

SANTA CRUZ PUBLIC LIBRARIES  
A CITY-COUNTY SYSTEM

LIBRARY JOINT POWERS BOARD

MINUTES

January 8, 2007

Central Branch Community Meeting Room  
224 Church Street, Santa Cruz

7:30 PM PUBLIC MEETING

I. ROLL CALL

Present: Citizen Nancy Gerdt, Citizen Barbara Gorson, Councilmember Randy Johnson,  
Councilmember Mike Rotkin, Citizen Leigh Poitinger and Supervisor Jan Beautz,  
Supervisor Mark Stone

Absent: Councilmember Cynthia Mathews

Excused: Councilmember Michael Termini

Staff: Anne Turner, Director of Libraries  
Susan Elgin, Assistant Director of Libraries

II. APPROVAL OF MEETING AGENDA OF JANUARY 8, 2007

**Supervisor Stone moved, seconded by Councilmember Rotkin**

**that the Board approve the agenda of January 8, 2007.**

**UNAN**

**ABSENT:  
Mathews & Termini**

III. APPROVE MINUTES OF DECEMBER 4, 2006

**Supervisor Stone moved, seconded by Supervisor Beautz**

**that the Board approve the minutes of December 4, 2006**

**UNAN**

**ABSENT:  
Mathews & Termini**

IV. ORAL COMMUNICATIONS

None

V. CONSENT AGENDA

None

VI. WRITTEN COMMUNICATIONS

- A. "Value for Money: Southwestern Ohio's Return on Investment in Public Libraries."  
Executive Summary of a report prepared for nine public libraries in Southwest Ohio by Levin, Driscoll & Fleeter.

VII. REPORTS OF ADVISORY BODIES

Susan Heinlein, Programs and Volunteer Coordinator of the Friends of the Santa Cruz City-County Library System reported the following Friends' activities:

- Book Fund Drive Advertisement ran in the Santa Cruz Sentinel Newspaper in December; would like to run more advertisement but need to find corporate sponsorship
  - To date this year have collected just under \$10,000
- Contracted with Better World Books to handle the discard problem
  - 15% of the net sales go back to the Friend's
  - 5% of the proceeds go to a Charity of Choice-National Family Literacy Center
- Friend's Board unanimously supports the legislative agenda proposed by the Director
- Designated \$250 for book and media materials geared towards Local History in memoriam of long time Genealogy volunteer Sarah Bunnett
- Designated \$50 in memoriam to Rosemary McKenzie who volunteered at the Branciforte Branch
- Daniela Wolf, former Friends volunteer coordinator, received the 2007 Gail Rich Award as well as Morton Marcus, author of the poem "The Library" that was featured on the poster to promote the National Library Week (April 15-21) starting in 1999. The artwork was done by local artist James Carl Ashbacher . The posters are still quite relevant and are on sale in the Friends store.

VIII. MEMBER REPORTS

- A. Councilmember Rotkin reported on the Library Financing Authority Meeting. The board received the preliminary report for the 2006-07 second quarter. The Santa Cruz City County Library System received \$258,000 more than estimated.
- B. Councilmember Rotkin also reported for the Headquarters Location Task Force. The task force has not been able to get actual figures for the locations being considered. The

task force is looking at working with the City of Santa Cruz to see if they would be interested in purchasing the building for our use and lease to us. This task force has been working on the proposal of the Grand Jury Report (submitted 2 years ago), which suggested that the Headquarters Building be relocated to save on costs. The two considerations are the old Kirby School location and possibly a commercial location. The committee is unable to make any formal recommendations because of the lack of information regarding prices. The committee is hoping to be able to report more at the next meeting in February.

- C. Citizenmember Gerdt reported that the Felton Branch Task Force reviewed three sites for the new Felton Library Branch. They were the Verutti site, property on Highway 9 (which is no longer available) and the Laurel Drive property. The task force has decided the property on Laurel Drive will not fit the specifications according to the Library Standards and would therefore like to recommend the Verutti Site.

Estelle Miller, resident of the Laurel Drive area, expressed neighborhood concern for the new Felton Branch. Her and her neighbors concerns were for traffic patterns, environmental, safety, and quality of life (for residents in the area). She asked the board to please consider this site carefully and to communicate with the residents further if this site were going to seriously be considered.

Paul Machlis, reinstated Felton Task Force member, also commented that Task Force would like the board to focus on one site so the community group can move forward on this project.

**Councilmember Rotkin moved, seconded by Supervisor Beautz**

**that the Library Joint Powers Authority Board make a commitment to build a replacement Felton Branch on the Verutti property, as the primary site for consideration, and to inform the public of the intended site.**

**UNAN**

**ABSENT:  
Mathews & Termini**

**IX. STAFF REPORTS**

- A. The Director made the following reports:

- Scotts Valley Branch Manager Gale Farthing will be shifting from her current position to the Outreach Program Manager
- Pat Lorenzo, Librarian II, is going to be the acting Branch Manager at Scotts Valley until recruitment is finished.
- Website Redesign Committee, comprised of Janis O'Driscoll and Merritt Taylor, is still working on coming up with redesign proposals and should have something by March or April. The Committee is looking at making the site more user friendly and information easier to find.

B. Janis O’Driscoll, Youth Services Coordinator, reported on the “Family Place” Grant and Read to Me Project. The Family Place and Read to Me are part of our early literacy initiative in Children’s Services. The Family Place will bring the third component into this. The first component is story time and talking with patrons, which we already do. The second component is the Read to Me Kit Check-Outs (child care providers and preschool teachers). The Family Place is the third component and will be the second in California to implement. The Family Place is based on research that shows the importance of play in young children. It also focus’ on teaching/communicating with parents about the importance of play with their children. The idea in Family Place is parents can have a place where they can interact informally with professionals in the community and at the same time interacting with their children. First Five is helping to fund a 3-year program to establish a place in the library for these workshops or informal meetings. We will be starting with 6-7 sessions a year beginning with two branches, Branciforte and Live Oak. The plan is to add three branches in the second year and two branches in the third year. We will be able to keep this program going after the funding ends as we did with the Read to Me Program.

X. OTHER BUSINESS

A. Felton Branch Replacement Design Services

**Councilmember Rotkin moved, seconded by Supervisor Stone**

**that the Library Joint Powers Authority Board adopt Resolution #2007-01 appropriating \$30,000 from the Felton Reserve Fund for architectural design and other technical services for the Felton replacement branch, and that the Library FY 2006-07 budget be so amended.**

**UNAN**

**ABSENT:  
Mathews & Termini**

B. Automation System Upgrade Phase 1

**Councilmember Johnson moved, seconded by Councilmember Rotkin**

**that the Library Joint Powers Authority Board adopt Resolution #2007-02 appropriating or transferring \$236,000 from available revenues, budget savings, and the Technology Reserve Fund for the purchase of automation system equipment and other Upgrade Phase 1 activities, and that the FY 2006-07 capital budget be amended accordingly.**

**UNAN**

**ABSENT:  
Mathews & Termini**

XI. SCHEDULE NEXT MEETING

The next meeting is scheduled for Monday, February 5, 2007.

XII. ADJOURNMENT

The regular meeting adjourned at 8:51 p.m.

Respectfully submitted,

Kira Henifin, Clerk of the Board

All documents referred to in these minutes are available in the Library Office.