

SANTA CRUZ PUBLIC LIBRARIES
A CITY-COUNTY SYSTEM

LIBRARY JOINT POWERS BOARD

MINUTES

October 1, 2007

Central Branch Community Meeting Room
224 Church Street, Santa Cruz

7:30 PM PUBLIC MEETING

I. ROLL CALL

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

Absent:

Excused:

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

II. APPROVAL OF MEETING AGENDA OF OCTOBER 1, 2007

Councilmember Rotkin moved, seconded by Citizenmember Gorson

that the Board approve the agenda of October 1, 2007.

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III. APPROVE MINUTES OF SEPTEMBER 10, 2007

Councilmember Rotkin moved, seconded by Citizenmember Gorson

**that the Board approve the minutes of September 10, 2007 with the following
correction on Pg. 3 #9 it should say "staff task force".**

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IV. ORAL COMMUNICATIONS

Councilmember Mathews reported on her attendance at Library Staff Day. Staff Day was also joined by UCSC and Cabrillo College.

V. CONSENT AGENDA

None

VI. WRITTEN COMMUNICATIONS

None

VII. REPORTS OF ADVISORY BODIES

Susan Heinlein, Managing Director of the Friends of the Santa Cruz City-County Library System reported the following Friends' activities:

- Sending out this month to 6,000 library card holders-Friends Membership and letter encouraging people to join the Friends
- October 26 & 27 Book Sale at the Civic Auditorium
- Traveling display of the "Princess & the Pea" chair at the branches to support Shakespeare Santa Cruz's winter pantomime production. Inside the chair will be a "pea" and children are encouraged to sit on it to guess where it is. Branches can have events surrounding it. The first event will be at the Civic Book Sale.

Felton Library Friends, Michelle Mosher, reported the following activities:

- Ice Cream Social was held to honor the Verutti family who has donated the land where the new branch building will be built.
- Workshop with the capital campaign staff from San Francisco Friends. This workshop is "stage 1" of the Community Foundation grant requirements.

Looking for a consultant to help with the next phase of the Community Foundation grant

VIII. MEMBER REPORTS

A. Councilmember Termini thanked Director for attending recent Capitola City Council Meeting.

B. Citizenmember Gerdt reported on the Felton Library Replacement Project.

- a. January 2007 LJPB appropriated \$30,000 from the reserve fund for architectural design and technical services
- b. January 2007 decided to focus on the Verutti site
- c. February 2007 Community Design Workshop with Teall Messer
- d. March 2007 Felton Friends Task Force met with Tom Burns, Planning Department, talked about a pre-application consultation.
 - i. Looked at 2003 plans that were drawn up and the items that have changed since.
- e. July 2007, finally got the Biotic Report that had been done in 2003.

- f. August 2007, Geotechnical Report done 2003 that needed to be re-certified, nothing has changed.
- g. September 2007, Teall Messer and Citizenmember Gerdt, meet with Andrew Brownstone from Biosphere Consulting and talked about the waste water situation.
- h. Met with John Ricker, Environmental Health, concerning the plan that Andrew Brownstone has devised.
- i. October 2007-install pedometers for winter water percolation testing
- j. Currently-working on the "green" application process

IX. STAFF REPORTS

The Director made the following reports:

- A. Workers Compensation Claims for FY 2006-07; A City of Santa Cruz Report
- B. Attended Capitola and Scotts Valley City Council Meetings
- C. New Service is the online Calendar of Library Events
- D. Jeanne O'Grady, Outreach Librarian
 - First 5 Read to Me Project collaboration CD now available
 - i. Family and community group contributors recorded: songs, stories and saying's
 - Reinstate Provider Visits
 - Publishing of a Periodic Newsletter
 - i. First Edition went out September 28, 2007
 - Family Place
 - i. Parent Child Workshops
 - ii. Family Place Electronic Newsletter (to come shortly)
 - LJPB Members are invited to a Youth Services Meeting, Friday, October 12th at 9am in the Central Branch Meeting Room
 - i. Learn more about Family Place and Youth Services will be receiving official Family Place Banner
- E. Introduced Juliana Rousseau, League of Women's Voters Observer for the Library

X. OTHER BUSINESS

- A. Timing of Sales Tax Renewal Vote

The Board discussed whether it should go to the voters requesting that the sales tax that supports the Library should be made permanent or extended for another period of time, and whether the measure should be placed on the February, June, or November ballots in 2008. It is not necessary to renew the measure until 2010 or 2012. Polling data produced by Gene Bregman and Associates suggests that the Library will be highly likely to win a ballot measure in 2008.

Supervisor Stone commented that the LJPB should look at a permanent sales tax for the library system but when talking with the San Lorenzo Valley School District there were concerns raised. Specifically, San Lorenzo Valley School District had plans to go on the

ballot to rebuild their library that burnt down a year ago this coming February. At the time the library burnt down the public library had talked with the school district about doing a joint venture and having the two measures on the ballot at the same time might confuse the voters in the valley and cause damage to one or both of the efforts. He commented that the numbers from the survey look great but that the LJPB needs to be sensitive to the school district because they have a real time crunch and their facilities are suffering.

The Director has talked with the Watsonville Library Director and they are absorbed in opening their new library right now but they think that going to the voters in February will be fine and they think it would be successful.

Councilmember Mathews commented that someone from the LJPB should be talking with the Watsonville City Council and also getting with other jurisdictions concerning a measure.

The Director reported that she talked with Gene Bregman concerning the San Lorenzo Valley School and Gene felt that there was ample room to do a campaign that was linked with them because there is more than the library issue linked with the schools proposed bond measure. His comments were also that the campaign in San Lorenzo Valley should talk about the public library and the school library.

Councilmember Johnson spoke about a poll Gene Bregman did in 2004-05 for the Regional Transportation Commission. The poll showed an approximate 70-75% support for the widening of Highway 1. Councilmember Johnson stated that he feels this is rushed and can not support this motion. He also pulled Measure B from 1996 and quoted a section concerning "termination date" which stated: "This ordinance shall terminate on April 1, 2013 and shall be of no further force in effect on that date." Councilmember Johnson stated that he has great respect for the library but also has respect for the voters who voted for Measure B.

Supervisor Beautz commented that she agreed with Supervisor Stone and would be in support of a special meeting to discuss the topic further.

Councilmember Rotkin pointed out that Gene Bregman has done six or seven polls for the City and they have all been incredibly effective for the City. He stated that in his experience voters are more willing to support things that are going well. He expressed that the library has needs that can not be dealt with unless there is a predictable source of funding for the future library project planning. Councilmember Rotkin is supportive of moving forward with a measure with the poll numbers reflecting very high for the library.

Julie Haff, Superintendent of San Lorenzo Valley Schools, spoke regarding the rebuilding of the San Lorenzo High School Library that was burnt down last September. The district has been trying to put together a plan for the past eight months and have surveyed 400 residents in an effort to introduce a Bond measure.

Supervisor Stone moved, seconded by Councilmember Rotkin

That by motion the Board will meet to discuss the timing for the Sales Tax Renewal Vote Monday, October 15, 2007 at 7:00 p.m.

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XI. SCHEDULE NEXT MEETING

The next meeting is scheduled for Monday, October 15, 2007 at 7:00 p.m. The Board will be meeting to discuss and vote on the possible Sales Tax Renewal.

XII. ADJOURN

The regular meeting adjourned at 9:00 p.m.

Respectfully submitted,

Kira Henifin, Clerk of the Board

Sheila Fraser, Substitute Clerk of the Board

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