

SANTA CRUZ PUBLIC LIBRARIES
A CITY-COUNTY SYSTEM

LIBRARY JOINT POWERS BOARD

MINUTES

December 7, 2009

Central Branch Meeting Room
224 Church Street, Santa Cruz

7:00 PM PUBLIC MEETING

I. ROLL CALL

Present: Councilmember Katherine Beiers, Citizen Nancy Gerdt, Citizen Barbara Gorson, Citizen Leigh Poitinger, Supervisor John Leopold, Councilmember Jim Reed, Councilmember Mike Rotkin

Absent: Councilmember Sam Storey, Supervisor Mark Stone

Staff: Teresa Landers, Director of Libraries

II. APPROVAL OF MEETING AGENDA OF DECEMBER 7, 2009

Councilmember Beiers moved, seconded by Citizenmember Poitinger

that the Board approve the agenda of December 7, 2009.

UNAN

ABSENT: Rotkin, Storey, Stone

III. APPROVE MINUTES OF NOVEMBER 2, 2009 AND NOVEMBER 12, 2009

Supervisor Leopold moved, seconded by Councilmember Storey

that the Board approve the minutes of November 2, 2009.

UNAN

ABSENT: Rotkin, Storey, Stone

ABSTAIN: Beiers

Councilmember Beiers moved, seconded by Councilmember Reed

that the Board approve the minutes of November 12, 2009.

UNAN

ABSENT: Rotkin, Storey, 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.

Phyllis Taylor reported the following Friends' activities:

- La Selva Beach One Day Book Sale held on Nov. 21st grossed \$800
- Fall Civic Sale grossed over \$20,000
- Scotts Valley Friends 2 Day Book Sale grossed \$1,600
- Sat. Dec. 5th the Library and the Friends participated in the Downtown Holiday Parade
- Dec. 7th the Friends held a Staff Appreciation Breakfast with 25 Library Employees in Attendance
- Dec. 8th Brown Bag Small Business Survival Seminar from 11:45am-1:00 pm
- Dec. 17th Munching with Mozart Holiday Concert
- Boulder Creek will be Celebrating it's 25th Anniversary of the Building on 2/25- Details to be Announced
- Friends Bookstore Grand Opening- Details to be Announced for February

Councilmember Rotkin arrived at 7:20 pm.

B. Finance Committee

Committee did not meet in November. Next meeting is scheduled for January 4, 2010.

VIII. MEMBER REPORTS

A. Scotts Valley Report

At the next Scotts Valley City Council meeting there will be a formal presentation from the architect. The City has \$3 million to spend on improvements for the building.

The Scotts Valley will be finalizing plans in the 30-60 days following the presentation.

B. Capitola Report

Citizenmember Gorson reported that the Capitola City Council met and received public input on the possible locations for the new Capitola Branch Library. The decision was made to direct staff to look at two locations: the current location and the Rispin Mansion property.

Council will also be putting together an ad-hoc committee made up of citizens and council members to review the information.

IX. STAFF REPORTS

A. Monthly Financial Reports

Finance Director, Jack Dilles and the Library Director reported on the current financial status of the library. Revenues from fines and fees are running behind.

B. Update on Book Store Wish List Program

There is a big campaign underway to rejuvenate the program during the holidays. Janis O'Driscoll, Programs and Partnerships Division Manager and Teresa Landers will be on KSCO to plug the program.

C. State Takeaway

Citizenmember Poitinger moved, seconded by Councilmember Rotkin

that the Board approve the staff recommendation that out of the total \$447,892 reserved, the Library only spend \$130,000 right now. Recommend that \$100,000 be spent on materials and \$30,000 for replacement of all the public PCs in the system. The balance of the funds would be kept in reserve to help cover any shortfalls this year or to go towards reversing the negative fund balance and starting to create a reserve.

**UNAN
ABSENT: Storey, Stone**

D. Update on Project to Get Every Child a Library Card

The Santa Cruz Public Libraries uses many strategies to issue library cards to young people. The most successful strategies evolve from partnerships with schools to either host teams of public library staff at the school or to arrange visits to the local library branch. Bibliographic and database instruction are essential to long-term library card use.

E. Update on Collection Agency

Staff put together a collection report and there were no patterns or consistencies in order to come to a conclusion about the patterns.

X. OTHER BUSINESS

A. Parking Lot List Review

Board reviewed parking lot list.

B. Strategic Plan Update

Nine out of the ten town hall meetings have been held. The last one will be in Scotts Valley in January. A focus group was held with representatives from the home schooling community. More focus groups will be held in January with groups representing seniors and the homeless.

The first session with staff was held and they were asked to give the strengths, weaknesses, opportunities and challenges of the library system. The second session will take place in January.

C. Board Self Evaluation

Citizenmember Gorson reported on the board self-evaluation and commented that the purpose of the evaluation is to improve the Board's effectiveness.

Gorson reported that the next step for the board would be a work plan established to focused on areas of improvement .

XI. NEXT MEETING

January 11, 2009

XII. ADJOURN

The regular meeting adjourned at 8:25 p.m.

Respectfully submitted,

Gabe Reyes, Substitute Clerk of the Board

Kira Henifin, Clerk of the Board

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