts, collectively called “Santa’s Enchanted Village,” were released in 1964 essentially as promotional material for the Santa’s Village chain, which by then also had a park in Dundee, Ill.

“Santa’s Enchanted Village” provides a priceless look at the elaborate buildings and a mind-melting glimpse at what passed for family entertainment in the early 1960s. The films have little plot other than watching characters wander aimlessly around the parks (lowlights include a slack-jawed wolf who complains loudly about his ulcer and looped audio of a pained-sounding boy shouting, “WONDERFUL!” and laughing hysterically at a puppet show.)

As promotional videos, they were a flop and, alas, Santa’s Village was not long for this world. As Californians increasingly had more entertainment options, a year-round Christmas experience lost its luster. Financial woes hit the park in the ‘70s, and by the end of the decade its new owners were pivoting to a shopping center concept called “The Village.” Christmas-y colors were painted over in muted tones and non-holiday shops moved in. “When you have an amusement park that appeals to children from two to eleven years old, you are limiting your marketing appeal,” vice president of operations Bill Witcher told the Sentinel in 1979. That year, the 13-year Santa’s Village general manager stepped down, citing \$48,000 in debt weighing down village operations.



Fred Cummings, a former Santa's Village maintenance chief, seen at the Scotts Valley amusement park in December 1983.

Jerry Telfer/Hearst Newspapers

The Village pattered along for a few more years before software company Borland International bought the site in 1990 for its new corporate headquarters. The jolly chalets were torn down, and nearly every trace of Santa's Village removed. The office park is now called the Enterprise Technology Centre and is currently leased by UC Santa Cruz.

Santa's Village did leave one indelible mark on Scotts Valley, however: a road. The street that once ushered carloads of excited children into the Christmas wonderland is still called Santa's Village Road today.

Reviews

Yelp

Capitola received a 5 Star Review on December 4

This is the best library in the county, much better than idiotic Watsonville! They have very nice computer stations and they also keep the library very clean! The only significant malfunction is that they don't have too many international books in different languages to read! Only retarded Spanish!

Capitola received a 4Star Review on December 4

If I could rate 4.5 stars I would. This is a great library with plenty of modern amenities and a safe family vibe.

My only complaints:

- On the weekend, parking is tight. Multiple people circling the lot to find a spot.
- The selection of books is limited. It's a smaller branch so I can't really fault them for that, just a consideration.

Aside from that, it's a solid place. Definitely check it out if you're in the area.

Capitola received a 1 Star Review on December 12

From time to time, librarians forget their job (in this branch and other branches as well).

Santa Cruz public libraries are for the public, and librarians don't have the authority to stop people from using just because they are not in the mood for it. I reject any "recommendations" from librarians about what the library is for and what it is not for. If I want to be in the library and read the newspaper, I'll sit in the library and read a newspaper. If I want to use the printer, I'll use the printer. I understand that sometimes people are crossing borders, and librarians also have to be wardens from time to time. Yet, no one is doing anyone a favor. If you work at the library, you need to do your job, and not annoy people who use the library, even if you don't like them doing their homework at the library. The Capitola branch has excellent facilities, but if the human quality is low, then we should close the library and change its purpose to something the public can really enjoy.

Google My Business

The Downtown Branch received a 5 Star Rating with no review on November 20

The Downtown Branch received a 3 Star Review on November 25

Nice downtown library. All the neighborhood satellite libraries are closed for "remodeling". Unfortunately, parking downtown is mostly metered. 😊

The Downtown Branch received a 5 Star Rating with no review on November 27

Capitola received a 5 Star Review on December 5

I've just started going here. It's a beautiful library. The furniture is gorgeous. I've got a plaque in front in memorial for my son. I love me a good library. The parking lot quickly outgrew the customers!

Capitola received a 5 Star Rating with no review on December 9

Downtown received a 5 Star Review on December 10

Quiet, peaceful work environment with internet access (computers, wifi)

Capitola received a 5 Star Rating with no review on December 11

Felton received a 5 Star Review on December 12

Registered online for a card, easy to get my physical card at the front desk. Absolutely gorgeous inside.

Capitola received a 1 Star Review on December 13

From time to time, librarians forget their job (in this branch and other branches as well).

Santa Cruz public libraries are for the public, and librarians don't have the authority to stop people from using just because they are not in the mood for it. I reject any "recommendations" from librarians about what the library is for and what it is not for. If I want to be in the library and read the newspaper, I'll sit in the library and read a newspaper. If I want to use the printer, I'll use the printer. I understand that sometimes people are crossing borders, and librarians also have to be wardens from time to time. Yet, no one is

doing anyone a favor. If you work at the library, you need to do your job, and not annoy people who use the library, even if you don't like them doing their homework at the library. The Capitola branch has excellent facilities, but if the human quality is low, then we should close the library and change its purpose to something the public can really enjoy. **Note, this identical review was posted by a person using a different name via Yelp on December 12.*

Aptos received a 2 Star Review on December 23

Its great that Aptos has a library! However for the last few months it's only on paper and the admins and contractors are getting paid, but the library is closed. Poor working class folks, especially working homeless, don't have the access to the internet or printers to cross the digital divide and take control of their lives here. That's what a library is all about; community and learning. There are nice expensive books strewn about the ground, now waterlogged, as if they were dropped on the way to a dumpster, and there are no longer local resources for personal and career development for the working poor. Whoever is in charge of this library renovation project is really doing a disservice by turning it into a long drawn admin project and wasting tax dollars trashing good books and facilities instead of keeping it functional and hiring more librarians and giving the library a bigger budget for staff. Please show some compassion for your tax payers and at least pick up the ruined hardback books from the ground inside the fence so it doesn't look like Aptos doesn't care. Heaven forbid they leave the parking lot publicly accessible to the people who paid for it to even park there and read a book in their car. Very disappointed.

Downtown received a 5 Star Review on December 28

Great location and quick pickup with the book I had on hold. I hope they don't move it with a new mixed use area because it deserves to be in its own space.

Chair Carlos Palacios
Vice Chair Jamie Goldstein
Board Member Mali LaGoe
Board Member Matt Huffaker



STAFF REPORT

DATE: February 3, 2022
TO: Library Joint Powers Authority Board
FROM: Yolande Wilburn, Library Director
RE: 2nd Qtr. Report Community Impact Measures

STAFF RECOMMENDATION

Accept and File Community Impact Measures for 2nd Qtr. FY 2021-2022

DISCUSSION

This 2nd quarter report covers the time period of October 1, 2021 through December 31, 2021 and compares this data to the previous year.

Programming statistics report updates:

- In FY22, we are now offering in-person programs at our open branches, virtual programs, and outreach programs for underserved communities outside our library walls. To better reflect the differences between these types of programs, we have created a new “Virtual Branch,” split off from Outreach, beginning October 2021. With the changes in how we deliver programs over the past 2 years, the chart comparisons for Outreach between FY21 and FY22 will not directly correspond.

- Total circulation system-wide increased by 109%.
- Total visitors by branch system-wide: N/A since the branches were only providing lobby service this time last year.
- Total number of new registrations increased by 91%.
- Total hours of public internet computer use system-wide: N/A since the branches were only providing lobby service this time last year.
- Total hours of wireless internet sessions: N/A since the branches were only providing lobby service this time last year.
- Total sessions of public internet use: N/A since the branches were only providing lobby service this time last year.
- Total number of public wifi sessions: N/A since the branches were only providing lobby service this time last year.
- Total hours of meeting room use system-wide: N/A since the branches were only providing lobby service this time last year.
- The total number of programs held system-wide increased by 16%.

Attachment:

2nd Quarter Community Impact Measures

Report Prepared by: Kira Henifin, Principal Management Analyst
Christine Campbell, Library Assistant IV

Reviewed and Forwarded by: Yolande Wilburn, Library Director

CIRCULATION BY BRANCH														
	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter			Totals	Totals
	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY 20/21	FY 21/22
Aptos	17,414	57	-99.7%	17,289	0	-100%	17,425		#REF!	12,505		#REF!	34,703	57
Boulder Creek	0	0	0.0%	43	0	-100%	0		#REF!	0		#REF!	43	0
Branciforte	164	0	-100.0%	552	0	-100%	42		#REF!	0		#REF!	716	0
Capitola	0	54,347	#DIV/0!	0	54,914	#DIV/0!	0		#REF!	7,967		#REF!	0	109,261
Downtown	19,912	47,273	137.4%	19,584	45,507	132%	21,611		#REF!	25,530		#REF!	39,496	92,780
Felton	5,572	29,805	434.9%	9,445	31,593	234%	9,148		#REF!	14,712		#REF!	15,017	61,398
Garfield Park	57	0	-100.0%	39	0	-100%	20		#REF!	0		#REF!	96	0
La Selva Beach	22	7,903	35822.7%	1	6,642	664100%	106		#REF!	3,367		#REF!	23	14,545
Live Oak	12,703	12,762	0.5%	13,476	10	-100%	14,185		#REF!	20,231		#REF!	26,179	12,772
Scotts Valley	8,561	7,511	-12.3%	5,734	27	-100%	9,212		#REF!	16,736		#REF!	14,295	7,538
Outreach	1,689	5,062	199.7%	2,874	5,277	84%	4,451		#REF!	5,007		#REF!	4,563	10,339
TOTAL	66,094	164,720	149.2%	69,037	143,970	109%	76,200		#REF!	106,055		#REF!	135,131	308,690
Digital Branch	119,424	110,918	-7.1%	117,922	109,713	-7%	120,687		#REF!	109,842		#REF!	237,346	220,631
Total incl. DB	185,518	275,638	48.6%	186,959	253,683	36%	196,887		#REF!	215,897		#REF!	372,477	529,321

VISITORS BY BRANCH														
	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter			Totals	Totals
	FY20/21	FY21/22	% Change	FY 20/21	FY21/22	% Change	FY 20/21	FY21/22	% Change	FY 20/21	FY21/22	% Change	FY20/21	FY21/22
Aptos	0		0.0%	0	0	#DIV/0!			#REF!			#REF!	0	0
Boulder Creek	0	0	#DIV/0!	0	0	#DIV/0!			#REF!			#REF!	0	0
Branciforte	0	0	#DIV/0!	0	0	#DIV/0!			#REF!			#REF!	0	0
Capitola	0	0	#DIV/0!	0	0	#DIV/0!			#REF!			#REF!	0	0
Downtown	0	38,335	#DIV/0!	0	36,823	#DIV/0!			#REF!			#REF!	0	75,158

Felton	0	19,905	#DIV/0!	8,499	22,952	170%	9,353		#REF!	10,708		#REF!	8,499	42,857
Garfield Park	0	0	#DIV/0!	0	0	#DIV/0!			#REF!			#REF!	0	0
La Selva Beach	0	0	#DIV/0!	0	0	#DIV/0!			#REF!			#REF!	0	0
Live Oak	0	4,880	#DIV/0!	0	0	#DIV/0!			#REF!			#REF!	0	4,880
Scotts Valley	0	0	#DIV/0!	0	0	#DIV/0!			#REF!			#REF!	0	0
Outreach	0	3,441	#DIV/0!	0	3,796	#DIV/0!			#REF!			#REF!	0	7,237
TOTAL	0	66,561	#DIV/0!	8,499	63,571	648%	9,353		#REF!	10,708		#REF!	8,499	130,132

NEW REGISTRATIONS														
	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter			Totals	Totals
	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21	FY21/22
Aptos	214	124	-42.1%	185	82	-56%	168		#REF!	120		#REF!	399	206
Boulder Creek	15	31	106.7%	19	17	-11%	17		#REF!	19		#REF!	34	48
Branciforte	43	28	-34.9%	33	32	-3%	33		#REF!	32		#REF!	76	60
Capitola	91	828	809.9%	78	557	614%	83		#REF!	283		#REF!	169	1,385
Downtown	370	725	95.9%	294	595	102%	405		#REF!	371		#REF!	664	1,320
Felton	46	243	428.3%	75	201	168%	78		#REF!	103		#REF!	121	444
Garfield Park	23	21	-8.7%	22	22	0%	28		#REF!	15		#REF!	45	43
La Selva Beach	0	46	#DIV/0!	9	44	389%	14		#REF!	41		#REF!	9	90
Live Oak	111	146	31.5%	132	50	-62%	101		#REF!	150		#REF!	243	196
Scotts Valley	73	109	49.3%	88	51	-42%	107		#REF!	144		#REF!	161	160
Outreach	48	85	77.1%	43	216	402%	213		#REF!	34		#REF!	91	301
TOTAL	1,034	2,386	130.8%	978	1,867	91%	1,247		#REF!	1,312		#REF!	2,012	4,253

HOURS OF PUBLIC INTERNET COMPUTER USE														
	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter			Totals	Totals
	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21	FY21/22
Aptos	0	0	#DIV/0!	118	0	-100%	0		#REF!	511		#REF!	118	0
Boulder Creek	0	0	#DIV/0!		0	#DIV/0!	0		#REF!	0		#REF!	0	0
Branciforte	0	0	#DIV/0!		0	#DIV/0!	0		#REF!	0		#REF!	0	0
Capitola	0	1,390	#DIV/0!		1,501	#DIV/0!	0		#REF!	93		#REF!	0	2,891
Downtown	0	6,676	#DIV/0!	80	7,569	9361%	0		#REF!	1,204		#REF!	80	14,245
Felton	0	307	#DIV/0!	17	591	3376%	0		#REF!	445		#REF!	17	898
Garfield Park	0	0	#DIV/0!		0	#DIV/0!	0		#REF!	0		#REF!	0	0
La Selva Beach	0	83	#DIV/0!		80	#DIV/0!	0		#REF!	30		#REF!	0	163
Live Oak	0	294	#DIV/0!		0	#DIV/0!	0		#REF!	89		#REF!	0	294
Scotts Valley	0	113	#DIV/0!	110	0	-100%	0		#REF!	531		#REF!	110	113
TOTAL SYSTEM HRS	0	8,863	#DIV/0!	325	9,741	2897%	0		#REF!	2,903		#REF!	325	18,604

HOURS OF WIRELESS INTERNET SESSIONS														
	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter			Totals	Totals
	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21	FY21/22
Aptos	0	2,510	#DIV/0!	9,686	0	-100%	10,941		#REF!	10413		#REF!	9,686	2,510
Boulder Creek	0	0	#DIV/0!	15	0	-100%	0		#REF!	0		#REF!	15	0
Branciforte	0	0	#DIV/0!	12,218	0	-100%	11,173		#REF!	0		#REF!	12,218	0
Capitola	0	23,551	#DIV/0!	0	27,345	#DIV/0!	0		#REF!	4985		#REF!	0	50,896
Downtown	0	42,246	#DIV/0!	30,172	44,127	46%	28,789		#REF!	29130		#REF!	30,172	86,373
Felton	0	16,743	#DIV/0!	10,545	21,355	103%	9,576		#REF!	11406		#REF!	10,545	38,098
Garfield Park	0	0	#DIV/0!	6,496	0	-100%	3,456		#REF!	0		#REF!	6,496	0

Headquarters	0	12,478	#DIV/0!	4,234	10,920	158%	5,028		#REF!	8825		#REF!	4,234	23,398
La Selva Beach	0	2,439	#DIV/0!	0	2,378	#DIV/0!	254		#REF!	1716		#REF!	0	4,817
Live Oak	0	9,975	#DIV/0!	7,545	7,185	-5%	9,619		#REF!	8667		#REF!	7,545	17,160
Scotts Valley	0	11,205	#DIV/0!	7,600	7,161	-6%	8,969		#REF!	11408		#REF!	7,600	18,366
TOTAL SYSTEM HRS	0	121,147	#DIV/0!	88,511	120,471	36%	87,805		#REF!	86,550		#REF!	88,511	241,618

SESSIONS OF PUBLIC INTERNET USE														
	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter			Totals	Totals
	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21	FY21/22
Aptos	0	0	#DIV/0!	0	0	#DIV/0!	0		#REF!	703		#REF!	0	0
Boulder Creek	0	0	#DIV/0!	0	0	#DIV/0!	0		#REF!	0		#REF!	0	0
Branciforte	0	0	#DIV/0!	0	0	#DIV/0!	0		#REF!	0		#REF!	0	0
Capitola	0	2,342	#DIV/0!	0	2,494	#DIV/0!	0		#REF!	221		#REF!	0	4,836
Downtown	0	5,762	#DIV/0!	0	6,577	#DIV/0!	0		#REF!	1403		#REF!	0	12,339
Felton	0	560	#DIV/0!	0	923	#DIV/0!	0		#REF!	599		#REF!	0	1,483
Garfield Park	0	0	#DIV/0!	0	0	#DIV/0!	0		#REF!	0		#REF!	0	0
La Selva Beach	0	148	#DIV/0!	0	136	#DIV/0!	0		#REF!	58		#REF!	0	284
Live Oak	0	463	#DIV/0!	0	0	#DIV/0!	0		#REF!	191		#REF!	0	463
Scotts Valley	0	174	#DIV/0!	0	0	#DIV/0!	0		#REF!	735		#REF!	0	174
TOTAL SYSTEM HRS	0	9,449	#DIV/0!	0	10,130	#DIV/0!	0		#REF!	3910		#REF!	0	19,579

NUMBER OF PUBLIC WIFI SESSIONS														
	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter			Totals	Totals
	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21	FY21/22
Aptos	0	7,601	#DIV/0!	21,149	0	-100%	22,999		#REF!	21,025		#REF!	0	7,601
Boulder Creek	0	0	#DIV/0!	8	0	-100%	0		#REF!	0		#REF!	0	0
Branciforte	0	0	#DIV/0!	8,183	0	-100%	5,549		#REF!	0		#REF!	0	0
Capitola	0	26,045	#DIV/0!	0	28,350	#DIV/0!	0		#REF!	8,110		#REF!	0	54,395
Downtown	0	41,463	#DIV/0!	26,837	42,371	58%	28,313		#REF!	33,016		#REF!	0	83,834
Felton	0	16,503	#DIV/0!	11,483	18,870	64%	11,916		#REF!	11,700		#REF!	0	35,373
Garfield Park	0	0	#DIV/0!	4,054	0	-100%	2,103		#REF!	0		#REF!	0	0
Headquarters	0	5,853	#DIV/0!	3,072	5,539	80%	3,734		#REF!	7,418		#REF!	0	11,392
La Selva Beach	0	2,289	#DIV/0!	0	2,407	#DIV/0!	315		#REF!	1,253		#REF!	0	4,696
Live Oak	0	12,244	#DIV/0!	10,456	9,118	-13%	11,571		#REF!	11,291		#REF!	0	21,362
Scotts Valley	0	15,734	#DIV/0!	13,664	10,948	-20%	15,488		#REF!	15,414		#REF!	0	26,682
TOTAL SYSTEM HRS	0	127,732	#DIV/0!	98,906	117,603	19%	101,988		#REF!	109,227		#REF!	0	245,335

HOURS OF MEETING ROOM USE														
	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter			Totals	Totals
	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21	FY21/22
Aptos	0	0	#REF!	0	0	#DIV/0!	0		#REF!	0		#REF!	0	0
Boulder Creek	0	0	#REF!	0	0	#DIV/0!	0		#REF!	0		#REF!	0	0
Branciforte	0	0	#REF!	0	0	#DIV/0!	0		#REF!	0		#REF!	0	0
Capitola	0	200	#REF!	0	1230	#DIV/0!	0		#REF!	0		#REF!	0	0
Downtown	0	140	#REF!	0	534	#DIV/0!	0		#REF!	0		#REF!	0	674
Felton	0	138	#REF!	0	520	#DIV/0!	0		#REF!	0		#REF!	0	0
Garfield Park	0	0	#REF!	0	0	#DIV/0!	0		#REF!	0		#REF!	0	0
La Selva Beach	0	0	#REF!	0	0	#DIV/0!	0		#REF!	0		#REF!	0	0

Live Oak Annex	0	0	#REF!	0	0	#DIV/0!	0		#REF!	0		#REF!	0	0
Scotts Valley	0	0	#REF!	0	0	#DIV/0!	0		#REF!	0		#REF!	0	0
TOTAL HOURS	0	478	#REF!	0	2284	#DIV/0!	0		#REF!	0		#REF!	0	2,762

NUMBER OF PROGRAMS														
	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter			Totals	Totals
	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21	FY21/22
Aptos	0		0.0%	0		#DIV/0!	0		#REF!	0		#REF!	0	0
Boulder Creek	0		0.0%	0		#DIV/0!	0		#REF!	0		#REF!	0	0
Branciforte	0		0.0%	0		#DIV/0!	0		#REF!	0		#REF!	0	48
Capitola	0	6	0.0%	0	48	#DIV/0!	0		#REF!	0		#REF!	0	83
Downtown	0	17	0.0%	0	77	#DIV/0!	0		#REF!	0		#REF!	0	94
Felton	0	13	0.0%	0	61	#DIV/0!	0		#REF!	0		#REF!	0	74
Garfield Park	0		0.0%	0		#DIV/0!	0		#REF!	0		#REF!	0	0
La Selva Beach	0	5	0.0%	0	39	#DIV/0!	0		#REF!	0		#REF!	0	44
Live Oak	0		0.0%	0		#DIV/0!	0		#REF!	0		#REF!	0	0
Scotts Valley	0		0.0%	0		#DIV/0!	0		#REF!	0		#REF!	0	0
Outreach	197	212	0.0%	206	52	-75%	212		#REF!	244		#REF!	197	264
Virtual	0	0	0.0%	0	44	#DIV/0!	0		#REF!	0		#REF!	0	44
TOTAL	197	253	0.0%	206	321	56%	212	0	#REF!	244	0	#REF!	197	651

PROGRAM ATTENDANCE														
	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter			Totals	Totals
	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21	FY21/22	% Change	FY20/21	FY21/22
Aptos	0	0	#REF!	0	0	#DIV/0!	0		#REF!	0		#REF!	0	0
Boulder Creek	0	0	#REF!	0	0	#DIV/0!	0		#REF!	0		#REF!	0	0
Branciforte	0		#REF!	0	0	#DIV/0!	0		#REF!	0		#REF!	0	0
Capitola	0	122	#REF!	0	700	#DIV/0!	0		#REF!	0		#REF!	0	822
Downtown	0	51	#REF!	0	459	#DIV/0!	0		#REF!	0		#REF!	0	510
Felton	0	186	#REF!	0	636	#DIV/0!	0		#REF!	0		#REF!	0	822
Garfield Park	0	0	#REF!	0	0	#DIV/0!	0		#REF!	0		#REF!	0	0
La Selva Beach	0	56	#REF!	0	392	#DIV/0!	0		#REF!	0		#REF!	0	448
Live Oak	0	0	#REF!	0	0	#DIV/0!	0		#REF!	0		#REF!	0	0
Scotts Valley	0	0	#REF!	0	0	#DIV/0!	0		#REF!	0		#REF!	0	0
Outreach	2,911	2,205	#REF!	3,008	963	-68%	2,661		#REF!	2,978		#REF!	2,911	3,168
Virtual	0	0	#REF!	0	330	#DIV/0!	-		#REF!			#REF!	0	330
TOTAL	2,911	2,620	#REF!	3,008	3,480	16%	2,661	0	#REF!	2,978	0	#REF!	2,911	6,100

Capitola Opening on June 12, 2021

La Selva Beach Closure on September 1, 2019

Felton Closure on November 1, 2019

Felton Opening on February 22, 2020

Boulder Creek Closure on February 22, 2020

System-wide Closure on March 15, 2020 due to COVID-19

La Selva Beach Opening in March, 2021

Chair Carlos Palacios
Vice Chair Jamie Goldstein
Board Member Mali LaGoe
Board Member Matt Huffaker



STAFF REPORT

DATE: February 3, 2022
TO: Library Joint Powers Authority Board
FROM: Yolande Wilburn, Library Director
RE: 2nd Quarter Financial Report

STAFF RECOMMENDATION

Accept and File Financial Report for 2nd Qtr. FY 2021-2022.

DISCUSSION

The second quarter financial report covers July 1, 2021, through December 31, 2021. All financial figures included in this report are unaudited.

Revenues

Total Revenue for this quarter: 47.5%

Sales Tax	51.1%
MOE	45.9%

Expenditures

Total actual expenditures for this quarter: 24.6%

Personnel Costs

Total Personnel costs for this quarter: 39.6%

Regular Full Time	42.0%
Part Time	40.9%

Attachments: 2nd Quarter Financial Reports (Expenditure, Personnel and Revenue)

Report Prepared by: Kira Henifin
Principal Management Analyst

Reviewed and Forwarded by: Yolande Wilburn, Library Director

Attachments:

2nd Quarter Financial Reports (Expenditure, Personnel and Revenue)

Revenue Balances

Criteria: Summarize By = Report,Fund,Account; As Of = 12/31/2021; Period = 0,1..12; Fund = 951

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Acct	Title	Year-To-Date Ado Budget	Year-To-Date Adjustments	Year-To-Date Adj Budget	Year-To-Date Actual	Bdgt. to Act. Variance	Pct. Spent
Fund 951 -- Library Joint Powers Authority							
41211	Sales and use tax	8,912,416.00	0.00	8,912,416.00	4,566,628.77	4,356,787.23	51.1%
43199	Other federal revenues	0.00	118,757.00	118,757.00	118,756.82	0.18	100.0%
43210	State operating grants and contributions	0.00	100,000.00	100,000.00	45,894.48	54,105.52	45.9%
43310	Local operating grants and contributions	0.00	8,000.00	8,000.00	141,000.00	(133,000.00)	1,762.5%
43311	Maintenance of effort contributions	6,115,273.00	0.00	6,115,273.00	2,538,496.69	3,576,776.31	41.5%
44630	Room rentals-library JPA	4,640.00	0.00	4,640.00	2,320.00	2,320.00	50.0%
45131	Library fines	0.00	0.00	0.00	10,265.86	(10,265.86)	0.0%
46110	Pooled cash and investment interest	92,840.00	0.00	92,840.00	0.00	92,840.00	0.0%
46190	Interest earnings - other	14,763.00	0.00	14,763.00	1,846.65	12,916.35	12.5%
46303	Donations - library	13,100.00	49,835.64	62,935.64	15,343.28	47,592.36	24.4%
46309	Donations - library - Friends of the Lib	27,923.00	195,059.19	222,982.19	22,159.14	200,823.05	9.9%
46910	Miscellaneous operating revenue	8,500.00	13,365.00	21,865.00	14,796.06	7,068.94	67.7%
46990	Miscellaneous non-operating revenue	0.00	0.00	0.00	(1,099.25)	1,099.25	0.0%
49122	From Library Private Trust Fund	22,190.00	21,593.30	43,783.30	0.00	43,783.30	0.0%
Total Library Joint Powers Authority		15,211,645.00	506,610.13	15,718,255.13	7,465,408.50	8,252,846.63	
Total		15,211,645.00	506,610.13	15,718,255.13	7,465,408.50	8,252,846.63	

Expenditure Balances

Criteria: Summarize By = Report,Account,Account; As Of = 12/31/2021; Period = 0,1,12; Activity = 36*; Account = 52*,53*,54*,55*,56*,57*,58*,59*

Acct	Title	Year-To-Date Adj Budget	Year-To-Date Adjustments	Year-To-Date Adj Budget	Year-To-Date Actual	Year-To-Date Encumbrances	Bdgt. to Act. Variance	Pct. Spent
52131	Claims management services - outside	12,000.00	0.00	12,000.00	993.86	0.00	11,006.14	8.3%
52135	Financial services - outside	518,083.00	0.00	518,083.00	0.00	9,618.39	508,464.61	1.9%
52139	Medical services	0.00	0.00	0.00	696.00	0.00	(696.00)	0.0%
52150	Merchant bank fees	600.00	0.00	600.00	248.72	0.00	351.28	41.5%
52155	Courier services	2,926.00	0.00	2,926.00	943.32	1,982.68	0.00	100.0%
52199	Other professional & technical services	188,300.00	150,000.00	338,300.00	56,593.53	35,932.75	245,773.61	27.4%
52201	Water, sewer and refuse	79,885.00	0.00	79,885.00	37,868.72	1,848.20	40,168.08	49.7%
52202	Hazardous materials disposal	500.00	0.00	500.00	0.00	0.00	500.00	0.0%
52211	Janitorial services	296,700.00	0.00	296,700.00	121,578.49	183,222.53	(8,101.02)	102.7%
52223	Equip annual inventory charge - internal	4,400.00	0.00	4,400.00	0.00	0.00	4,400.00	0.0%
52226	Vehicle work order charges - internal	25,999.00	0.00	25,999.00	6,752.23	0.00	19,246.77	26.0%
52227	Vehicle fuel island charges - internal	17,474.00	0.00	17,474.00	5,975.36	0.00	11,498.64	34.2%
52240	Office equipment operation/maint	7,340.00	0.00	7,340.00	882.03	0.00	6,457.97	12.0%
52241	Vehicle maintenance costs - outside	6,500.00	0.00	6,500.00	1,604.75	0.00	4,895.25	24.7%
52244	Other equipment operation/maintenance	10,725.00	0.00	10,725.00	1,307.79	0.00	9,417.21	12.2%
52246	Building and facility o & m - outside	265,132.00	0.00	265,132.00	131,781.46	86,217.61	47,132.93	82.2%
52247	Landscaping maintenance services	43,800.00	0.00	43,800.00	10,800.00	12,685.00	20,315.00	53.6%
52248	Software maintenance services	407,019.00	0.00	407,019.00	100,732.81	0.00	306,286.19	24.7%
52249	Hardware maintenance services	30,000.00	0.00	30,000.00	0.00	0.00	30,000.00	0.0%
52251	Equipment, building and land rentals	240,452.00	0.00	240,452.00	14,758.50	8,871.00	216,822.50	9.8%
52259	Equipment lease-outside	18,000.00	0.00	18,000.00	13,032.20	17,969.45	(13,001.65)	172.2%
52302	Travel and meetings	19,200.00	0.00	19,200.00	561.18	0.00	18,638.82	2.9%
52304	Training	62,300.00	0.00	62,300.00	4,847.81	0.00	77,452.19	5.9%
52403	Telecommunications service - outside	240,585.00	118,757.00	359,342.00	41,153.22	61,301.99	256,886.79	28.5%
52932	Liability insurance/surety bonds-interna	43,170.00	0.00	43,170.00	0.00	0.00	43,170.00	0.0%
52933	Liability insurance/surety bonds-outside	68,000.00	0.00	68,000.00	57,928.00	0.00	10,072.00	85.2%
52960	Advertising	31,570.00	0.00	31,570.00	12,989.32	0.00	18,580.68	41.1%
52961	Dues and memberships	37,453.00	0.00	37,453.00	28,444.00	0.00	9,009.00	75.9%
52972	Printing and binding-outside	32,600.00	0.00	32,600.00	5,759.09	0.00	26,840.91	17.7%
53101	Postage charges	7,000.00	0.00	7,000.00	1,859.21	0.00	5,140.79	26.6%
53102	Office supplies	24,250.00	0.00	24,250.00	9,026.67	0.00	15,223.13	37.2%
53106	Books and periodicals	1,247,165.00	683,768.08	1,930,933.08	604,637.07	24,183.94	1,302,112.07	32.6%
53107	Books and periodicals-grants & donations	21,923.00	103,344.28	125,267.28	11,200.85	0.00	114,066.43	8.9%
53108	Safety clothing and equipment	13,910.00	0.00	13,910.00	5,061.72	0.00	8,848.28	36.4%
53109	Copier supplies	6,430.00	0.00	6,430.00	0.00	0.00	6,430.00	0.0%
53112	Library functional supplies	171,500.00	0.00	171,500.00	46,808.55	0.00	124,691.05	27.3%
53113	Janitorial supplies	28,000.00	0.00	28,000.00	6,514.47	0.00	21,485.53	23.3%

Expenditure Balances

Criteria: Summarize By = Report,Account,Account; As Of = 12/31/2021; Period = 0,1..12; Activity = 36*; Account = 52*,53*,54*,55*,56*,57*,58*,59*

Acct	Title	Year-To-Date Ado Budget	Year-To-Date Adjustments	Year-To-Date Adj Budget	Year-To-Date Actual	Year-To-Date Encumbrances	Bdgt. to Act. Variance	Pct. Spent
53311	Electricity	205,275.00	0.00	205,275.00	86,825.51	0.00	118,449.49	42.3%
53312	Natural gas	39,950.00	0.00	39,950.00	10,732.93	0.00	29,217.07	26.9%
54990	Miscellaneous supplies and services	205,423.00	56,509.95	261,932.95	106,661.60	0.00	155,271.35	40.7%
56960	Loans and grants	0.00	334,587.87	334,587.87	57,000.00	0.00	277,587.67	17.0%
56905	Refunded fees and fines	2,000.00	0.00	2,000.00	137.59	0.00	1,862.31	6.9%
57401	Office furniture/equipment	18,000.00	0.00	18,000.00	22,742.26	142.89	(4,885.15)	127.1%
57402	Vehicle equipment	80,000.00	0.00	80,000.00	0.00	64,268.53	15,731.47	80.3%
57409	Computer equipment	240,000.00	33,621.90	273,621.90	8,815.86	93.20	264,712.84	3.3%
57990	Other capital outlay	150,000.00	0.00	150,000.00	4,678.00	13,905.78	131,416.22	12.4%
Total		5,191,539.00	1,480,569.08	6,672,128.08	1,640,935.48	522,243.95	4,508,948.65	

Expenditure Balances

Criteria: Summarize By = Report,Account,Account; As Of = 12/31/2021; Period = 0,1..12; Activity = 36*; Account = 51*

Page 1 of 1

Acct	Title	Year-To-Date Ado Budget	Year-To-Date Adjustments	Year-To-Date Adj Budget	Year-To-Date Actual	Year-To-Date Encumbrances	Bdgl. to Act. Variance	Pct. Spent
51110	Regular full time	6,532,212.00	(350,000.00)	6,182,212.00	2,593,733.35	0.00	3,588,478.65	42.0%
51111	Regular part time	1,133,654.00	(50,000.00)	1,083,654.00	443,287.55	0.00	640,366.45	40.9%
51114	Overtime	5,000.00	0.00	5,000.00	1,111.20	0.00	3,888.80	22.2%
51115	Termination pay	0.00	0.00	0.00	41,141.30	0.00	(41,141.30)	0.0%
51122	Temporary	825,000.00	50,000.00	875,000.00	280,568.81	0.00	594,431.19	32.1%
51130	Other pay	0.00	0.00	0.00	624.59	0.00	(624.59)	0.0%
51132	Special vacation pay	0.00	0.00	0.00	14,358.23	0.00	(14,358.23)	0.0%
51150	Vehicle-phone-data allowance	2,857.00	0.00	2,857.00	579.60	0.00	2,277.40	20.3%
51201	Retirement contribution	470,113.00	0.00	470,113.00	191,871.19	0.00	278,241.81	40.8%
51202	F.I.C.A.	63,113.00	0.00	63,113.00	14,163.64	0.00	48,949.36	22.4%
51203	PERS unfunded liability	1,253,071.00	0.00	1,253,071.00	507,474.76	0.00	745,596.24	40.5%
51210	Group health insurance	1,838,798.00	0.00	1,838,798.00	563,078.67	0.00	1,275,719.33	30.6%
51212	Group dental insurance	110,330.00	0.00	110,330.00	36,280.04	0.00	74,049.96	32.9%
51213	Vision insurance	17,548.00	0.00	17,548.00	6,004.36	0.00	11,543.64	34.2%
51214	Medicare insurance	105,029.00	0.00	105,029.00	47,478.13	0.00	57,550.87	45.2%
51215	Employee assistance program	4,148.00	0.00	4,148.00	1,581.98	0.00	2,566.02	38.1%
51220	Group life insurance	1,790.00	0.00	1,790.00	714.32	0.00	1,075.68	39.9%
51221	Disability insurance	82,234.00	0.00	82,234.00	19,563.33	0.00	62,680.67	23.8%
51222	SDI	37,912.00	0.00	37,912.00	15,179.52	0.00	22,732.48	40.0%
51230	Unemployment insurance	62,556.00	0.00	62,556.00	27,075.25	0.00	35,480.75	43.3%
51240	Workers' compensation	174,727.00	0.00	174,727.00	89,561.05	0.00	85,165.95	51.3%
Total		12,720,092.00	(350,000.00)	12,370,092.00	4,895,420.87	0.00	7,474,671.13	

Chair Carlos Palacios
Vice Chair Jamie Goldstein
Board Member Mali LaGoe
Board Member Matt Huffaker



STAFF REPORT

DATE: February 3, 2022
TO: Library Joint Powers Authority Board
FROM: Yolande Wilburn, Library Director
RE: 2nd Qtr. SCPL Incident Report

STAFF RECOMMENDATION

Accept and File Incident Report for 2nd Qtr. FY 2021-2022.

DISCUSSION

The 2nd quarter incident report shows the number of incidents occurred system-wide by branch and the number of suspensions issued by branch.

Attachment: Incident Report for 2nd Qtr. FY 2021-2022

Prepared by: Kira Henifin,
Principal Management Analyst

Reviewed and Forwarded by: Yolande Wilburn, Library Director

SCPL Incident Report by Branch - FY 21/22															
	QTR 1			QTR 2			QTR 3			QTR 4			YTD Totals		
	FY 20/21	FY 21/22	% Change	FY 20/21	FY 21/22	% Change	FY 20/21	FY 21/22	% Change	FY 20/21	FY 21/22	% Change	FY 20/21	FY 21/22	% Change
Aptos	19	Closed	#VALUE!	2	2	0%	5			0			#VALUE!		
Boulder Creek	0	Closed	#VALUE!	0	Closed	#VALUE!	0			0					
Branciforte	16	Closed	#VALUE!	9	Closed	#VALUE!	9			1					
Capitola	Closed	9	#VALUE!	Closed	8	#VALUE!	Closed			Closed			Closed		
Downtown	5	17	240%	6	12	100%	5			14			42		
Felton	Closed	4	#VALUE!	0	2	#DIV/0!	1			0			0		
Garfield Park	3	Closed	#VALUE!	7	Closed	#VALUE!	2			0					
La Selva Beach	Closed	0	#VALUE!	Closed	0	#VALUE!	Closed			Closed			Closed		
Live Oak	11	Closed	#VALUE!	12	7	-42%	2			0			#VALUE!		
Scotts Valley	1	Closed	#VALUE!	0	Closed	#VALUE!	1			1			#VALUE!		
TOTAL	55	30	-45%	36	31	-14%	25		-100%	16		-100%	132		-100.0%

Suspensions by Branch															
	QTR 1			QTR 2			QTR 3			QTR 4			YTD Totals		
	FY 20/21	FY 21/22	% Change	FY 20/21	FY 21/22	% Change	FY 20/21	FY 21/22	% Change	FY 20/21	FY 21/22	% Change	FY 20/21	FY 21/22	% Change
Aptos	2	Closed	#VALUE!	1	Closed	#VALUE!	0			0				#####	
Boulder Creek	0	Closed	#VALUE!	0	Closed	#VALUE!	0			0				#####	
Branciforte	5	Closed	#VALUE!	0	Closed	#VALUE!	0			0				#####	
Capitola	Closed	9	#VALUE!	Closed	0	#VALUE!	Closed			Closed			Closed		
Downtown	17	17	0%	2	6	200%	1			6			26		
Felton	0	4	#DIV/0!	0	1	#DIV/0!	0			0			0		
Garfield Park	1	Closed	#VALUE!	0	Closed	#VALUE!	0			0				#####	
La Selva Beach	Closed	0	#VALUE!	Closed	0	#VALUE!	Closed			Closed			Closed		
Live Oak	1	Closed	#VALUE!	0	Closed	#VALUE!	0			0				#####	
Scotts Valley	0	Closed	#VALUE!	0	Closed	#VALUE!	0			0				#####	
TOTAL	26	30	15%	3	7	133%	1		-100%	6			37		

* Branch Closures due to COVID-19, effective 3/14/20, resulted in significant reductions along with closure due to Measure S Facility Improvements

Chair Carlos Palacios
Vice Chair Jamie Goldstein
Board Member Mali LaGoe
Board Member Matt Huffaker



STAFF REPORT

DATE: February 3, 2022
TO: Library Joint Powers Authority Board
FROM: Yolande Wilburn, Library Director
RE: 2nd Quarter Workplan FY 2021/2022

RECOMMENDATION

Accept and File Workplan for 2nd Qtr. FY 2021/2022.

DISCUSSION

Attached, please find the second quarter workplan. The second quarter plan runs from October through the end of December 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.

Attachment: 2nd Qtr. FY 2021/22 Workplan

WORKPLAN:

FY 2021/22

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

1. Learning Accomplishments:

Quarter 2

ADULT

"Thank you very much! Everybody here truly appreciates the SC library service-- it makes a big difference for us! "

- *Patron at the County Correctional Facility*

The Library held 195 total events, with 1196 participants during the second quarter. The following list provides a sampling of the high impact services and events that the Library sponsored in the second quarter:

Strengthening Our Community

- The Library collaborated with Santa Cruz County United for Safe and Inclusive Communities (SCCUSIC) for United Against Hate Week (Nov. 13- 21.) This collaboration was formed to foster dialogue and set the foundation for action as featured in Not in Our Town films. This included an in-person film screening, webinar and virtual viewings.
- The Library co-hosted a film screening at Greater Purpose Brewery to kick-off United Against Hate Week. The screening took place outdoors in the beer garden where participants watched films, heard from the film maker and engaged in dialogue. Community organizations, including the NAACP, SCCUSIC, Resource for Nonviolence & SCPL, tabled at the event. The venue provided a safe and fun environment to connect, inspire and inform. Greater Purpose Brewery has invited the Library back to host events.
- The Library hosted a bilingual community-led webinar, A Call to Action: Inspired by Not in Our Town films. Community leaders, including Rabbi Paula Marcus, Dr. Faris Sabah and more, discussed the topics raised in 'Not in Our Town' short films and shared their perspectives on addressing and preventing hate/ bias incidents that occur in Santa Cruz County.
- The Volunteer Office partnered with the Watsonville Film Festival to have Not in Our Town films accessed and viewed for free during all of United Against Hate Week.
- The Library's series, "Conversations for Change" community discussion groups tackled the topics: "Polarized Identities, Common Values - Can We Relate to the Opposition?"; "Shape the Future of Santa Cruz County," and " Capitalism, Socialism or some of each?" The December session experimented with a hybrid format to include participants both in-person and online.

Life Literacies

- Santa Cruz County Workforce Collaborative programming through the Library has begun. In December, sessions were offered in English and Spanish for resume and interview preparation.
- Added two new *Encompass Downtown Outreach social workers* to office hours in the Downtown Branch's Life Literacies Center and increased Friday service hours. 96 Encompass clients were helped during this quarter.
- *Wings Volunteer Birth Certificate and Notary Services* assisted 71 clients at the Downtown Life Literacies Center with critical tasks and resources needed to become housed and self-sufficient.
- *Volunteer Housing Navigators* assisted 26 clients with housing needs for a path out of homelessness.

Partnerships and Outreach

- Staff provided an outreach presentation of SCPL's services with Senderos, a community organization serving Spanish speakers in Santa Cruz County. It was attended by 91 people.
- The Library partnered with the Genealogical Society of SC County to teach researchers how to care for and restore old photos, searching the archives of museums, specifically the San Lorenzo Valley Museum, and using Family Search (familysearch.org) to conduct genealogical research.

Book Talks and Community Events

- The Library held an author book talk event at Felton branch on “Historic Tales of Henry Cowell State Park: Big Trees Grove” with local author Deborah Osterberg.
- The Library partnered with the San Lorenzo Valley Museum on the “Birth Happens” program series about the history of midwifery in Santa Cruz County. Topics covered the beginnings of illegal midwifery with the hippies in the 1960s, to the struggle to legalize midwifery in the courts, with some brave stories of those who were arrested and spent much time in the court system fighting to continue midwifery in California, to the state of midwifery in medical settings and the state of home birth services today. Hosted
- Held 5 sessions of volunteer-led Tai Chi classes at the Felton branch.
- Trivia on Tap provided six fun & relaxing trivia nights in Scotts Valley. 167 total players participated. New participants included people outside of Scotts Valley and became players during the Virtual Trivia program.
- Community Poetry Circle creative writing workshops returned to Capitola

Quarter 2

YOUTH

Early Literacy



- In order to safely serve patrons not yet eligible for vaccinations, the Library provided story times outdoors at Capitola, La Selva Beach, Felton, and at the MAH until it got too cold in mid-November.
- The Library also introduced Cuentitos, a bilingual story time to serve underrepresented Spanish-speaking Latinx children of Santa Cruz County. The story time is presented offsite at a licensed home daycare in Live Oak. Our average turnout so far is 12-14 children between ages 0-6. A second site is being pursued in the Downtown/Beach Flats area.
- Cuéntame un Cuento also operated outdoors in the fall. The first session included special guest presenter, Musical Me. For the Días de los Nuestros program series, a bilingual story time was presented at Felton and Capitola.
- The Library provided “Stories for Bedtime” family storytime series focusing on EDI themes (ASL songs, social justice and cultural celebrations). Ended in December with a special Solstice Storytime.
-

Academic Support

- R.E.A.D. (a program targeting established readers who are struggling with reading comprehension) supported student learning once a week from Oct-Dec at DTN, CAP and LSB

- The Youth Services Team compiled and added booklists for several Indigenous People of North America to the Kids Page on our website.
- Staff created 771 STEAM @ Home Kits: Kaleidoscopes, Circuit Bugs, Catapults, Circuit Turkeys, Straw Rockets and CD Spinner.
- Proctored exams for 9 students to support distance education.

Connecting with Teens

- The Advisory Council for Teens (ACT) for the East Region resumed in person meetings at the Capitola Branch, added Virtual Museum Tours and Animal Live Cams to teen webpage (to provide stress relievers.)
- New program: Imagine and Create Your Own Animated Movie, 6 class series for teens at Capitola. Sponsored by CTV of Santa Cruz and the Friends of the Library.
- ACT for the North County is producing excellent work for the community of San Lorenzo Valley. The Teens have accomplished a lot already: Provided positive feedback to the redesign project of the Felton branch, especially the teen room. Proposed two new future teen programs, the Teen Zine Club and Teen Reading Club which is still under development. They also proposed a future Teen Art Contest that is going to bring much needed art to the teen room. This is being planned to begin in March 2022. The teens were also able to get ACT advertised in “Growing up Santa Cruz.”

Community Partnerships

- “Think Big About Your Future: Career Spotlight for Teens,” sponsored by the Library and the Santa Cruz County Workforce Collaborative project drew multiple teens and and very positive feedback. Staff will build on the success of that event with another program planned for March 2nd.
- In partnership with Santa Cruz County Parks, the Library’s Youth Services offered a STEAM/Minecraft program at the La Selva Beach Afterschool Child Enrichment Program once a week.
- On October 2nd staff supported a Friends-sponsored, in-person “Central Coast First Peoples—Make a Canoe!” workshop program, where families got to learn about the Awaswas-speaking Uypi Tribe and the Amah Mutsun Tribal Band and their crafts and well as test the seaworthiness of their vessel (the STEAM component of this program).
- Día de los Nuestrós programming included:
 1. October 9th (FEL), 10th (DTN), and 17th (CAP) for Hispanic Heritage Month and LGBTQ History Month with Ensamble Folclórico Colibrí (LGBTQ+ Baile Folclórico group, with several partners, including The Diversity Center, Community Bridges, SLV Museum, Catholic Charities, and more).
 2. November 6th (FEL) & 7th (CAP) for Día de los Muertos, with Spanish Language Storytime, crafts, and partners.

School Partnerships

- The Library issued 203 library cards to Aptos HS freshman
- The Library also donated 85 Playaways that had been weeded from the collection to the library at Shoreline Middle School.

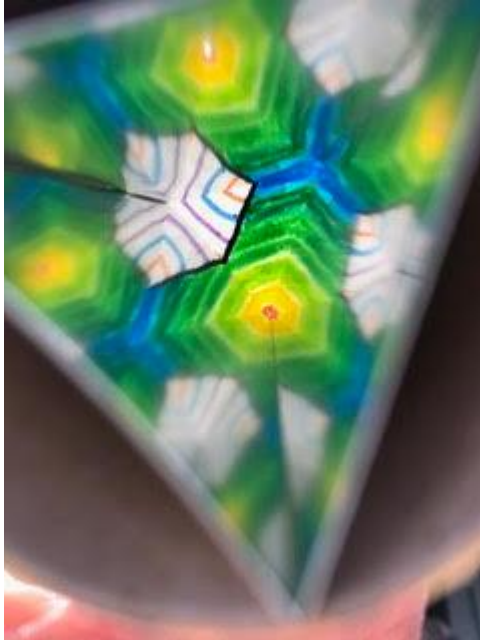
Outreach

- La Selva Beach Branch Library Opening Celebration and Holiday Craft Fair. The La Selva Beach Branch Library hosted activities for adults and kids indoors and on the patio. The day included a teenage magician, who walked among the crowd performing

magic and card tricks and 2 fairies from Happily Ever Laughter in attendance, creating balloon animals for children.

- The Craft Fair featured 26 vendors of fine arts and crafts. The Friends of the LSB Library hosted a book sale inside the Clubhouse. LSB Community Emergency Response Team (CERT) hosted a Bake Sale and prize raffle to help fund community emergency response needs. Attendees enjoyed live music in the Courtyard and great eats from local food trucks.
- The Library staffed the LGBTQ family story time presented by the Diversity Center at the MAH on October 9th. Staff provide resources and shared LGBTQ children's material for the families

“The kids had so much fun making these kaleidoscopes! Thank you so much for the kits. 😊





"We just made these. Thanks it was so much fun!!!"



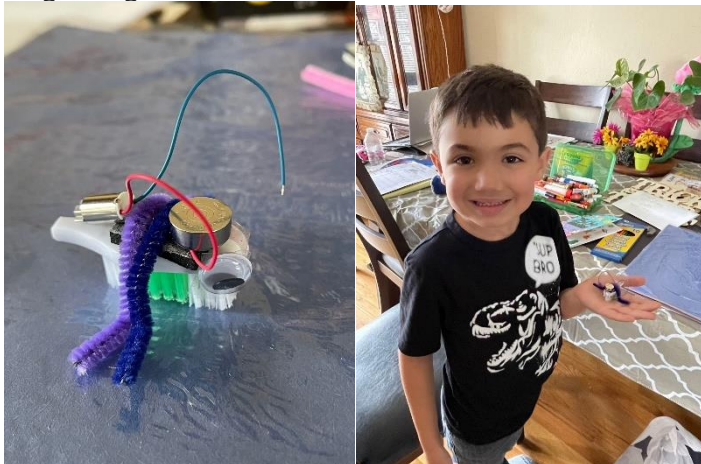
Regarding the STEAM @ Home Catapult

"We have been doing them all and my son really enjoys them (he is 7)."

Regarding the STEAM @ Home kits in general

"My child really enjoys this program and she can't wait to do the next project. Also I can add this to her daily study log for her school is a BIG plus for me too :)"

Regarding the STEAM @ Home Bristlebot



"We did the little toothbrush bot. He loves it. Thanks."

Regarding the STEAM @ Home Straw Rockets

“He made the straw rocket. He did it all by himself. Thanks for doing that for all the kids.”

2. Digital Inclusion Accomplishments:

Quarter 2

“Clear info with knowledgeable and patient librarians.”

- Patron Feedback
- The Library provided 7 Tech Talk digital literacy classes that were designed to help people more effectively use common devices, understand and maintain privacy and security, and develop news & data literacy. On average, attendees felt 85% more confident about using digital tools/resources and 95% ready to apply what they just learned. Topics covered password management, own your data, new apps, media manipulation, online backups, and optimizing email.
- Created and uploaded 6 videos to support Tech Talk attendees’ ongoing learning.
- In-person tech help is now active at Capitola, Downtown, Felton, and La Selva Beach branches, offering weekly individual support for learning common tech skills. During this time period we provided help in 123 appointment sessions.

3. Transformative Spaces Accomplishments:

Quarter 2

- The concept designs for the Downtown Mixed-Use project were unveiled this quarter.
- Planning is currently underway for opening five branches in 2022.

4. User Experience Accomplishments:

Quarter 2

- A recent cataloging project took steps to remove the subject heading “illegal aliens” from the catalog and replace it with “undocumented immigrants”. These changes were made to align our practices with our values of inclusiveness, community engagement, and a safe environment.
- Baby Yoda library cards were introduced in the fall of 2021. Their introduction coincided with Library Card sign up month in September, and the tenth year of *Star Wars* Reads, a month-long celebration of reading and *Star Wars* in October.
- Interlibrary Loan: Borrowed 92 books from other libraries for SCPL patrons and lent 28 books from the SCPL collection to other libraries.
- The Library coordinated closely with the document librarian and various local government agencies (e.g., Santa Cruz County Regional Transportation Commission, and Santa Cruz Water Department). The Library team cataloged, processed, and made available on time for public review a series of government documents in print and online. The following are a few sample titles,
 1. 2045 regional transportation plan for Santa Cruz County (Draft),
 2. 2045 Metropolitan Transportation Plan/Sustainable Communities Strategy and Regional Transportation Plans for Monterey, San Benito and Santa Cruz Counties (DEIR),*
 3. Draft 2020 urban water management plan

4. Final adopted 2020 urban water management plan,
5. The Laguna Creek Dam,
6. Newell Creek pipeline improvement project (DEIR),
7. Santa Cruz water rights project (DEIR), and
8. Santa Cruz water rights project (FEIR)**

*DEIR=Draft Environmental Impact Report

**FEIR=Final Environmental Impact Report

5. Organizational Capacity:

Quarter 2

- Digital learning librarian Bjorn Jones contributed to an academic study on the challenges of Virtual Reality in libraries, helping researchers determine challenges and strategies for supporting virtual reality learning in libraries. The resulting article suggested strategies to advocate for a vision of VR learning at libraries. This research also hints at a larger role for librarians in the research of technology diffusion and what that might mean to their role in higher education in the future. "[Black, White, and Grey: The Wicked Problem of Virtual Reality in Libraries](#)," Gillian D. Ellern and Laura Cruz, *Information Technology and Libraries*, December 2021.
 - Librarian David Addison hosted the Monterey Bay Area Cooperative Library System (MOBAC) consortium's Reference Committee Fall workshop on gamifying instruction to teach library skills.
-

Chair Carlos Palacios
Vice Chair Jamie Goldstein
Board Member Mali LaGoe
Board Member Matt Huffaker



STAFF REPORT

DATE: February 3, 2022
TO: Library Joint Powers Authority Board
FROM: Yolande Wilburn, Library Director
RE: Budget Adjustment for Sulzner Funds

STAFF RECOMMENDATION

Accept and Amend FY 21/22 Operating Budget to include the transfer of \$57,200 from the Friends of the Santa Cruz Public Libraries for the purchase of mystery books from the Sulzner Trust.

DISCUSSION

The Library has requested the balance of the Sulzner Funds from the Friends of the Santa Cruz Libraries who currently holds the bequest. The balance of the fund is \$57,200. The funds will be spent in accordance with the terms of the trust. Mystery books will be purchased for the four branches which have not yet received funds. Those branches are Live Oak, Aptos, Scotts Valley, and Downtown. The fund provides \$14,300 for each branch.

Attachment: Budget Adjustment

Report Prepared by: Kira Henifin, Principal Management Analyst

Reviewed and Forwarded by: Yolande Wilburn, Library Director

Council Approval
 Administrative Approval

**City of Santa Cruz
BUDGET ADJUSTMENT REQUEST**

Clear Form

Fiscal Year: 2022
Date: 02/03/2022

CM/FN Use Only:
Reso #:
JE Post#:

Purpose: Accept Sulzner Transfer

ACCOUNT	PROJECT	REVENUE EDEN ACCOUNT TITLE	AMOUNT
951-36-51-0000-46309	p360814-983-5012-1087	Sulzner Funds	57,200
TOTAL REVENUE			57,200

ACCOUNT	PROJECT	EXPENDITURE EDEN ACCOUNT TITLE	AMOUNT
951-36-51-3601-53107	p360814-100-2020-271	Books and Materials	57,200
TOTAL EXPENDITURE			57,200

NET: \$ 0

REQUESTED BY	DEPARTMENT HEAD APPROVAL	BUDGET/ACCOUNTING* APPROVAL	FINANCE DIRECTOR APPROVAL	CITY MANAGER APPROVAL
Kira Henifin <small>Digitally signed by Kira Henifin Date: 2022.01.27 13:40:15 -0800</small>				

Chair Carlos Palacios
Vice Chair Jamie Goldstein
Board Member Mali LaGoe
Board Member Matt Huffaker



STAFF REPORT

DATE: February 3, 2022
TO: Library Joint Powers Authority Board
FROM: Yolande Wilburn, Library Director
RE: Accept and File Branch Library Naming Rights Gift Agreements

RECOMMENDATION

Accept and File Library Naming Rights Gift Agreements for the Branciforte and Garfield Park Branches.

DISCUSSION

Various donors have pledged the following amounts and to the following Library branches. These Naming Rights Agreements have been approved by the City of Santa Cruz City Council at their January 11, 2022 and January 25, 2022 meetings.

Branciforte

\$10,000 for the reading nook "Engfer Family Reading Nook- Read, Rest Breathe"
\$20,000 for the homework study room as the "New Leaf Community Markets"
\$115,000 for the children's room as the "Allison Endert Memorial Children's Room"

Garfield Park

\$50,000 for the adult area "Patrick and Martha Dexter in Memory of Carolyn Miller"
\$20,000 for the fireplace area "Friends of Mike Rotkin and the Garfield Park Library"

These naming rights will remain in place for the normal life of these branches and are subject to the JPA Board Policy #403, adopted in March 2017.

Attached:
Library Naming Policy #403
Various Gift Agreements

Library Naming Policy

JPAB Policy # 403
Adopted: 3/2/2017
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 interior and exterior spaces and features, major programs, and collections associated with specific branches. Philanthropic naming opportunities provide the Library with funds to meet strategic objectives.

2. Library Names

The Santa Cruz Public Libraries (the Library) 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 allows library users to easily determine the general location of a library facility they want to visit. Member jurisdictions may determine it appropriate to allow the Library building to be included in a naming policy.

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 local jurisdictions (City of Capitola, City of Scotts Valley, City of Santa Cruz, and County of Santa Cruz) subject to review by the Library Joint Powers Authority Board (JPAB) consistent with this policy.

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

4. Naming Process

Each jurisdiction shall develop, propose, and maintain a list of Naming Opportunities.

The JPAB shall review each jurisdiction's naming plan to ensure that residents have a unified library experience as they visit branches across jurisdictions, and that the plan is consistent with this policy.

The JPAB shall review each jurisdiction's naming policy to ensure the plan:

- a) is appropriately consistent with other approved naming plans.
- b) does not overly commercialize the library space.
- c) includes clear time limits outlined below.
- d) reserves the right to reject any naming proposal or donation from any individual, family, or entity.

Naming rights shall not extend beyond the normal life of any interior or exterior space or feature, major program, or collection associated with a specific branch, or twenty (20) years,

whichever is less. In the event that a named Library interior or exterior space or feature, major program, or collection is significantly altered within (a) 75% of the expected lifespan, or (b) a timeframe agreed upon in the naming rights contract, the JPA jurisdiction will carry the name forward in a similar capacity. A jurisdiction's naming plan may include longer timelines for significant donations, subject to approval by the JPAB.

Naming rights contracts shall be reviewed and approved by the appropriate JPA jurisdiction and reported to the JPAB.

5. Naming Revocation

Any naming opportunity authorized by a JPAB jurisdiction 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 JPAB may recommend the removal of the individual, family, or entity's name from the naming opportunity, interior or exterior space or feature, major program, or collection associated with a specific branch.

Before taking such action, the JPAB jurisdiction shall undertake due diligence, including consultation with counsel, as to any legal ramifications that the jurisdiction 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 associated name placement has occurred, the JPAB 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.

Chair Carlos Palacios
Vice Chair Jamie Goldstein
Board Member Mali LaGoe
Board Member Matt Huffaker



STAFF REPORT

AGENDA: February 3, 2022

TO: Board of Directors

FROM: Yolande Wilburn, Library Director

SUBJECT: Annual Election of Board Chair and Board Vice-Chair

RECOMMENDATION

Elect the Calendar year 2022 Board Chair and Vice-Chair as the City of Scotts Valley and the County of Santa Cruz respectively.

BACKGROUND

The LFFA agreement requires that at the first meeting of the new year (January/February) the Board shall elect a Chair and a Vice-Chair. The Chair is the presiding officer and shall sign all contracts of the LFFA unless otherwise provided by a Board resolution.

DISCUSSION

The rotation has been established in 2021 and is as follows for the next 3 years:

YEAR	CHAIR	VICE-CHAIR
2021	City of Santa Cruz	City of Scotts Valley
2022	City of Scotts Valley	County of Santa Cruz
2023	County of Santa Cruz	City of Capitola
2024	City of Capitola	City of Santa Cruz

Report Prepared by: Kira Henifin
Principal Management Analyst

Reviewed and Forwarded by: Yolande Wilburn, Library Director