

SANTA CRUZ PUBLIC LIBRARIES  
A CITY-COUNTY SYSTEM

LIBRARY JOINT POWERS BOARD

MINUTES

October 15, 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 Michael Termini, Citizen Barbara Gorson, Citizen Leigh Poitinger, Councilmember Randy Johnson, Councilmember Mike Rotkin, Supervisor Mark Stone

Absent:

Excused: Councilmember Cynthia Mathews

Staff: Susan Elgin, Assistant Director of Libraries

II. APPROVAL OF MEETING AGENDA OF OCTOBER 15, 2007

**Citizenmember Gerdt moved, seconded by Citizenmember Gorson**

**that the Board approve the agenda of October 15, 2007.**

**UNAN  
ABSENT: Mathews**

III. APPROVE MINUTES OF OCTOBER 1, 2007

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

**that the Board postpone approval of the October 1, 2007 minutes in order for them to be revised to reflect more detailed discussion concerning the Tax Renewal.**

**UNAN  
ABSENT: Mathews**

IV. ORAL COMMUNICATIONS

None

V. CONSENT AGENDA

None

VI. WRITTEN COMMUNICATIONS

Letter from Pat Busch re: Library Tax Measure

VII. REPORTS OF ADVISORY BODIES

Teall Messer, Board Member for the Friends of the Santa Cruz City-County Library System:

- Can spend up to \$60,000 to help with preparations for upcoming library measure

VIII. MEMBER REPORTS

None

IX. STAFF REPORTS

None

X. OTHER BUSINESS

A. Timing of Sales Tax Renewal Vote

Susan Elgin reported that polling consultant Gene Bregman was not able to attend the meeting due to a death in the family. She also introduced Catherine Lew, Principal of the Lew-Edwards Group, a campaign consulting firm that has worked with the Library and other City agencies in the past.

Supervisor Stone reported on a meeting he had with Citizenmember Gerdt, two school board members and Julie Haff. The meeting was convened to discuss how the library and the San Lorenzo Valley Schools would work together on a tax measure. The school board has spent quite a bit of time and effort putting together their current tax measure for the February ballot. Also considering the short amount of time until the February ballot and given the ties in voter's minds in the Valley between the school district and the library the library ballot measure would create a lot of conflict.

**Supervisor Stone moved, seconded by Supervisor Beutz**

**That by motion the Board will not place a library sales tax measure on the February 5, 2008 ballot.**

**UNAN**

**ABSENT: Mathews**

Councilmember Rotkin reported that the Transportation Funding Task Force has no plans to go on the ballot in June.

Supervisor Stone reported that the Scotts Valley School District is looking to the June ballot.

Councilmember Johnson spoke about communicating with other jurisdictions to find out when other measures are scheduled to be on the ballot. He also commented that the library sales tax measure passed in 1996, effective for 16 years, the board should be thinking more about renewal when the tax measure is closer to the expiration date. He also expressed his concern about the Friends of the Library spending funds to support a ballot measure campaign, since they are a nonprofit organization.

Teall Messer of the Friends of the Library Board responded that the Friends had done extensive consulting with their attorney, who specializes in the laws governing non-profit agencies, and have been assured that they can spend funds up to a certain level.

Citizenmember Gerdt, Citizenmember Gorson and Citizenmember Poitinger agree that going to the voters sooner rather than later is in the best interest of the library.

Carol Heitzig, Watsonville Library Director, was also in favor of going to the voters sometime in the upcoming year.

Catherine Lew reported that 2008 is an extremely unique election opportunity and the Bregman report does show very encouraging voter support for the library. She sees no statistical difference between the June and November 2008 election, but November will be the third election of the year and does run the risk of lower voter turnout.

The Board agreed informally to gather more information about the ballot plans of other groups, as well as data on the dollar cost of the election dates, and to make a decision at its regular meeting in November.

**XI. SCHEDULE NEXT MEETING**

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

**XII. ADJOURN**

The regular meeting adjourned at 7:55 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.