

SANTA CRUZ PUBLIC LIBRARIES  
A CITY-COUNTY SYSTEM

LIBRARY JOINT POWERS BOARD

MINUTES

November 2, 2009

Central Branch Meeting Room  
224 Church Street, Santa Cruz

7:00 PM PUBLIC MEETING

I. ROLL CALL

Present: Citizen Nancy Gerdt, Citizen Barbara Gorson, Citizen Leigh Poitinger, Councilmember Sam Storey, Supervisor John Leopold, Councilmember Jim Reed, Supervisor Mark Stone, Councilmember Mike Rotkin

Absent: Councilmember Katherine Beiers

Staff: Teresa Landers, Director of Libraries

II. APPROVAL OF MEETING AGENDA OF NOVEMBER 2, 2009

**Supervisor Stone moved, seconded by Supervisor Leopold**

**that the Board approve the agenda of November 2, 2009.**

**UNAN  
ABSENT: Beiers**

III. APPROVE MINUTES OF OCTOBER 5, 2009

**Supervisor Leopold moved, seconded by Councilmember Storey**

**that the Board approve the minutes of October 5, 2009.**

**UNAN  
ABSENT: Beiers  
ABSTAIN: Stone**

VI. ORAL COMMUNICATIONS

None

VII. WRITTEN COMMUNICATION

- A. Letter and Email Correspondence From & To the Public
- B. Articles on Libraries Nation Wide
- C. Articles About Santa Cruz and California Libraries
- D. Monthly Narrative Report
- E. Monthly Statistical Report

#### VIII. REPORTS OF ADVISORY BODIES

##### A. Friends of the Santa Cruz Libraries, Inc.

Kathy Hatfield reported the following Friends' activities:

- 9,000 Membership Appeals were Mailed Out
- First Annual Donor Recognition was held on October 16th
- November 19<sup>th</sup> is the next Munching with Mozart Concert
- 25<sup>th</sup> Annual Fall Book Sale, November 20<sup>th</sup> and 21<sup>st</sup>
- 30<sup>th</sup> Anniversary of the Friends will be Celebrated Once the New Store is Completed
- Fundraiser at Bliss Salon to be Held November 14<sup>th</sup>-All Proceeds will go to the Friends of the Library

##### B. Finance Committee

Minutes have not been formally approved. The Library Director and the Finance Director will be working on financial projections for the library.

#### VIII. MEMBER REPORTS

##### A. Scotts Valley Report

Community forum was held October 26<sup>th</sup> and approximately 35 people spoke on what they would like to see incorporated in the new Scotts Valley Branch design.

There will also be a meeting held November 4<sup>th</sup> for the architect to update the Library Director and elected officials on the status of the project. These meetings will continue every two weeks and a report to the Scotts Valley City Council will be made on December 16th.

On November 16<sup>th</sup> the committee will be visiting libraries in the Bay area to get ideas on library design and service models.

##### B. Capitola Report

Citizenmember Gorson reported that at the Capitola Town Hall meeting the last half hour was reserved to discuss the potential site locations for the new Capitola Branch Library. There were six potential sites and people were asked to prioritize with colored dots. Most of the dots landed on the two sites that had previously been identified by the interim committee. They were the current location and the Rispin property. The City of Capitola

will hold its first hearing on the new branch location at a special City Council meeting on November 4<sup>th</sup>.

## IX. STAFF REPORTS

### A. Monthly Financial Reports

Finance Director, Jack Dilles and the Library Director reported on the current financial status of the library. The library is holding its own. Revenues from fines and fees are running behind. Sales tax revenue received in September was higher than expected.

### B. Handling Donations to Branches

Councilmember Rotkin stated that the library should encourage donations that can be used system wide.

Supervisor Leopold commented that when he was a fundraiser one thing he learned was that “people gave to things that they cared about”. The Board should be open to hearing about donors interests. Giving to one branch can benefit the public as a whole since the public is able to attend any programs or access materials that are at any of the library branches.

Councilmember Storey also agreed with Supervisor Leopold. The Board is trying to rebuild the library system and the use of community donations may be well suited for this, even if it is one branch at a time. Councilmember Storey also reiterated that anyone could go to any particular branch at any time so if there are programs or materials at one particular branch the public is entitled to use those materials or services. Mr. Storey does not support arbitrary restrictions on donor offers. As far as programming, the staff costs should be built in to the total costs of running the program.

Citizenmember Poitinger stated her thoughts on earmarking donations for particular branches. When the Board was facing cost cutting measures the public asked that the costs be shared throughout the system and the same should now go for donations made to the library, these donations should benefit the system as a whole. At this time, Ms. Poitinger would not be in favor of donations that provide additional staffing at a particular branch.

Supervisor Stone supports the idea of having the community drive what is offered in their libraries. In terms of programming, he does support the idea that staff expenses be built into the costs of providing donated programs.

Councilmember Reed thinks it should be made as easy as possible for people to donate to the library. He further supports the idea that library staff have veto discretion if a donated program is not feasible.

Citizenmember Gerdt commented that she tends to agree more with Councilmember Rotkin. Donors should be encouraged to give to the system. The argument about people being able

to go to any library is troublesome since there are people who do have difficulty getting to other branches in the county.

Sherry Skold, Friends member, commented that the Board should be working for the system and would hate to see competition among branches.

Jeanne O'Grady, staff member, reminded the Board that programming involves staff time and is very important when considering adding programming that has been donated.

Barney Bricmont, Friends member, commented that major donations made would not come from low-income areas. Donations should address system-wide concerns rather than individual branch concerns. The fear is that there will be a community or segment of the Santa Cruz population that does not get any extra services because they do not receive additional donations serving their specific branch.

Citizenmember Gorson supports the engagement of the community but feels there is a risk when monies are offered to benefit a specific branch. When hours are increased at a particular branch, they may increase the operating costs within the system. Citizen Gorson also is concerned that segments of the community will be underserved. Additional monies should be going to services system-wide that are most in need. In addition, communities that are able to fund specific branches will be less likely to support a tax measure for the library. The community may be able to achieve the desired effect on its own without voting for a measure that would benefit the system as a whole.

Jessie Bunker-Maxwell, library staff, commented that the library has not operated at optimum level for the past 10 years. With new branches being built by their respective cities more costs will be associated with these capital projects. Ms. Bunker-Maxwell believes it is too earlier to be making a policy decision, which is definitively setting a donation policy that will benefit certain portions of the library system.

Citizenmember Gorson concluded by stating that the specifics can be worked out through the strategic planning process and outcomes. Meanwhile Director Landers will continue gathering more information regarding a specific request to donate monies to hire another staff member at a particular branch and will bring the issue back to the board for further discussion.

C. Report on City Loan at 2% Above Portfolio

The City is forgiving the 2% above portfolio through the end of this fiscal year.

D. Report on Difference Between Richardson and Other Trusts

The Richardson Trust is held by Comerica Bank. The bank sends us a check each May and we appropriate that dollar amount into our annual budget. Other trusts such as McCaskill or Finkeldey are held by the City so the complete record for them shows in our budget.

X. OTHER BUSINESS

A. Parking Lot List Review

Board reviewed parking lot list.

B. Strategic Plan Update

Seven out of the ten town hall meetings have been completed. Early literacy has been in the top three priorities in six out of seven town halls. The town halls will continue in the coming months and the public is encouraged to attend.

C. Review Board Self Evaluation Form and Process

A draft self-evaluation was given to the Board. They will be completing a final version to be handed out.

D. Volunteer Recognition

Volunteers have increased over 100% from 200 volunteers to 550. Volunteer hours have increased in all the libraries.

Ron D'Alessandro, volunteer coordinator, reported to the Board on all the duties volunteers do in order to help sustain and grow the library as an organization.

E. Discuss Meeting Date for January 2010

Board has agreed to move the January meeting date to Monday, January 11, 2010 when it will be preceded by the annual Library Financing Authority meeting at 6:45 pm.

XI. NEXT MEETING

December 7, 2009

XII. ADJOURN

The regular meeting adjourned at 9:10 p.m.

Respectfully submitted,

Helga Smith, Substitute Clerk of the Board

Kira Henifin, Clerk of the Board

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