



SANTA CRUZ PUBLIC  
LIBRARIES  
A City-County System

## LIBRARY JOINT POWERS AUTHORITY BOARD

Monday, September 13, 2010  
Central Branch Community Meeting Room  
224 Church Street, Santa Cruz

### 6:30 PM PUBLIC MEETING

1. ROLL CALL
2. APPROVE AGENDA
3. APPROVE MINUTES OF AUGUST 9, 2010 (PG. 3-7)
4. ORAL COMMUNICATIONS
5. CONSENT AGENDA (PG. 8-20)
  - A. Approval of Contract with Ruth Metz, Staffing Plan Consultant
6. WRITTEN COMMUNICATIONS (PG. 21-63)
  - A. Articles About Santa Cruz and California Libraries (PG. 21-35)
  - B. Patron Written Comments (PG. 36)
  - C. Articles on Libraries Nation Wide (PG. 37-47)
  - D. Monthly Narrative Reports- August 2010 ( PG. 48-53)
  - E. Monthly Statistical Report (PG. 54-57)
  - F. Spotlight: Community Information Database (PG. 58-59)
  - G. Census Letter of Appreciation (PG. 60)
  - H. City of Santa Cruz Finance Director's Response to Grand Jury Report (PG. 61-63)
7. REPORTS OF ADVISORY BODIES
  - A. Friends of the Santa Cruz Libraries, Inc. (oral)
  - B. Finance Committee Minutes and Oral Report (PG. 64-65)

8. MEMBER REPORTS

- A. Scotts Valley Report (Reed)
- B. Capitola Report (Storey)

9. STAFF REPORTS (PG. 66-97)

- A. Year End FY 09/10 (PG. 66-72)
- B. July Financials (PG. 73-82)
- C. Annual Staff Development Report (PG. 83-93)
- D. Policy Review:
  - Communications Policy for Board Members (PG. 94)
- E. Library Hours (PG. 95-97)

10. OTHER BUSINESS (PG. 98-104)

- A. Library Service Model Task Force
  - i. Update (PG. 98-103)
  - ii. Direction to Task Force on Cash Reserves and Other Cash Funds (PG. 104)
- B. Library Director Evaluation (oral)
- C. Parking Lot List Review (oral)
- D. Board Evaluation Update (oral)

11. NEXT MEETING

The next regularly scheduled meeting is Monday, October 4, 2010 at 6:30 p.m. Closed session to evaluate Library Director 6:00 pm.

12. ADJOURN

The Library Joint Powers Authority Board will adjourn from the regularly scheduled meeting of September 13, 2010 to the next regularly scheduled public meeting on October 4, 2010 at 6:30 pm in the Community Meeting Room of the Central Branch Library.

The Santa Cruz City-County Library System does not discriminate against persons with disabilities. Out of consideration for people with chemical sensitivities, the Library requests that you attend fragrance free. The Central Branch Library is a fully accessible facility. If you wish to attend this public meeting, and you will require special assistance such as sign language or other special devices in order to attend and participate, please call (831) 420-5600 seventy-two (72) hours prior to the event to make arrangements for assistance. Upon request, agendas for public meetings can be provided in a format to accommodate special needs.

SANTA CRUZ PUBLIC LIBRARIES  
A CITY-COUNTY SYSTEM

LIBRARY JOINT POWERS BOARD

MINUTES

August 9, 2010

Central Branch Meeting Room  
224 Church Street, Santa Cruz

6:30 PM PUBLIC MEETING

I. ROLL CALL

Present: Councilmember Katherine Beiers, Citizen Nancy Gerdt, Citizen Barbara Gorson, Citizen Leigh Poitinger, Councilmember Randy Johnson (for Jim Reed), Councilmember Sam Storey, Supervisor Ellen Pirie

Absent: Councilmember Rotkin, Supervisor Mark Stone

Staff: Teresa Landers, Director of Libraries

II. APPROVAL OF MEETING AGENDA OF AUGUST 9, 2010

**Councilmember Storey moved, seconded by Councilmember Beiers**

**that the Board approve the agenda of August 9, 2010.**

UNAN

Absent: Rotkin, Stone

III. APPROVE MINUTES OF JULY 12, 2010

**Councilmember Beiers moved, seconded by Councilmember Storey**

**that the Board approve the minutes of July 12, 2010 with the following spelling correction to item XA. Suzanne Koebler (~~Susan Koebler~~).**

UNAN

Absent: Rotkin, Stone

VI. ORAL COMMUNICATIONS

Darby Kremers announced the 25<sup>th</sup> Anniversary of the Boulder Creek Branch Library. A celebration will be held Saturday, August 28, 2010 from 1-4pm.

VII. CONSENT AGENDA

None

VII. WRITTEN COMMUNICATION

- A. Articles About Santa Cruz and California Libraries
- B. Patron Written Comments
- C. Articles on Libraries Nation Wide
- D. Monthly Narrative Report
- E. Monthly Statistical Report

VIII. REPORTS OF ADVISORY BODIES

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

No Report

- B. Finance Committee

No Report

VIII. MEMBER REPORTS

- A. Scotts Valley Report

Councilmember Johnson announced the groundbreaking ceremony to be held for the new Scotts Valley Branch Library. The event is scheduled for Saturday, August 14, 2010 at 11am. Construction will begin August 22, 2010 and will run through Spring 2011.

- B. Capitola Report

No Report

IX. STAFF REPORTS

- A. Preliminary Year End FY 09/10

The Library Director reported on the preliminary year end financials for the library.

- B. Workers Compensation Report

The Board reviewed the Library's workers compensation figures.

- C. Update on Leave Payouts

The Director reported to the Board that the Library has paid out approximately \$4,000 in leave time. The Library has converted 96.33 vacation hours to pay this year.

D. Summer Reading Update

The Board reviewed the Summer Reading Report for 2010.

E. Resolutions

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

**that the Board adopt Resolution #2010-10 transferring funds and amending the FY 2010-2011 Budget to Accept a Grant from the Pacific Library Partnership in the amount of \$750 for a technology petting zoo program.**

UNAN

Absent: Rotkin, Stone

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

**that the Board adopt Resolution #2010-11 transferring funds and amending the FY 2010-2011 Budget to Accept a Grant from the Community Foundation of Santa Cruz County in the amount of \$12,000 for a marketing plan and implementation.**

UNAN

Absent: Rotkin, Stone

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

**that the Board adopt Resolution #2010-12 transferring funds and amending the FY 2010-2011 Budget in the amount of \$73,000. The transfer is between major expense categories, moving funds from telecommunications outside to telecommunication equipment in order to better track expenses related to library telecommunications.**

UNAN

Absent: Rotkin, Stone

X. OTHER BUSINESS

A. Library Service Model Task Force Update

**Supervisor Pirie moved, seconded by Councilmember Beiers**

**that the Library Joint Powers Authority Board approve the proposed consulting contract for services related to the upcoming Library Task Force.**

UNAN  
Absent: Rotkin, Stone

**Supervisor Pirie moved, seconded by Councilmember Beiers**

**that the Library Joint Powers Authority Board accept the proposed Task Force assumptions with a change made to the reserve amount reflecting a reserve target of 5-10%.**

**AYES: Beiers, Storey, Pirie,  
Gerdt  
NAYES: Johnson, Poitinger,  
Gorson  
Absent: Rotkin, Stone**

B. Grand Jury Report Response

**Councilmember Beiers moved, seconded by Supervisor Pirie**

**that the Library Joint Powers Authority Board approve their written response to the Grand Jury Report.**

UNAN  
Absent: Rotkin, Stone

C. Parking Lot Review

No Report

D. Board Evaluation Update

No Report

E. Questions About Library Hours

Board agreed to have Director come back in September with a proposal for discussion.

XI. NEXT MEETING

The next regularly scheduled meeting is Monday, September 13, 2010 at 6:30 pm.

XII. ADJOURN

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

Respectfully submitted,



Kira Henifin, Clerk of the Board

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

**PROFESSIONAL SERVICES AGREEMENT FOR  
Library Staffing Plan**

THIS AGREEMENT is entered into on August 30, 2010 by and between the Santa Cruz City/County Library, a Joint Powers Authority, hereinafter called "Library" and Ruth Metz, hereinafter called "Consultant".

WHEREAS, City desires certain services described in Appendix One and Consultant is capable of providing and desires to provide these services;

NOW, THEREFORE, City and Consultant for the consideration and upon the terms and conditions specified agree as follows:

**SECTION 1  
Scope of Services**

The services to be performed under this Agreement are set forth in Appendix One.

**SECTION 2  
Duties of Consultant**

All work performed by Consultant, or under its direction, shall be sufficient to satisfy the Library's objectives for entering into this Agreement and shall be rendered in accordance with the generally accepted practices, and to the standards of, Consultant's profession.

Consultant shall not undertake any work beyond the scope of work set forth in Appendix One unless such additional work is approved in advance and in writing by Library. The cost of such additional work shall be reimbursed to Consultant by Library on the same basis as provided for in Section 4.

If, in the prosecution of the work, it is necessary to conduct field operations, security and safety of the job site will be the Consultant's responsibility excluding, nevertheless, the security and safety of any facility of Library within the job site which is not under the Consultant's control.

Consultant shall meet with Teresa Landers, Department Director, called "Director", or other City of Santa Cruz or Library personnel, or third parties as necessary, on all matters connected with carrying out of Consultant's services described in Appendix One. Such meetings shall be held at the request of any party. Review and Library approval of completed work shall be obtained monthly, or at such intervals as may be mutually agreed upon, during the course of this work.

**SECTION 3  
Duties of the Library**

Library shall make available to Consultant all data and information in the Library's possession which Library deems necessary to the preparation and execution of the work, and City shall actively aid and assist Consultant in obtaining such information from other agencies and individuals as necessary.

The director may authorize a staff person to serve as his or her representative for conferring with Consultant relative to Consultant's services. The work in progress shall be reviewed from time to time by Library at the discretion of Library or upon the request of Consultant. If the work is satisfactory, it will be approved. If the work is not satisfactory, Library will inform Consultant of the changes or revisions necessary to secure approval.

**SECTION 4  
Fees and Payment**



For the services performed, the Library will pay the Consultant on a time-charge plus expense basis, monthly as charges accrue, the sum of consultant's salary expenses and non-salary expenses except that the Library shall pay Contractor 20% of non-contingency total within 30 days of contract signing. Thereafter, payment shall be made for the Consultant's services upon a schedule and within the limit, or limits shown, upon Appendix Two. Such payment shall be considered the full compensation for all personnel, materials, supplies, and equipment used by Consultant in carrying out the work.

Salary expenses include the actual direct pay of personnel assigned to the project (except for routine secretarial and accounting services) plus payroll taxes, insurance, sick leave, holidays, vacation, and other fringe benefits. The percentage of compensation attributable to salary expenses includes all of Consultant's indirect overhead costs and fees. For purposes of this Agreement, Consultant's salary expenses and non-salary expenses will be compensated at the rates set forth in the fee schedule attached to this appendix and in accordance with the terms set forth therein. Non-salary expenses include travel, meals and lodging while traveling, materials other than normal office supplies, reproduction and printing costs, equipment rental, computer services, service of sub-consultants or subcontractors, and other identifiable job expenses. The use of Consultant's vehicles for travel shall be paid at the maximum rate of the current standard business mileage rate as established by the U.S. Internal Revenue Service.

Salary payment for personnel time will be made at the rates set forth in the attached fee schedule for all time charged to the project. Normal payroll rates are for 40 hours per week. Consultant shall not charge the City for personnel overtime salary at rates higher than those set forth in the attached fee schedule without the City's prior written authorization.

Budget estimates of the cost of each phase of the project are as follows:

20% will be paid within 30 days of contract signing then monthly invoices will be paid for the duration of the project. See Appendix Two for details.

Variations from the costs for each phase which are justified by statements indicating personnel time expended are allowed after advance written City approval is obtained, in the manner set forth in the Agreement; however, in no event shall the total fee charged for the scope of work set forth in Appendix One exceed the budget of \$25,000 without additional advance written City authorization.

Payments shall be made monthly by the City based on itemized invoices from the Consultant which list actual costs and expenses. Such payments shall be for the invoice amount.

Invoices shall indicate the percentage completion of each work task as identified in the Scope of Work (Appendix One), the overall percentage of completion of the total required services and the hours worked by Consultant's staff.

Unless otherwise specified in the attached fee schedule, Consultant's fees shall be payable on monthly statements. The monthly statements shall detail the time worked by each class of employee and the expenses incurred for which billing is made. The monthly statements shall contain the following affidavit signed by a principal of the Consultant's firm:

*"I hereby certify as principal of the firm of Ruth Metz Associates that the charge of (Insert invoice amount) as summarized above and shown in detail on the attachments is a fair and reasonable use of public funds, is in accordance with the terms of Agreement dated July 12, 2010), and has not been previously paid."*

## SECTION 5 Changes in Work

Library may order major changes in scope or character of the work, either decreasing or increasing the scope of Consultant's services. No changes in the Scope of Work as described in Appendix One shall be made without the Library's written approval. Any change requiring compensation in excess of the sum specified in Appendix Two shall be approved in advance in writing by the Library.

#### SECTION 6

##### **Time of beginning and Schedule for Completion**

Consultant shall begin work upon its receipt of a written Notice to Proceed from Director. The Notice to Proceed shall not be issued until after this Agreement has been approved and authorized by the Library Joint Power's Board.

The schedule for completion of the work shall be as shown upon Appendix Three. In the event that major changes are ordered, the schedule for completion as stated in Appendix Three will be adjusted by Library so as to allow Consultant a reasonable period of time within which to complete any additional work which may be required as a result of the ordered changes.

In the event Consultant is delayed in performance of its services by circumstances beyond its control, the Library will grant Consultant a reasonable adjustment in the schedule for completion as described in Appendix Three provided that to do so would not frustrate the Library's objective for entering into this Agreement. All claims for adjustments in the schedule of completion must be submitted to Library by Consultant within thirty calendar days of the time of occurrence of circumstances necessitating the adjustment.

Consultant acknowledges that it is necessary for Consultant to complete its work on or before the completion date set forth in Appendix Three in order to allow the Library to achieve its objectives for entering into this Agreement. The parties therefore agree that time is of the essence in the performance of this Agreement.

#### SECTION 7

##### **Termination**

Library shall have the right to terminate this Agreement at any time upon giving ten days written notice to Consultant. Consultant may terminate this Agreement upon written notice to Library should the Library fail to fulfill its duties as set forth in this Agreement. In the event of termination, Library shall pay the Consultant for all services performed and accepted under this Agreement up to the date of termination.

#### SECTION 8

##### **Insurance**

*Only the successful supplier will be required to submit a certificate of insurance before commencement of work.*

1. Without limiting the foregoing in any way, supplier shall carry standard form Commercial General Liability Insurance, and Commercial Automobile Liability Insurance acceptable to the Library in an amount of \$500,000 for each type per occurrence combined single limit Bodily Injury and Property Damage coverage..
2. Supplier shall obtain and maintain, during the life of the agreement, Workers' Compensation Insurance, covering all of its employees on the project with a company satisfactory to Library. Supplier shall be responsible for the insurance coverage as herein provided of all employees of said supplier.
3. For all insurance provided above, policies shall provide that the same cannot be canceled except upon thirty days' written notice to Library.
4. Except for Professional Liability and Workers' Compensation, all insurance provided above shall name the Santa Cruz City/County Library, its officers, agents and employees as an additional insured, shown by endorsement, and shall include cross liability in favor of the Library, its officers, agents and employees.
5. A certificate of insurance shall be furnished to the Library as evidence of the above coverages and conditions prior to the commencement of work. Any statements that relieve the insurance company from liability if notice of cancellation is not sent are not acceptable.

6. Supplier agrees to provide Library at or before the effective date of this contract with a certificate of insurance of the coverage required. The certificate holder shall be the City of Santa Cruz, Risk & Safety Management, 809 Center St Room 7, Santa Cruz, CA 95060.

#### SECTION 9 Indemnification

Consultant agrees to indemnify, defend, and hold harmless the Library, its officers, agents and employees, from and against any and all claims, demands, actions, damages, or judgments, including associated costs of investigation and defense arising in any manner from consultant's negligence, recklessness, or willful misconduct in the performance of this agreement.

#### SECTION 10 Civil Rights Compliance/Equal Opportunity Assurance

Every supplier of materials and services and all consultants doing business with the Santa Cruz City/County Library shall be in compliance with the applicable provisions of the Americans with Disabilities Act of 1990, and shall be an equal opportunity employer as defined by Title VII of the Civil Rights Act of 1964 and including the California Fair Employment and Housing Act of 1980. As such, consultant shall not discriminate against any person on the basis of race, religious creed, color, national origin, ancestry, disability, medical condition, marital status, age or sex with respect to hiring, application for employment, tenure or terms and conditions of employment. In addition, the City of Santa Cruz, as defined in Resolution NS-20,137 and Ordinance 92-11, further prohibits discrimination on the basis of sexual orientation, height, weight and physical characteristics. Consultants agree to abide by all of the foregoing statutes, regulations, ordinances and resolutions.

#### SECTION 11 Legal Action/Attorneys' Fees

If any action at law or in equity is brought to enforce or interpret the provisions of this Agreement, the prevailing party shall be entitled to reasonable attorneys' fees in addition to any other relief to which he or she may be entitled. Either the Santa Cruz County Superior or Municipal Court shall have jurisdiction over any such action and that Court shall be authorized to determine which party is the prevailing party and what amount constitutes reasonable attorneys' fees to be awarded to the prevailing party.

#### SECTION 12 Assignment

This Agreement shall not be assigned without first obtaining the express written consent of the Director after approval of the Library Joint Powers Board

#### SECTION 13 Amendments

This Agreement may not be amended in any respect except by way of a written instrument which expressly references and identifies this particular Agreement, which expressly states that its purpose is to amend this particular Agreement, and which is duly executed by the Library and Consultant. Consultant acknowledges that no such amendment shall be effective until approved and authorized by the Library Joint Powers Board, or an officer of the Library when the Library Joint Powers Board may from time to time empower an officer of the Library to approve and authorize such amendments. No representative of the Library is authorized to obligate the Library to pay the cost or value of services beyond the scope of services set forth in Appendix One. Such authority is retained solely by the Library Joint Powers Board. Unless expressly authorized by the Library Joint Powers Board, Consultant's compensation shall be limited to that set forth in Appendix Two.

SECTION 14  
Miscellaneous Provisions

1. Project Manager. Director reserves the right to approve the project manager assigned by Consultant to said work. No change in assignment may occur without prior written approval of the Library.
2. Consultant Services Only. Consultant is employed to render professional services only and any payments made to Consultant are compensation solely for such professional services.
3. Licensure. Consultant warrants that he or she has complied with any and all applicable governmental licensing requirements.
4. Other Agreements. This Agreement supersedes any and all other agreements, either oral or in writing, between the parties with respect to the subject matter, and no other agreement, statement or promise related to the subject matter of this Agreement which is not contained in this Agreement shall be valid or binding.
5. Library Property. Upon payment for the work performed, or any portion, all drawings, specifications, records, or other documents generated by Consultant pursuant to this Agreement, or any other work product of Consultant, are, and shall remain, the property of the Library whether the project for which they are made is executed or not. The Consultant shall be permitted to retain copies, including reproducible copies, of drawings and specifications for information and reference in connection with the Library's use and/or occupancy of the project. The drawings, specifications, records, documents, and Consultant's other work product shall not be used by the Consultant on other projects, except by agreement in writing and with appropriate compensation to the Library.
6. Consultant's Records. Consultant shall maintain accurate accounting records and other written documentation pertaining to the costs incurred for this project. Such records and documentation shall be kept available at Consultant's office during the period of this Agreement, and after the term of this Agreement for a period of three years from the date of the final Library payment for Consultant's services.
7. Independent Contractor. In the performance of its work, it is expressly understood that Consultant, including Consultant's agents, servants, employees, and subcontractors, is an independent contractor solely responsible for its acts and omissions, and Consultant shall not be considered an employee of the Library for any purpose.
8. Conflicts of Interest. Consultant stipulates that corporately or individually, its firm, its employees and subcontractors have no financial interest in either the success or failure of any project which is, or may be, dependent on the results of the Consultant's work product prepared pursuant to this Agreement.
9. MacBride Principles/Peace Charter. The City Council of the City of Santa Cruz approved Resolution No. NS-19,378 on the 24th day of July 1990, endorsing the MacBride Principles and the Peace Charter and encourages all companies doing business in Northern Ireland to abide by the MacBride Principles and the Peace Charter.
10. Notices. All notices herein provided to be given, or which may be given by either party to the other, shall be deemed to have been fully given and fully received when made in writing and deposited in the United States mail, certified and postage prepaid, and addressed to the respective parties as follows:

Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 \_\_\_\_\_

Approved As To Form:

\_\_\_\_\_  
John G. Barisone  
City Attorney

Date: \_\_\_\_\_

CONSULTANT  
RUTH METZ ASSOCIATES  
1001 SW 5<sup>TH</sup> AVENUE, SUITE 1100  
PORTLAND, OREGON 97231

LIBRARY  
117 Union Street  
Santa Cruz, CA 95060

By: \_\_\_\_\_

Printed: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

By: \_\_\_\_\_

Teresa Landers

Library Director

Date: \_\_\_\_\_

## APPENDIX ONE: SCOPE of WORK

Task	Description
<b>1.0</b>	<b>Staffing Implications and Cost of Subcommittee Preferred Service Model</b>
	Confer with Teresa by phone and email to determine staffing implications of a preferred service model chosen
1.1	committee
1.2	Review relevant documents
1.3	Develop preliminary staffing description and cost spread sheet
1.4	Review preliminary staffing and cost spread sheet with Teresa and determine next steps
<b>2.0</b>	<b>Repeat the process for up to 3 additional service models</b>
<b>3.0</b>	<b>Review for accuracy final model or model staffing "plan"(s) and associated costs for inclusion in Task Force su</b>
<b>4.0</b>	<b>Provide an in-depth analysis of the staffing plan and costs for the library board's chosen service model</b>
	Subtotal hours
	Subtotal cost
<b>5.0</b>	<b>Job classifications and job descriptions</b>
5.1	Draft job classifications and job descriptions consistent with the Staffing Plan
5.2	Review job classifications and descriptions with the DOL and HR
5.3	Recommend salary schedule taking into account local and industry norms
5.4	Produce final job classifications, job descriptions, and salary schedule and provide to client in electronic form
<b>6.0</b>	<b>Confer with DOL as requested through implementation phase</b>
6.1	Telephone and email conference on an as-needed basis
<b>7.0</b>	<b>Site Visit Optional</b>
7.1	Assist the DOL in presenting model staffing plan and cost analysis (including travel costs)

## APPENDIX TWO

## Fee Schedule

Task	# Hours	Cost per Hour	Estimated Cost
Tasks 1-2: Consulting for staffing implications of up to 4 service models	48	\$250	\$ 12,000
Task 3: Review for accuracy final model	8	\$250	\$ 2,000
Task 4: In depth analysis of staffing plan and costs	16	\$250	\$ 4,000
Task 5: Job classifications and job descriptions	20	\$225	\$ 4,500
Task 6.0 Confer with DOL as requested through implementation phase	6	\$ 75	\$ 450
Task 7: Optional Site visit to present staffing plan and cost analysis			\$ 2,050
TOTAL			\$ 25,000

**APPENDIX THREE**  
**Work Schedule**

Work will begin September 24, 2010 and will be completed by June 15, 2011. (Completion date is contingent on JPB adoption of a working model. This could delay completion of the tasks into FY11/12. JPB agrees to extend the contract if delay is caused by a delay in adoption of a working model.

- Tasks 1-2: Consulting for staffing implications of up to 4 service models will be completed by December 15, 2010
- Task 3: Review for accuracy final model will be completed by January 15, 2011
- Task 4: In depth analysis of staffing plan and costs will be completed within 60 days of JPB adoption of a model
- Task 5: Job classifications and job descriptions will be completed within 45 days of Task 4 completion
- Task 6.0 Confer with DOL as requested through implementation phase within 60 days of Task 5 completion or as negotiated to the mutual benefit of both parties.
- Task 7: Optional Site visit to present staffing plan and cost analysis- date to coincide with next JPB meeting after Task 5 work is completed.

8/30/10



# RUTH F. METZ RESUME

## Contact Information

Ruth Metz Associates  
1001 SW 5<sup>th</sup> Avenue, Suite 1100  
Portland, OR 97204  
503-621-1396 (fax)  
503-422-8024 (phone)  
[ruthmetz@spiretech.com](mailto:ruthmetz@spiretech.com)  
[www.librarycoach.com](http://www.librarycoach.com)

## Consultant Specialties

My firm specializes in library strategic planning, organizational development, and leadership development. I work independently or as needed with proven associates to bring the right mix of talents to complex projects.

The purpose of my work is to help community and library leaders as they plan, manage, and develop their libraries. Thus, my work also includes coaching for library boards, executives, and emergent leaders as well as teaching coaches to coach and mentors to mentor.

## Selected Consulting Projects

- Strategic Planning, Stanislaus County Library, 2010
- Connecting to Collections: Statewide Preservation Plan for Archives, Libraries, and Museums, Oregon, 2010
- Statewide County Law Library Planning, Oregon, 2010
- Statewide Continuing Education Needs Assessment, Delivery Model, and Business Plan, Oregon, 2010
- Economic Feasibility Analysis for a Library District, Josephine County, 2010
- Umatilla Library District, Teen Needs Assessment, 2009
- Sacramento Public Library, Program Evaluation for *Smart Investing* Program, 2009
- City of Happy Valley, OR, Library Feasibility Study, including Multi-Year Service Plan and Budget, 2009
- City of Porterville, CA, Community Needs Assessment and Library Feasibility Study, 2009
- Santa Clara County Library, Literacy Program Review, 2009
- Monterey Peninsula College, Library Organizational Review, 2009
- Yorba Linda, CA, Strategic Plan, 2009

- Mid-Columbia Library System, Kennewick, WA, Management Team: Service Hours Framework, 2008
- City of Pasco, WA, Analysis of Library Service Options, 2008
- City of Alameda, CA, Strategic Plan and Neighborhood Libraries Assessment and Recommendations, 2008
- Tillamook County Library, Library Funding Options, 2007
- City of Sausalito, CA, Needs Assessment and Strategic Plan, 2007
- City of Keizer, OR, Library Service Options Study, 2007
- California State Library, Reference Services Options, 2006-07
- Washington County Cooperative Library Service, OR, Efficiency Study (2006-07)
- City of Milpitas, CA, Library Services Options Study, 2006-07
- Wasco County, Library District Feasibility Study, 2006-07
- Jackson County Library, Funding Options Study, Medford, OR, 2006
- Josephine County Library Study, Grants Pass, OR , 2006
- Idaho Commission for Libraries, Statewide Needs Assessment of the Print-Impaired, 2005
- North Coast Library Feasibility Study, St. Helens, OR, 2004-2005
- Jefferson County Library District and Wheeler County Library District Feasibility Study, Madras, OR, 2004
- Malheur County Library District Feasibility Study, Ontario, OR, 2004
- North Santiam Library District Formation project, Stayton, Oregon, 2004
- Woodland Public Library, Woodland, CA., Community Needs Assessment and Strategic Plan Update and Implementation Strategy, 2002
- Yolo County Library, CA., Central Support Services Study, Report, April 2002
- Yolo County Library, CA, County-wide Library Services and Facilities planning project, April 2000- fall 2001

### **Professional Experience**

Interim Director of Libraries	Multnomah County, OR	2002-2003
Deputy Director of Libraries	Multnomah County	1997-2002
Administrative Librarian	Oakland Public Library	1992-1996
Director, Bay Area Libraries	Oakland, CA	1984-1992
Director, Library Development	Colorado State Library	1983-1984
Director, Learning Resources	St. Clair County, MI	1976-1982
Coordinator, Public Services	St. Clair County, MI	1972-1976

### **Publications**

Coaching in the Library: A Management Strategy for Achieving Excellence, 2<sup>nd</sup> edition, Chicago-London, ALA, 2010

“Coaching in the Library”, American Libraries, March 2010

“Coaching in the Work Place: Why It Matters,” Library Work Life: HR E-news for Today’s Leaders, ALA-APA Allied Professional Association, Chicago, vol. 1, no 5, May 2004

Coaching in the Library: A Management Strategy for Achieving Excellence, Chicago-London, ALA, 2002

### **Training and Presentations**

Outsourcing: Pros and Cons, national Public Library Association Conference, Portland, OR 2010

Teaching coaches to coach and mentors to mentor, a customized package for organizational clients, 2010.

Coaching in the Library: Building Your Organizational Capacity, Seminar for Library Practitioners, London, UK, November 23, 2009

Needs Assessment for Idaho Librarians, Idaho Commission on Libraries, Boise, ID, 2008

“Supervising for Excellence: Putting Coaching and Team-building to Work for Your Organization.” *Infopeople* workshop series throughout California, August-October 2004.

“A Library Manager’s Primer on Coaching in the Work Place,” a Dynix Institute Web Seminar Series, August 25, 2004

### **Education**

Master of Arts in Library Science, 1972, University Of Michigan

Bachelor of Arts, 1971, University Of Michigan

Associates Degree, 1969, Schoolcraft College, Livonia, MI

### **Professional Memberships**

American Library Association, Oregon Library Association, California Library Association, International Coach Federation

### **Clients**

This is a partial list of government, public and private libraries, and corporations with whom Ruth Metz has consulted. In addition to these entities,

Ruth Metz works with individuals and organizations in a confidential coaching relationship.

- Alameda Free Library, CA
- American Library Association, IL
- Berkeley Public Library, CA
- Brooklyn Public Library, NY
- California State Library, CA
- ChaCha Search, Inc., IN
- Fresno County Library, CA
- City of Happy Valley, OR
- City of Keizer, OR
- City of Pasco, WA
- Idaho Commission for Libraries, ID
- InfoPeople (CA)
- Jackson County Library, OR
- Jefferson County Library, OR
- Josephine County, OR
- Linn Library League (OR)
- Lane Library League (OR)
- Malheur County, OR
- Mid-Columbia Library, WA
- City of Milpitas, CA
- Monterey Peninsula College (CA)
- North Coast Library District consortium (OR)
- North Plains Library Foundation, OR
- Portland Community College, OR
- Oregon Library Association, OR
- Oregon State Library, OR
- City of Pasco, WA
- City of Porterville, CA
- Sacramento Public Library, CA
- Santa Clara County Library, CA
- St. Mary's College, Moraga, CA
- Sausalito Library Foundation, CA
- City of Sherwood, OR
- SirsiDynix Corporation, UT
- City of Stayton, OR
- Tillamook County, OR
- Umatilla County Library District, Pendleton, OR
- University of California, Berkeley, CA
- University of Minnesota, Duluth
- Urban Libraries Council, Chicago
- Wasco County, OR
- Washington County Cooperative Library Service, OR
- Wheeler County, OR
- Woodland Public Library, CA
- Yorba Linda Public Library, CA
- Yolo County Library, CA

## Locals launch effort to create library-based entrepreneur centers

By JENNIFER PITTMAN - jpittman@comcast.net

Posted: 08/15/2010 01:30:12 AM PDT

Local entrepreneurs David Britton, Jim B. Abendschan and Cabrillo College librarian Topsy Smalley are promoting a library revolution, "a grassroots business model to create millions of sustainable jobs" by transforming libraries into hubs of civic change and environmentally-minded entrepreneurship.

"We want to have the infrastructure in place to implant entrepreneurialism," said Britton, who has started and run four high-tech companies and is currently also involved in organizing the local Santa Cruz Tech MeetUp programs. He hopes the Library Hub project will help the cash-strapped libraries as well as build a stronger economy.

In an open letter to President Barack Obama earlier this year, which is posted on the group website, they proposed a Library Progress Administration similar to the Works Progress Administration of the 30s.

"The overarching idea," they told the president, "is to integrate libraries as the centerpiece of efforts to generate large numbers of low cost and small-scale entrepreneur businesses." Existing infrastructure of public libraries could support mentoring startup entrepreneurs and existing businesses, they said.

Public libraries could provide open spaces, computers, wireless environments, print and electronic materials, access to the Internet, public hours, photocopiers, printers and places to sit and read and meet with others, they said. "Best of all, librarians are trained professionals who can connect people with the

information they need to become entrepreneurs."

The LPA effort would be supported by existing organizations specifically the U.S. Small Business Administration, SCORE a small business mentoring and training program and the Small Business Development Center.

Teresa Thomae, director of the Small Business Development Center of the Central Coast, has yet to talk directly with Britton but says she hopes to see any new efforts leveraging existing

## Santa Cruz Sentinel.com

programs and work cooperatively to avoid duplication of efforts.

In another letter to the Library Joint Powers Board of Santa Cruz County, Britton said the goal is to model the business plan in a public library that is being built or refurbished.

Bring on the collaboration, said Janis O'Driscoll, programs and partnerships manager, at the Santa Cruz main library.

Already Santa Cruz area libraries provide small business development services. In partnership with the Small Business Development Center and SCORE, libraries have hosted numerous training workshops and brown bag seminars on topics such as business accounting software, viral marketing and selling on eBay. The library websites instantly connect users to local business data, resources and ongoing educational events. The Santa Cruz library site recently added a "Career Transitions Database" that includes job listings and resume posting services and has long linked to new business services.

"The library sees this as putting people together in as many ways as it can," O'Driscoll said. "You can't do any of this without working with partners. I bet anything we could find a way to collaborate."

The plan put forth by Britton and Smalley is "something more intense; more focused" than providing seminars and links. They envision specified open hours and a designated place to congregate, mentor and be mentored, "a community hub . . . to mobilize entrepreneur job growth."

Abendschan, who retired last year from his position as president and chief executive of Spectra-Mat in Watsonville, describes the library hub idea as a place to cultivate a culture of entrepreneurship.

"We're looking more than at Business 101," he said. We're trying to create a place they might go and learn the philosophy of being an entrepreneur, a forum where they can participate and bounce ideas off, and be encouraged to take their ideas one step further. As soon as they've got something, they can go to SCORE and the SBDC. It is almost a chain reaction."

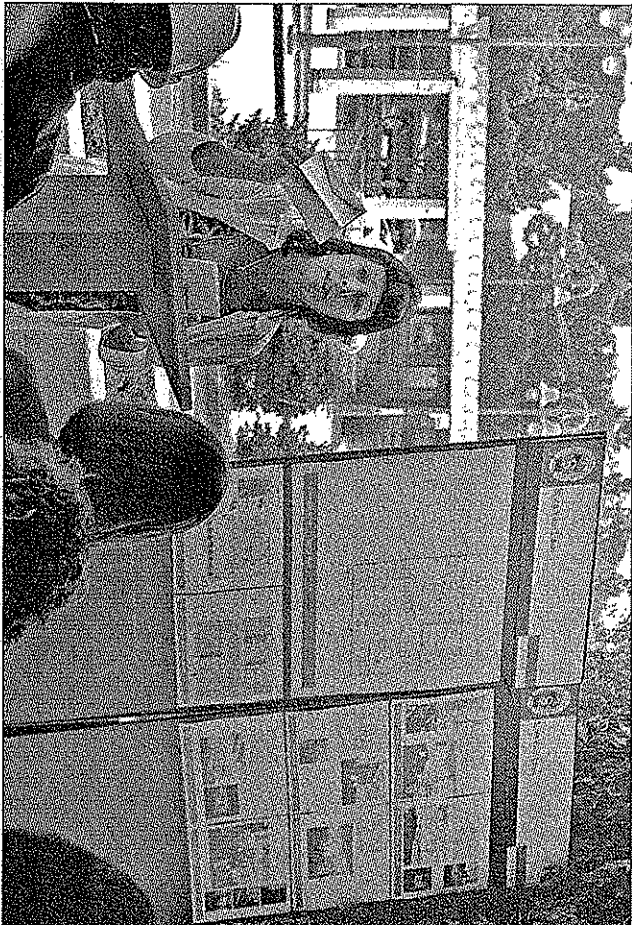
Still in the early networking stages, the library hub advocates are still trying to generate support for their plans.

As with any entrepreneurial venture, you often start without a lot of support," Britton said, indicating it may be awhile before funding and collaboration come together. "We're only in the first year of doing this."

For information on the Library Hub project, visit [www.libraryhub.org](http://www.libraryhub.org).

# Scotts Valley library construction begins

By Michelle Camerlingo  
Press-Banner



## IN MOTION: Above, Scotts Valley Councilwoman

Donna Lind speaks at the beginning of the new county library branch's groundbreaking ceremony. At right, Scotts Valley dignitaries gather for the ceremony.

Michelle Camerlingo/  
Press-Banner



## At a glance

As work begins on the new Scotts Valley Branch Library on Kings Village Road, folks should keep the following dates in mind:

■ **Aug. 25:** Deadline for gifts to be matched by an anonymous donor who has offered to match as much as \$25,000 in donations.

■ **Sept. 6:** Friends of the Library meeting at 6:30 p.m. at Scotts Valley Branch Library, 220-D Mount Fernar Road

in fees each year specifically for a library.

Edith Baldwin, a Los Gatos resident who owns land in Scotts Valley, said she visits the Scotts Valley Branch Library frequently and is excited at the prospect of a new one.

"It's a wonderful idea," Baldwin said. "Scotts Valley has needed a new library."

Scotts Valley's chapter of the Friends of the Library is trying to raise \$250,000 in its capital campaign to finish the library. So far, the group has about \$109,000. Besides accepting dona-

tions, the Friends are selling commemorative tiles that will pave the library's entry. The engraved bricks cost \$50 to \$250 each. The group is also accepting sponsorships that give a donor the right to name an area of the library.

Elizabeth Walch, president of Scotts Valley's Friends of the Library, said she has been delighted to see people get involved with the new branch.

"I was excited that the community showed up," she said. "Community ownership is really important."

County library director

Theresa Landers told the

crowd of about 40 at the ceremony that the entire

city benefits from a library. "Libraries serve everyone from the seniors to the youth in the community," Landers said. "With this facility, we will have better service, with 21st-century library practices. The library will be three times the size of the old library, with the same number of staff"

The projects' \$7 million price tag will be paid with nearly \$5 million in borrowed bond money and another \$2.7 million the city has saved from its redevelopment money and developer fees. Since 1990, Scotts Valley has set aside about \$390,000

■ **Sept. 11:** Second library auction and barbeque, with the theme "A tropical tale," at 5:30 p.m. at Scotts Valley Community Center. Donations before Sept. 4 will be mentioned in the program for the night.

■ **Oct. 31:** Deadline to buy a library entryway commemorative tile at [www.library.org](http://www.library.org).

■ For information: [friendsofthevalleylibrary@gmail.com](mailto:friendsofthevalleylibrary@gmail.com)

SANTA CRUZ PUBLIC LIBRARY

# Visits down overall amid cuts in hours

## System sees higher hourly service; board suggests 5-10 percent reserve goal

By J.M. BROWN

[jbrown@santacruzsentinel.com](mailto:jbrown@santacruzsentinel.com)

SANTA CRUZ — Visits to cash-strapped libraries within the city-county system are down 26 percent this year compared to last year, a loss the director chalks up to cutting hours of operation by more than half.

During the fiscal year that ended June 30, 949,000 people visited the 10 branches in the Santa Cruz County system, which does not include Watsonville libraries. During the same period a year ago, 1.2 million people visited the branches.

But, Director Teresa Landers said, the number of people served per hour increased 40 percent, which shows that branches are busier now when they're open.

Landers also reported that the system has not had to borrow money from the city of Santa Cruz for the past three months, a first since July 2008. The system, which has had to borrow as much as \$1 million per month to stay out of the red while it awaits tax payments, cut expenses recently in several categories, including training and materials to achieve the savings.

"We're not out of the woods yet, but it's definitely better than where we were last year," Landers said.

After some debate, board

members voted to recommend a task force studying how to restructure the system set a goal of establishing a reserve of between 5-10 percent.

Scotts Valley City Councilman Randy Johnson was among the dissenters, say-

ing the level was too low and "sends a message that you're not really serious about the reserve."

Friends of the Santa Cruz Public Libraries announced it will pay for the consultant who will guide the task force,

which is exploring cost savings amid a 15 percent drop in sales tax revenue this past year. Recommendations on how to reorganize the system, which could include shuttering some smaller branches, are expected in late January.

SC Sentinel 8/20/10

## A good book to read

Despite my despair at the rising evidence of prejudice and hatred for all Muslims and Arabs in our democracy, there is something to praise. The James B. Richardson Trust gave a book to the Santa Cruz County Libraries that outlines the sorry history which explains it all. Its title is "Quicksand: America's Pursuit of Power in the Middle East," beautifully written by military historian Geoffrey Wawro. The book sheds light on the historical roots of the present quagmire of U.S. policy. It gave me the opportunity to fill in the

gaps of my own knowledge and the opportunity to heartily recommend its reading to all who wish to help restore America's deteriorating standing in the world. Hooray for the foundation and our library.

JOYCE MCLEAN, Los Gatos

SC Sentinel 8/28/10

SANTA CRUZ

## Friends of Library has board openings

SC Sentinel 8/28/10

The Santa Cruz Friends of the Public Library has an opportunity to serve on its board of directors.

The commitment is for three years, one meeting per month plus committee work and a passion for preservation of the library system.

The Friends are also embarking on a three-year \$1 million fundraising campaign to improve library technology.

Anyone interested can contact Glenda Hastings at [hlcsc@cruzio.com](mailto:hlcsc@cruzio.com).



WIB Luncheon Sept. 9

**The 21st Century Public Library**

For more than three centuries public libraries have democratized access to literacy and knowledge. They have been the guaranty of access to information, literature, and intellectual community. Then, in less than two decades, disruptive forces including the advent of the world wide web in 1993 and the digitization of content, have challenged their role and revolutionized their mechanisms.

Santa Cruz County has had a model public library system with remarkable public support. But changes in public finance, public habits and expectations, and

exciting innovations in public libraries concepts and library science have both challenged and invigorated our local library system. **Teresa Landers**, Library Director for the Santa Cruz Public Libraries since July 2009, will talk about the libraries' strategic planning and how our public library system can deal with its challenges and opportunities.

To attend this luncheon Thursday **September 9**, from 11:30 a.m. to 1:15 p.m. please register at the Chamber Events page, [www.SantaCruzChamber.org](http://www.SantaCruzChamber.org). \$35 for Chamber members, \$50 for non-members.

SC Sentinel 8/11/10

SANTA CRUZ

**Library chief to address chamber**

County library chief Teresa Landers will speak about the future of libraries when the Santa Cruz Chamber of Commerce Women in Business group meets 11:30 a.m. to 1:15 p.m. on Sept. 9, at the Coconut Grove. Cost is \$35 for members and \$50 for non-members.

Landers has been leading a strategic planning initiative in Santa Cruz while coping with declining funding, changing demographics, new technology and an increase in demand for children's services.

BIRTHDAY BASH

# BC community wishes library a happy birthday

By ALIA WILSON

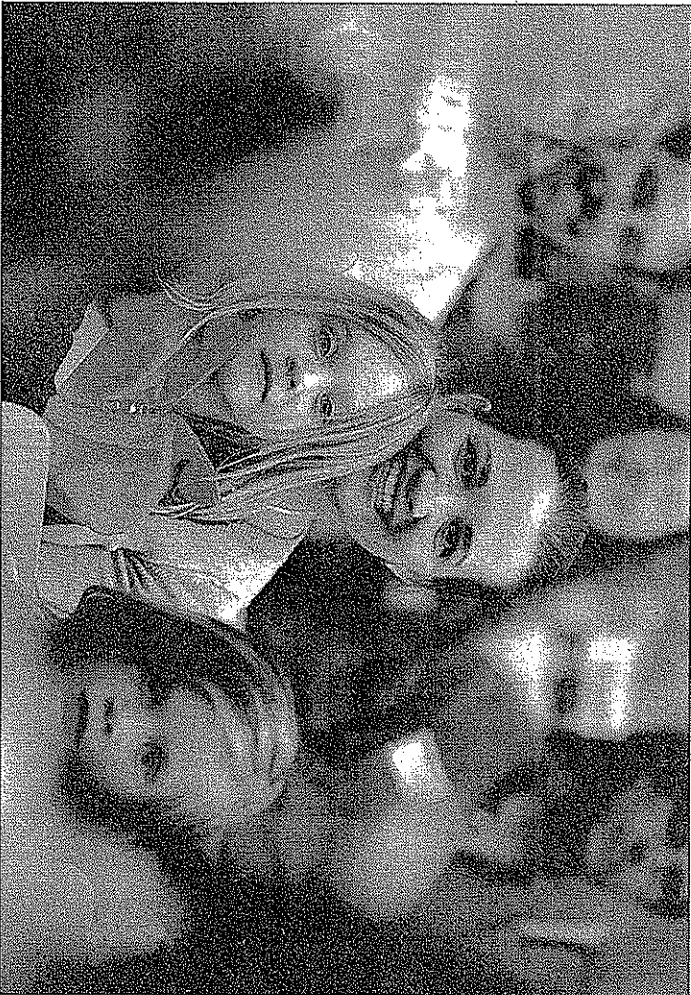
awilson@santacruzsentinel.com

**BOULDER CREEK**—Twenty-five years after the Boulder Creek Library was dreamt up by community members, decorated by local artists and built by dedicated architects, nearly all of those involved in the process returned Saturday to celebrate the birthday of the building that continues to bring them together.

More than 60 bookworms young and old, past and present library staff and elected officials participated in activities Saturday afternoon. Children made books and bookmarks, library patrons and local authors took turns reading to a small audience, and visitors enjoyed a slideshow of the grand opening of the library.

The library architect, Jeff Oberdorfer, smiled as photos of original sketches done by community members came on screen. Area residents drew up what they wanted to see incorporated in the design during community planning meetings.

"I remember the spread out colored pencils, pens and rul-



Maya and Dusty Gipson join the happy crowd during a story hour Saturday at the Boulder Creek Library.

BILL LOVEJOY/SENTINEL

ers," Oberdorfer said. "This building is all about community. They selected the architect; they were a part of the designing process. It's phenomenal to be invited back and have the community still feel like they own and love

this building."

The library, which was given an architectural prize for design, is 4,600 square feet with a community room, outdoor amphitheater and enclosed deck surrounded by

"I know Anne is here today,"

said San Lorenzo Valley artist Julie Mackie of library founder Anne Gulliver.

Mackie, who designed the ceramic masks decorating the main room, recalled the day the library was open.



Jon Forsyth finds a quiet corner away from the party to celebrate the Boulder Creek Library's 25th anniversary Saturday.

BILL LOVEJOY/SENTINEL

"It was truly a celebration," Mackie said. "Fire trucks were on display. They closed Highway 9. It was wonderful. Everyone felt so good and proud."

The celebratory spirit was just as strong Saturday as families gathered at the outdoor amphitheater to listen to and share memories of the library. County Supervisor Mark Stone read a proclamation recognizing the 25th anniversary and a special plaque was given to

Ralph Gulliver, Anne Gulliver's husband, in honor of her dedication to the library.

"All of these people here today have given so much in the past, and they all came back to party today," branch manager Laura Whaley said. "It really shows how important the library is to this community. It's terrific to see how many of them are still in the community and still want to come here. It's fun to see."

# Good Dog. Sit. Listen.

By Anna Hartman

Therapy dogs help youngsters overcome their reluctance to read

Posted Thu, 07/15/2010 - 14:28



Note:  
SCPL is  
working on  
a similar  
program working  
with a Felton  
volunteer.  
Tessa

Kinzie, a R.E.A.D dog at Topeka and Shawnee County (Kans.) Public Library. Credit: Topeka and Shawnee County Public Library

Christopher, a bubbly 7-year-old, has come to the La Mesa branch of San Diego County (Calif.) Library to read to Sunny. With book in hand, Christopher sits down and begins. As he reads, he and Sunny cuddle together. Sunny, an 80-pound collie, is a certified therapy dog and with his handler, Gloria Laube, he visits the library twice a month to listen to kids read.

Sunny and his handler are a part of the Read to Your Breed program, which encourages and assists struggling readers. Over the course of five years, Sunny has been read to in English, Spanish, French, and Italian. Laube is such a strong believer in this program and others like it that she has started a website dedicated to encouraging therapy dog reading programs. Laube's [website](#) "is a resource for public and school librarians, teachers, and bookstore managers who are interested in exploring the idea of using specially trained dogs in their reading programs."

While many libraries around the country offer therapy dog reading sessions, some hesitate to allow dogs in the library, due to fears of the dogs being messy or misbehaving. But therapy dog handlers are trained on proper behavior and dog grooming, and they are aware of the necessity for the dogs to remain on a leash at all times and that they must sit

on a blanket or rug. Libraries that offer therapy dog programs only allow certified therapy dogs to participate because these dogs are tested to ensure they have a temperament that is calm and that they are safe to be around children. And all certified therapy dogs come with an insurance policy.

Therapy dog programs provide a safe and nurturing environment for beginning and struggling readers. Children often feel more comfortable reading to a furry four-legged friend than a parent or teacher because dogs are perceived as being a non-critical audience. According to Laube, "some children pet Sunny each time they turn a page. Petting dogs has been shown to lower blood pressure and reduce stress, so this physical interaction serves a valuable purpose while giving the children extra practice with their reading skills." Christopher likes reading to Sunny because "he really looks like he is listening to the book."

Christopher's mother has seen positive effects of the Read to Your Breed program and says it "has given Christopher a sense of confidence that he may not have otherwise gotten by just reading to a grown-up." Laube has also seen children "become more confident readers as well as develop more self-confidence socially. Some children who would barely whisper were reading normally after a few weeks."

Janet Gastil, children's librarian at the Lakeside branch of San Diego County Library, offers a program called PAWS to Read and has noticed that kids of all ages are excited to read to a dog. Gastil says that in her program it is the struggling readers who are the most eager to read to a dog and "anytime you can get a kid who doesn't usually want to read excited to read, that is a success."

*ANNA HARTMAN is children's librarian at the La Mesa branch of San Diego County (Calif.) Library and supervisor of the branch's therapy dog reading program. Her presentation on therapy dogs from the 2010 Public Library Association conference in Portland is online [here](#).*

The Fullerton Public Library is asking patron to buy it books for circulation this year in the face of a 98 percent cut to its materials budget.

The city has set up a wish list on Amazon.com that anyone can search for hundreds of titles the library is requesting.

Library supporters may also come to the library and fill out a donation slip. Donation vouchers are available at all the service desks in the Main Library.

The Fullerton Main Library is at 353 W. Commonwealth Ave.

Main Library hours are 10 a.m.-8 p.m. Mondays-Thursdays, 10 a.m.-5 p.m. Saturdays, and 1-5 p.m. Sundays.

The decision to reduce the acquisitions budget was made by the library in order to reach its goal of a 20 percent reduction overall as the City Council struggled to close an approximate \$8 million budget gap caused by the economic downturn, according to a release from the library.

Cuts were made across the board, affecting all city departments and operations.

Information: 714-738-6325.

# L.A.'s city libraries eliminate Sunday and Monday hours

***The five-day-a-week schedule is the third reduction in hours since December and results from of a \$22-million budget cut.***

July 20, 2010|By Abby Sewell, Los Angeles Times

Libraries throughout Los Angeles were shuttered Monday as service cuts made in response to the city's budget woes took effect.

The Los Angeles Public Library system dropped to a five-day-a-week schedule, with doors closed Sunday and Monday. The system includes the Central Library downtown,

The reduced schedule comes after the city cut \$22 million and 328 full-time positions from this year's library budget.

Many of the jobs eliminated were vacant or early-retirement positions, but the library system also sent layoff notices to more than 100 employees three weeks ago, library spokesman Peter Persic said. Those laid off included 20 full-time librarians.

The move to a five-day week, which library system commissioners approved June 10 in response to Mayor Antonio Villaraigosa's proposed budget cuts, was the third reduction in library service hours since December.

"It will definitely impact the service, because it will reduce the accessibility of the library's resources," Persic said.

Library supporters gathered Monday morning at the Central Library to protest the cuts. But many book lovers who showed up at the library later in the day were unaware of the service reductions until they walked up the steps.

"That's not very convenient, is it?" said Beatriz Escobar, a 47-year-old bank worker who went to the library on her lunch break in search of books on origami and crafts for her two young daughters.

Oneil Dennis, 34, said he goes to the library on average two or three times a week on his lunch break or after he gets off work at the Los Angeles Opera. On Monday, he planned to return a copy of "The Essential Michael Jackson."

Annoyed that he had made a fruitless trip, Dennis said he understands the need for cuts given the current fiscal situation.

"I'd rather it be closed two days a week than closed permanently," he said.

Persic said no other service reductions are expected, but that could change if the city's revenues fall short of projections.

Former Mayor Richard Riordan said Saturday that the city's budget problems could cause every local library to close within two years.

Miguel Santana, the city's administrative officer and top budget official at City Hall, called that impossible because the City Charter, the legal document governing the city's operations, requires a minimum level of funding for libraries.

The new Central Library hours will be 10 a.m. to 8 p.m. on Tuesdays and Thursdays and 10 a.m. to 5:30 p.m. on Wednesdays, Fridays and Saturdays. Branch service hours will be 12:30 p.m. to 8 p.m. on Tuesdays and Thursdays and 10 a.m. to 5:30 p.m. on Wednesdays, Fridays and Saturdays.

For information about locations and hours or to access the library system's online resources, go to <http://www.lapl.org>.

Some libraries in Los Angeles County's Public Library system — which is separate from the city system — will also reduce service hours as of July 26. For information about county library hours see <http://www.colapublib.org>.

[abby.sewell@latimes.com](mailto:abby.sewell@latimes.com)

Times staff writer David Zahniser contributed to this report.

## Library Parcel Tax Defeated

By Gene Maddaus, Tue., Jul. 13 2010 @ 2:58PM



As expected, the L.A. City Council today opted not to put a parcel tax on the November ballot to restore library funding.

It would have cost the city \$4.2 million to place the measure on the ballot, which is money the city doesn't have. But the council was also wary of asking voters for a new tax in this economy.

Library supporters urged the council to support the \$39/parcel annual tax, which would have raised \$30 million per year and would have kept libraries open six days a week. Under the current budget, libraries have been cut to five-day service.

The council left open the possibility of going to the voters in March, when it wouldn't cost the city anything. But City Librarian Martin Gomez has said he'd rather wait until November 2012, because polling experts have advised that the tax would need high voter turnout to pass. The tax measure would require a two-thirds vote.



# Pictures at the New Library Opening

More than 1,000 wait for the doors to open to get their first look at Walnut Creek's newest landmark.

"I declare the library officially open." So said Mayor Sue Rainey to the more than 1,200 people gathered outside the three doors of the new Walnut Creek Library Saturday, waiting to get inside and get their first peek.

When the doors opened, people made their way in, parents, grandparents, kids in a mass six and seven people wide.

The new two-story library was built on time and under budget for \$39.1 million in a partnership between the city and the Walnut Creek Library Foundation, and operated by the Contra Costa County Library system. It was designed to meet many demands, including a desire to create a space for community and learning and a showcase of design.

"This is the most beautiful library in all of California," Mayor Sue Rainey proclaimed at the start of the opening ceremonies before the US Marine Corp presented the colors and State Senator Mark DeSaulnier led the crowd in the Pledge of Allegiance.

"How many of you love your public library?" asked California State Librarian Stacy Aldrich. The crowd raised a chorus of "woooo!" Aldrich spoke of the wonders of libraries, saying that they are places where people of all ages and of all backgrounds can go to "dream, to learn, to be inspired." She said of Walnut Creek's new landmark: "It truly is a beautiful library, and it is one of our futuristic libraries in California."

Visitors wasted no time making themselves at home in the 5,000-square-foot children's area, or teen area, or in the technology center. Parents and kids gathered up piles of books, and sat reading them, and kids explored one of the 94 public computers available around the library.

The library, at 1644 N. Broadway, will be open 10 a.m.-8 p.m. Monday through Thursday, 10 a.m.-6 p.m. Friday and Saturday and will be closed Sundays.

## Children's librarian skates in roller derby

*Posted: Saturday, Jul 10th, 2010*

BY: TODD GUILD

By day, Susan Nilsson is the children's librarian at Watsonville Public Library, where her infectious if somewhat understated ' energy and passion for literature have inspired many children to pick up books for the simple pleasure of reading.

But at night, her alter ego takes over.

That's when she dons roller skates, knee and elbow pads and a helmet festooned with a Reading Is Sexy sticker and does her best to knock down other women as she blazes around a skating rink.

Nilsson is a roller derby girl, a member of a seemingly fierce sport that has evolved from the 1970s, when it was more of a no-holds-barred spectacle that encouraged rough play such as elbowing other players.

Now, roller derby is emerging as a mainstream sport in which participants get points for passing other players and knocking down others to achieve that goal is perfectly acceptable. So far, the sport has been an exclusively female domain.

I like the female empowerment aspect for sure, Nilsson said of roller derby. The strength of the women and girls in the sport is incredible.

Nilsson's derby name is Dewey Decibel, a library theme augmented by her team number 796.21 the Dewey decimal number for roller skating. She joined the Santa Cruz Derby Girls after she went to a tryout with a friend and passed the test.

The roller derby, in which matches are marked by quasi-violence and the somewhat racy outfits worn by the women, has drawn a loyal following. Fans across Santa Cruz County, who range from elementary school students to retirees, regularly pack the Santa Cruz Civic Auditorium to see the matches.

Team membership has bloomed to 150, drawing a wide range of participants, including stay-at-home mothers, lawyers and teachers.

Only about 40 members actually compete, with the remaining members performing vital behind-the-scenes functions such as public relations, community outreach and nonprofit work.

Six-year-old Lili Rigor, who attends Watsonville Charter School of the Arts, said she often comes to the library to read and see Nilsson, her favorite librarian.

But she also regularly attends derby matches, and has aspirations to learn to skate and eventually to join the junior derby girls.

I've been coming a long time, since I was a baby, she said.

The Santa Cruz Derby Girls boasts three teams: the Bombshells, the Hellcats and the newest team, the Seabright Sirens, of which Nilsson is a member.

Though her team does not yet compete, Nilsson hopes that will change as she gains more experience and learns to work better with her teammates.

Eventually, Nilsson said she wants to be a jammer, a position tasked with earning points by passing other players.

Nilsson has been a roller skater since she was 10, and has been salsa dancing for 10 years. She said that experience helps her as she competes in practices.

I'm in the best shape I've ever been in my life, and I just turned 40, she said.

Nilsson said she appreciates the physical aspect of the sport, which she said leaves her panting and sweating and makes other parts of her life seem easier by comparison.

These other parts include headstands in yoga, which she used to find difficult.

At least then nobody is trying to knock me over, she said.

You have to be really dedicated to have that kind of athleticism, she said. It's a great feeling when the hits aren't such a big deal anymore, and you're learning to hit other people.

For information, visit [www.santacruzderbygirls.org](http://www.santacruzderbygirls.org).



Teresa Landers <landerst@santacruzpl.org>

# Fwd: SCPL Patron Comment or Suggestion: Kudos

1 message

**WEBMASTER SCPL <webmaster@santacruzpl.org>**

**Thu, Aug 5, 2010 at 8:25 AM**

To: Teresa Landers <landerst@santacruzpl.org>, Merritt Taylor <taylor@m@santacruzpl.org>, Janis O'Driscoll <odriscollj@santacruzpl.org>, Paula Contreras <contrerasp@santacruzpl.org>

Here is a very nice email from some one who loves the library at Live Oak. It is so wonderful to find one of these in the webmaster inbox for a change!

Diane via webmaster

----- Forwarded message -----

From: <webmaster@santacruzpl.org>

Date: Wed, Aug 4, 2010 at 9:05 PM

Subject: SCPL Patron Comment or Suggestion: Kudos

To: [webmaster@santacruzpl.org](mailto:webmaster@santacruzpl.org)

The following message has been received from:

NAME: Lisa Ellis

PHONE NUMBER: 8314640194

EMAIL ADDRESS: [shop@valleypt.net](mailto:shop@valleypt.net)

=====  
My two kids and I love the Live Oak branch. Such a beautiful site and building, so family-friendly. We love the approach as we walk along Portola, and the ducks living out back. My kids love to build bridges from parking lot log to log around the back with eucalyptus tree debris. An amazing gift to link books with natural beauty! We are blessed. Keep up the good work, even tho' the budget is ever-shrinking. P.S. The auto-checkout system works great for us, too; my kids love being self-sufficient in that way and I enjoy how fast it is to pick up my requests and check-out.  
=====

# Public libraries: enablers of Americans' dreams

It's amazing, writes columnist Neal Peirce, that many of the nation's libraries are able to maintain the bulk of their services and adapt to growing needs during a recession, even in the face of snowballing funding cuts by their local governments.

Syndicated columnist

America's public libraries, fast turning themselves into "one-stop shops" for digital job searches, appear to be staging one of their great historic transformations.

Responding to a rush of recession-time visitors, 88 percent of our libraries now offer access to job databases. And at least two-thirds of library staffs are helping applicants complete online job applications, according to a national survey by the American Library Association and the Bill & Melinda Gates Foundation.

As for access to free wireless services, 82 percent of libraries now provide it — up from just 37 percent four years ago. In two-thirds of cases, the libraries are the only source of free Internet service in their communities.

What's amazing is that many libraries are able to maintain the bulk of their services and adapt to growing needs during a recession, even in the face of snowballing funding cuts by their local governments. More than 55 percent of urban libraries are reporting budget cuts, and a quarter have felt obliged to cut hours or close branches. Fifteen percent reduced their hours of operation in 2009 — three times the number reported in 2008. And 50 percent report they have insufficient staff to meet their patrons' job-seeking needs.

But they're not taking it quietly. In Indianapolis, neighborhoods around the branches facing possible closure became very active, holding read-ins, marches and letter-writing campaigns. In Camden, N.J., one of America's poorest cities, a fierce public outcry has followed the threat to close the entire library system.

And when Los Angeles Mayor Antonio Villaraigosa proposed 37 percent cuts to his city's library budgets, advocates argued it would be the first time in the system's 138-year history that libraries would be open just five days a week. And they came up with a strong productivity argument. In 1978, when there were 61 L.A. libraries (there are now 72), 1,459 staff librarians served 6 million visitors. Under Villaraigosa's budget, they noted, there'd only be 848 staff slots — to serve 18 million visitors.

The silver lining for communities, note library sources, is that threats of actual branch closures create such a strong pushback that most communities compromise with cuts that go no further than constriction in staff or branches.

The reality, says Audra Caplan, director of the Harford County, Md., Public Library and president of the Public Library Association, is that the role of public libraries has changed dramatically in the past 10 to 15 years. And computers and job-search assistance, while highly significant, aren't the whole story.

"We've turned ourselves into community centers," notes Caplan. "We have meeting rooms that get booked by community agencies, chess clubs, any not-for-profit. We bring in authors, we sponsor civic engagement-type programs. And we're attracting a larger share of the population — even teens, or parents with toddlers."

So what about serious research? "It's still healthy," Caplan insists. She acknowledges Google and Wikipedia are popular on the available computers. But libraries also subscribe to specialized and sometimes costly subscription databases — business, legal, health and other — and electronically extend the access to even their smallest branches. As for books (remember them?), libraries' per capita circulation has increased roughly 20 percent over the past decade.

And in a sense, libraries are as varied as America. Many provide specialized services, including translation and English instruction, to America's large populations of new immigrants. Some let patrons check out not just books but fishing poles, backpacks and garden tools.

And central libraries, notes Robert McNulty of Partners for Livable Communities, can be "the great good place in the city" — as a literacy, Internet and special film center, or as a place for lectures, for local performing arts and exhibitions. Or as a coffeehouse. Or as an information center for visiting tourists, or a safe place for kids.

Andrew Carnegie's original idea in founding his string of free public libraries, McNulty notes, was that they'd be gathering places for young people — that once drawn there, they'd learn to read. So Carnegie built a boxing gymnasium into one of his Pittsburgh libraries, a swimming pool into another.

But right now, it's computer access that leads the library parade. "Beginning computer skills are especially important for dislocated workers," says Brian Clark of the Nashville, Tenn., Career Advancement Center. "Having computer skills," he suggests, "won't necessarily get a person a job. But it means the door won't be slammed in their face" — in other words, before they can even state their case.

Opening doors? It's true that funds saved or restored to libraries may mean deeper, sometimes very painful cuts in other parts of city and county budgets.

But what's more American than open doors? Seen this way, libraries have been enablers of generations of Americans' dreams. And with a little luck, they'll help pull us out of our current economic morass too.

# Closing the Books?

***Libraries across the U.S. are facing funding crises as they become the latest victims of the recession.***



Mike Segar / Reuters-Corbis

The main reading room of the New York Public Library.

In July, the Charlotte, N.C., library adopted a new budget that slashed nearly 30 percent of its funding and about 300 employees. In New York, libraries narrowly dodged an \$82 million round of cuts thanks to public outcry earlier this year. The Milwaukee library system adopted austerity measures, only to find itself penalized for cutting too far. And the Free Library of Philadelphia only avoided a total shutdown through an act of the Pennsylvania State Senate.

A majority of the country's library systems are having to make cuts, according to the American Library Association, and many of those cutbacks are quite devastating, even if the headline numbers aren't as large. As cities and counties deal with the slow recovery, the budgets many of them adopted this summer for the 2011 fiscal year have placed large chunks of library funding on the block. For desperate officials, it's a soft target, but librarians warn that cutting hours and positions might actually slow down the pace of recovery.

"Even back in the late 1970s inflationary times, I've never seen anything like this," says Roberta Stevens, who's on leave from a post at the Library of Congress to hold the presidency of the ALA. The stakes are high, she says: "We're really talking about being not just a successful democracy but also in terms of global competitiveness. You don't like to use these words, but they've always been about information literacy, and at this

time, with such a wealth of information out there, you really need librarians to help you sort through what is out there.”

Take Charlotte, for example. The city has enjoyed years of growth and prosperity, drawing especially on the growth of Bank of America and Wachovia, and Mecklenburg County has offered a wide range of services. But as real-estate prices went south and took bank profits with them, the county saw its bottom line shrink drastically. Midway through fiscal year 2009, it cut \$20 million from its budget, then slashed \$76 million from the 2010 budget, and then cut yet another \$20 million midyear. This year’s budget, after the cuts, is \$1.35 billion.

As a result, the county told the Public Library of Charlotte and Mecklenburg County late last year to expect the county’s funding, which accounted for more than 90 percent of the library’s budget, to sink in the coming year. Then, in March, the county announced that the library was going to get \$2 million less for the remaining three months of fiscal year 2009, effectively cutting that year’s budget by 6 percent. The library board made plans to lay off 148 staffers—about a quarter of all employees—and indefinitely shutter 12 of its 24 locations, but after public outcry the board instead slashed hours at all locations without closing any. “Charlotte had been experiencing a boom. There really wasn’t much of a huge warning,” says library spokeswoman Angela Haigler. “Until then it was wonderful and happy.”

But funding for fiscal year 2011 was still sharply reduced, with Mecklenburg County cutting its funding from \$31.7 million to \$21.2 million. The library lobbied local municipalities, which chipped in an additional \$2 million. Even with the extra cash, the library was forced to cut its hours by 56 percent, close four of the 24 branches, and lay off a third round of employees, while calling on community members to volunteer to help keep branches running. In total, the library has laid off around 300 staffers in the last year.

Michael Bryant, the Mecklenburg County budget manager, isn’t happy about the cuts; he says he and his family are frequent users of the library. But with funds from sales tax, the county’s biggest revenue source, dropping sharply and a legal requirement to keep the budget balanced, county commissioners didn’t have much choice, he says. “When you look at all the competing needs—education, health and human services, public safety—we have to look at where we have some discretion, and there’s discretion from library services and parks and recreation services,” he says. “Really nothing [in the county budget] was left unharmed. Education funding was reduced as well.” While no one wants to close a library, there’s no way to cut back on debt service for buildings, or medical services, a problem exacerbated by a population increase during the boom years.

The catch is that libraries are experiencing increased demand, too, in Charlotte and elsewhere. A study by the Institute of Museum and Library Services released in June found a 20 percent increase in library use over the last decade. And because libraries are often the only source, or one of a very few, for free Internet access and job counseling, the trend is only increasing during the recession, the ALA says. Anecdotal evidence



suggests greater numbers of job seekers using library computers to look for jobs, write résumés, and seek advice. There's also research that suggests that libraries contribute significantly to the prosperity of their communities, offering up to 800 percent return on investment for taxpayer dollars in job creation, productivity, and personal incomes.

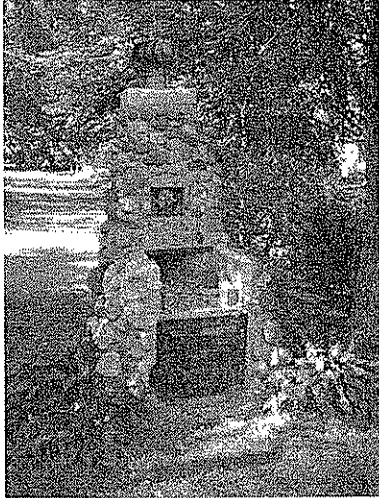
Librarians aren't staying quiet in the face of cuts, and—stereotypes notwithstanding—they're not telling other people to be quiet either. In Brooklyn, librarians hosted a 24-hour readathon to raise public awareness of the impending budget cuts and to lobby for gentler cuts. The ALA is offering advice to libraries on how to effectively advocate for themselves and raise money through nongovernmental channels. With the help of two Ohio librarians, the trade magazine *Library Journal* launched a stand-alone site to track cuts across the country and to coordinate efforts to stanch the flow. Editor Francine Fialkoff says Losinglebrities.org is modeled on Paper Cuts, a site that aggregates newspaper-industry job losses.

The impact of cuts may not have hit home for most patrons, though. Outside the Brooklyn Public Library last week, Birgitta Victorson, who had been there for story time with her toddler son Magnus, said she hadn't heard about the library's budget problems. One reason, she said, was that she'd only recently started using the library: "Because of my own budget cuts at home, I have to find a way to utilize the library, because I can't buy my own books." She said the constant stream of people going in shows how important the library is as a center of the community.

Nearby, Paulette Brisette, another Brooklynite, said she uses the library frequently and likes to be able to consult with librarians. She'd heard about the budget reductions, but wasn't surprised. "They always cut, just like education," she said ruefully. And with states looking at tight times for the foreseeable future, it's likely that both schools and libraries will see further cuts.

# Quiet Reflection and Lively Discussion Key to Finding Needed Answers

Submitted by Laura Bruzas on Thu, 07/15/2010 - 12:48



Life is filled with priceless lessons that we can capture if we keep an open mind.

Recently, our country experienced two monumental disasters: the financial fallout and the BP spill. What and how can we learn from these recent disasters? What can we do to minimize looming disasters, many of which are environmental in nature?

I believe some of the best ways are through two simple activities: quiet personal reflection and lively group discussion.

Recently, I took a drive into the country and came upon a historic treasure—an oven that a man I now know as Uncle Bob built. Uncle Bob hand-built this oven in the 1920s on a charming piece of property purchased by his family for \$2. The property was offered at this price to engage new subscribers to the *Daily News*. It still stands today and seeing it made me reflect. It brought me back to a time when life was simpler: when families ate their meals together; when everything, including expectations, was not super-sized; and, though there were struggles, life was good.

Lively group discussions offer learning opportunities as well. Thankfully, many libraries across the country offer space for their patrons to come together to discuss significant current events. At these group meetings, foreign and domestic policy issues are discussed and knowledge is shared.

Does your library have a current events discussion group? If no, why not? If yes, what's on the agenda for fall?

# Volunteers sought for libraries

## Intent is to keep branches in Matthews, Davidson, Cornelius and Mint Hill open for more hours.

By Steve Lyttle and Mark Price  
slyttle@charlotteobserver.com  
Posted: Tuesday, Jul. 20, 2010

The Charlotte Mecklenburg Library is putting out a call for volunteers to see if it can lessen the impact from the loss of millions of dollars in local government support.

Volunteers are being sought, library officials say, so branches in Cornelius, Davidson, Matthews and Mint Hill can remain open longer than the current 32-hour, four-day schedule.

The library system was forced to cut operating hours from 43 hours a week, after its budget was slashed by county commissioners for the 2010-11 fiscal year. Leaders in the county's smaller municipalities agreed to give a collective \$730,000 to help to keep their local branches open, and asked in return that library officials try using volunteers to extend hours to five days a week.

If that effort proves successful, the system will try to use it systemwide.

"This is an experiment," said Angela Haigler, a spokeswoman for the libraries. "We are hoping to be able to extend hours, but at this point we can't say staffing a library with volunteers will keep it open. But we are willing to look at utilizing volunteers in a way we haven't in the past."

Huntersville was among the towns that contributed money but will not be part of the volunteer campaign because it is served by a regional library, North County Regional. It may join the volunteer experiment at a later date, officials said.

Mecklenburg County's library system, like libraries in many other communities, already uses volunteers for simple tasks. During the last budget year, 908 volunteers provided 25,200 hours of service.

Library officials say they hope to double the number of overall volunteer hours this budget year, which began July 1. Librarian Michael Lambert, who has experience recruiting library volunteers in Columbia and on the West Coast, has been selected to work with volunteer coordinator Chauna Wall to head the effort.

Volunteers, who must at least be 14, will be asked to:

Serve as circulation assistants.

Maintain book displays.

Sort and shelve books.

They won't have access to patrons' personal information or be put in positions that require expertise in detailed information gathering.

They'll have to work a minimum of two hours per week for at least six months, which is new. In the past there were no such volunteer requirements, officials say.

"If we can get that level of commitment from our volunteers who qualify, we might be able to supplement our current staffing and possibly extend some of the library hours that were lost due to budget cuts," says Lambert.

Library officials said a seven-day recruiting campaign that started July 9 in Matthews netted 50 volunteer applications for that branch.

Volunteers must complete a criminal background check. Applications are available online through the library's website: <http://www.cmlibrary.org/volunteer> or in person.

# Library Copyright Alliance Files Brief on First-Sale Doctrine

Washington DC—The Library Copyright Alliance (LCA)—comprised of the American Library Association (ALA), the Association of College & Research Libraries (ACRL), and the Association of Research Libraries (ARL)—today filed an amicus curiae brief with the Supreme Court of the United States in support of petitioner Costco Wholesale Corporation in *Costco v. Omega*.

Omega, a luxury watch manufacturer, claims Costco infringed its copyrights by importing authentic Omega watches from abroad rather than buying them from the US distributor at a higher price. LCA believes this case could diminish the legal provision that allows libraries to lend books.

The “first-sale doctrine” is the exception to the Copyright Act that allows any purchaser of a legal copy of a book or other copyrighted work to sell or lend that copy. However, the US Court of Appeals for the Ninth Circuit ruled that the first-sale doctrine applied only to copies manufactured in the United States.

In its friend of the court brief, LCA asks the Supreme Court to reverse the Ninth Circuit Court’s decision and apply the first-sale doctrine to all copies manufactured with the lawful authorization of the holder of a work’s US copyright.

“One may wonder why the major library associations felt compelled to weigh in on a lawsuit between a big-box retailer and watch manufacturer,” said Charles Lowry, Executive Director of ARL. “How the Supreme Court interprets the first-sale doctrine could determine the extent to which libraries can continue to perform their historic function of lending books and other materials manufactured abroad to the public.”

The LCA asserts that this case is critically important to libraries and their users because a significant portion of US library collections consist of resources that were manufactured overseas. More than 200 million books in US libraries have foreign publishers. Additionally, many books published by US publishers were actually printed in other countries, and often these books do not indicate where they were printed. If a book does not specify that it was printed in the United States, a library would not know whether it could lend it without being exposed to a copyright lawsuit.

“Unless the Supreme Court reverses the Ninth Circuit decision, the ability of libraries to lend a substantial part of their collection to the public could be jeopardized, and libraries could be inhibited from continuing their historic role,” said Mary Ellen Davis, Executive Director of ACRL.

LCA believes it is critically important for the court to recognize the impact this case could have on library services to the public and to consider possible solutions.

“For almost 400 years, libraries in America have promoted democratic values by collecting and lending books and other materials to their users,” said Emily Sheketoff, Executive Director of the ALA Washington Office. “The LCA has a responsibility to ensure that a court case among two private corporations does not strip away the fundamental rights of the public to lawfully access materials at their libraries.”

To view a PDF version of the amicus brief, please visit:

<http://www.librarycopyrightalliance.org/bm~doc/lca-costco-amicus.pdf>

---

The Library Copyright Alliance (LCA) consists of three major library associations—the American Library Association, the Association of Research Libraries, and the Association of College and Research Libraries. These three associations collectively represent over 300,000 information professionals and thousands of libraries of all kinds throughout the United States and Canada. <http://librarycopyrightalliance.org/>

# Library Money

Marcie Sillman  
07/09/2010

What's the best way to pay for the Seattle Public Library? A Seattle City Council committee will study a slew of funding options that could guarantee a steady income source for the financially-strapped institution. KUOW's Marcie Sillman reports.

## TRANSCRIPT

How much do Seattleites love their public libraries? Enough to raise taxes to fund them? Faced with huge budget shortfalls, all city departments have taken big budget cuts.

Last year, the Seattle Public Library cut its budget midyear. It slashed 5 percent more for 2010, and then in June, the library cut another \$1.2 million. With bleak revenue forecasts for Seattle, the Library has been asked to plan for another 10–15 percent cutback next year. The system is running out of things to eliminate.

In an effort to find a more stable funding plan, in December the Seattle City Council asked Library officials to present some funding options. The Library's report includes seven different possibilities. They range from a local option sales tax devoted to libraries, to a merger of the Seattle libraries into the King County Library System. Several of the options require voter approval or State Legislative action.

City Librarian Susan Hildreth says she and the Library Board don't have a preferred option at this point. But Hildreth hopes the City Council will take action soon.

Hildreth: "Given the challenges of the budget season coming up here now for 2011–2012, I would imagine the timeline for doing something would be within the next one to two years, but we don't have a specific timeline yet."

Seattle's public libraries are well used. Last year they logged 14 million in person and online visits. Obviously, the libraries are popular. But in this tough economy, the question is whether there's political and civic will to raise taxes to pay for them.

I'm Marcie Sillman, KUOW News.

© Copyright 2010, KUOW

## MONTHLY REPORT FOR AUGUST 2010

**Strategic plan in general:** Five staff continued to meet to work on the action steps for the strategic plan. They are incorporating ideas from staff day in May and making sure the deadlines are reasonable. A final draft should be ready in September or early October.

### 1. Reading, Listening and Viewing for Pleasure

*A. Children in Santa Cruz County will enter school ready to read, write, listen and learn*

*B. All ages will have materials, programs and displays that reflect current community interests and provide pleasurable reading, viewing and listening experiences that help them reach their personal literacy goals*

At Live Oak, Patty Carroll has done a wonderful display, "California Road Trips." It has been very popular with patrons.

Our young patrons continued to work on the Recycled Date Due Card Village at LO during the month of August. See photo below.



At Central, the Birth Network of Santa Cruz County displayed materials about midwives and birth in a display case, and staff created a booklist of Pregnancy and Childbirth Books Available at Santa Cruz Public Libraries to complement the display.

Central YP counted 14 book displays around the room including Back to School and There's Still Time To...

We've also proctored 47 this year with students arriving from Monterey, San Jose and San Mateo to take advantage of this service.



*C. People of all ages will have friendly support and intuitive access to the materials and resources they want*

## **2. LIFELONG LEARNING**

*A. People will have access to a relevant collection of resources in diverse formats for all ages.*

*B. Library users will have access to innovative and successful programming which reflects the cultural, educational and informational needs of the diverse communities served by SCPL and which will help learners of all ages to achieve their goals.*

Mystery writer Betty J. Webb, author of *DESERT LOST*, presented a writing workshop about developing fiction from newspaper articles. Twelve community members learned how to read the newspaper to find ideas for novels and short fiction.

Three workshops on the new Career Transitions database were held at Central. Those job seekers who attended were impressed with the powerful new resource.

*C. People will have access to innovative technology and the tools necessary to find, evaluate and use information and resources to meet their learning needs.*

## **3. COMMUNITY CONNECTIONS**

*A. The Library will initiate and nurture partnerships with the public, private and nonprofit sectors in Santa Cruz County for the mutual benefit of the partners, the Library and the community.*

The kids from Del Mar Kidcare Summer Camp visited the library every Monday as one of their daily excursions. It's interesting to note that only kids who wanted to go to the library came (they had a choice), and there were always plenty who chose to come.

Branciforte Library rebarcoding was started August 4 by local employees provided through the Community Action Board (CAB) of Santa Cruz and funded by the American Recovery and Reinvestment Act of 2009 in cooperation with the California Department of Community Services and Development. They have been the primary rebarcoders at the Aptos, Live Oak, and Central Libraries, doing 85% of the work on this project, with some help from volunteers and staff. This project gives CAB workers a chance to gain experience working for different types of companies, and to earn monies while training for permanent positions. After each library's collection is completely rebarcoded, updated, easy-to-use self check machines are being installed. This is part of the library's goal to improve service, expand library hours, and increase meaningful interactions with patrons as well as decrease staff repetitive injuries.

***B. People will strengthen their ties with each other, the community and the library.***

***C. The community will recognize the value of SCPL in improving their lives and will recognize SCPL as an asset to their community.***

Galina Wells and Paula Turpenen participated in the Wharf to Wharf race wearing blue library T shirts and received many supportive cheers from community members along the sidelines yelling "Go Library! We love libraries!"

At the Aptos Branch, Linda Gault proctored a test required by a firm in Washington state for a local resident who needed to take the test before employment.

Teresa spoke at the Aptos/Capitola Rotary meeting and provided an overview of the financial situation.

Teresa continued giving tours to potential Friends supporters.

***D. Volunteers will be used effectively***

Volunteer Sharon Yamanaka, completes Branch Deposits for Live Oak, from sales of book bags, bookcart sales and Book Fund Drive sent in \$149. Kristen Ridgeway, a Young Volunteer at LO who usually gets paid through Workability, offered to volunteer during the summer. She has started a shelf-cleaning project in the YP area and we plan to have her work her way through the library this year.

In the Access Services Department volunteers assisted staff by contributing 32.5 hours cleaning and packaging media and covering books as well as 21.5 hours at the Aptos mending workshop.

La Selva Beach volunteers purchased their own barcode duplicator in July and are continuing to rebarcode that collection with the help of the La Selva Beach staff. Capitola rebarcoding has been started by that staff using La Selva's barcode duplicator when it is not in use at LSB.

Volunteers are helping Central Library patrons learn to use the self check machines and 36% of total Central Library circulations are being done on one machine in YS and one at the Circulation Desk. When adequate wiring is in place, additional self checks will be added on the main floor.

An adult volunteer at Aptos has started a local history project by organizing the Aptos Newspaper Clipping File.

At Aptos staff is in the process of training two adult volunteers to help our patrons use the self-check-out computers.

#### **4. WELCOMING PLACE**

***A. Identify the physical changes and funding required to provide 21st century library facilities.***

Selection of furniture and finishes was made for the new Scotts Valley Branch.

***B. The virtual branch meets the definition of a welcoming place***

***C. People receive service at the level they need and want***

A staff task force was assigned to study the single point of service model.

#### **5. FINANCIAL SUSTAINABILITY**

***A. The Library System maintains a healthy and stable financial position***

***B. There is adequate, stable and diverse funding to finance ongoing operations, key strategic initiatives and capital projects.***

***C. Services of a defined level and quality are consistently delivered based on revenue projections and supportive organizational and operating structure.***

The task force on financially sustainable service models met twice during August.

***D. The Library operates efficiently and focuses on continual improvement.***

A staff task force completed a workflow analysis and identified areas for immediate and long term efficiencies. This includes processes identified as being improved through a new Integrated Library System.

#### **6. ORGANIZATIONAL READINESS**

***A. Staff receives adequate training to do their jobs effectively.***

A total of 24 training opportunities (on-ground and online) were available for library staff in August. Highlights included an Advocacy for Libraries webinar and an OverDrive downloadable audiobook webinar.

A video showing how to use basic features of the new telephones was created and positively received by staff.

***B. SCPL is committed to developing current library staff to become tomorrow's library leaders.***

Applications were accepted for upcoming library conferences. Seventeen library staff members were chosen to attend Internet Librarian, Future of Libraries, and the California Library Association conferences in coming months.

Two staff are participating as mentees in the City of Santa Cruz mentoring program. Teresa is participating as a mentor to an Accountant in Finance. Mentors and mentees are matched with someone outside their own department and are responsible for creating a personal development plan.

A library school intern was “hired” to assist with the work of the task force on financially sustainable service models.

***C. Employees have the skills to execute change and are committed to change and continual improvement.***

Employees continue to check the Training Calendar for upcoming training opportunities that will help them improve themselves and their job performance.

***D. A customer driven service philosophy guides staff training and development.***

A Google Site is under construction that will be a central place for staff to find more information on customer service, change management, and other pertinent topics.

10/11 VOLUME AND PERCENT CHANGE

	Circulation		Busyness*		Reference/info		Visitors	
	FY0910	FY1011 %change	FY0910	FY1011 %change	FY0910	FY1011 %change	FY0910	FY1011 %change
<b>July</b>								
Aptos	20850	20321 -2.5%	50334	47311 -6.0%	3139	2110 -32.8%	12,585	10,134 -19%
Boulder Creek	3462	3075 -11.2%	10470	9152 -12.6%	71	312 339.4%	4,151	1,971 -53%
Branchiforte	6716	6152 -8.4%	18285	16,116 -16.1%	3276	845 -74.2%	6,006	4,762 -21%
Capitola	9169	9711 5.9%	24244	25497 5.2%	1998	936 -53.2%	5,821	5,133 -12%
Central	44612	42850 -3.9%	99046	90160 -9.0%	12081	9421 -22.0%	31,432	29,752 -5%
Felton	2531	2031 -19.8%	9084	6417 -29.2%	173	156 -10.0%	1,728	1,202 -30%
Garfield Park	3643	2265 -37.8%	11154	7463 -33.1%	546	420 -23.0%	3,229	1,945 -40%
La Selva Beach	979	1005 2.7%	3609	2273 -37.0%	53	74 39.0%	1,109	1,532 38%
Live Oak	12835	13313 3.7%	32510	22505 -30.8%	1570	2392 52.4%	9,870	6,792 -31%
Scotts Valley	17308	18018 4.1%	40942	39757 -2.9%	2760	1837 -33.4%	11,409	11,261 -1%
Outreach	3245	2677 -17.5%	7421	6304 -15.1%	2747	1998 -27.3%	na	994 na
<b>TOTAL</b>	<b>125350</b>	<b>121418 -3.1%</b>	<b>310583</b>	<b>275124 -11.4%</b>	<b>28415</b>	<b>20501 -27.9%</b>	<b>87,340</b>	<b>75,477 -14%</b>
<b>August</b>								
Aptos	21655	20095 -7.2%	50085	47281 -5.6%	3139	2110 -32.8%	11242	11252 0%
Boulder Creek	4161	3364 -19.2%	10587	9752 -7.9%	49	312 536.7%	4188	2347 -44%
Branchiforte	7806	5640 -27.7%	20027	17721 -11.5%	3276	845 -74.2%	5862 na	#VALUE!
Capitola	10607	8642 -18.5%	25134	24718 -1.7%	1887	936 -50.4%	5256 na	#VALUE!
Central	43409	43072 -0.8%	100246	84348 -15.9%	12081	9421 -22.0%	32012	29191 -9%
Felton	1959	1580 -19.3%	6972	5891 -15.5%	156	156 0.0%	1396	966 -31%
Garfield Park	3141	2695 -14.2%	9876	8223 -16.7%	546	420 -23.0%	2916	2472 -15%
La Selva Beach	771	945 22.6%	2791	2381 -14.7%	53	74 39.0%	760	1279 68%
Live Oak	13221	13129 -0.7%	32495	23534 -27.6%	1936	2392 23.6%	9444	10975.5 16%
Scotts Valley	16444	16380 -0.4%	38603	38713 0.3%	2760	1837 -33.4%	10639	10232 -91%
Outreach	3235	2809 -13.2%	6972	4465 -36.0%	2747	1998 -27.3%	na	928 na
<b>TOTAL</b>	<b>126409</b>	<b>118351 -6.4%</b>	<b>303788</b>	<b>267027 -12.1%</b>	<b>28630</b>	<b>20501 -28.4%</b>	<b>83715</b>	<b>69642.5 -17%</b>

\*Defined as check ins/check outs/route ins/route outs

PER OPEN HOUR

10/11

	Circ/Opn Hour		Busyness/Opn Hour		Ref/Info/Opn Hour		Visits/Opn Hour		%change	
	FY0910	FY10/11	FY0910	FY10/11	FY0910	FY10/11	FY0910	FY10/11		
July										
Aptos	153	159	4%	370	-6%	25	16	98	79	-19%
Boulder Creek	72	64	-11%	191	-13%	1	7	86	41	-53%
Branciforte	120	110	-8%	327	-16%	59	15	107	0	-100%
Capitola	115	121	6%	319	-6%	25	12	73	64	-12%
Central	254	268	5%	564	-9%	76	59	196	186	-5%
Felton	79	63	-20%	283	-29%	5	5	54	38	-30%
Garfield Park	76	47	-38%	232	-33%	11	9	67	41	-40%
La Selva Beach	20	18	-12%	113	-64%	2	1	27	27	-21%
Live Oak	108	119	10%	290	-31%	14	21	88	61	-31%
Scotts Valley	123	141	14%	320	-3%	22	14	89	88	-1%
TOTAL	141	143	2%	324	-13%	34	24	106	89	-16%
August										
Aptos	169	157	-7%	369	-6%	25	16	88	88	0%
Boulder Creek	87	70	-19%	221	-8%	1	7	87	49	-44%
Branciforte	139	101	-28%	358	-12%	59	15	105	na	na
Capitola	133	108	-19%	314	-2%	24	12	66	na	na
Central	271	269	-1%	527	-16%	76	59	200	182	-9%
Felton	61	49	-19%	184	-16%	5	5	44	30	-31%
Garfield Park	65	56	-14%	218	-17%	11	9	61	52	-15%
La Selva Beach	24	17	-30%	43	-51%	2	1	24	23	-4%
Live Oak	118	117	-1%	290	-28%	17	21	84	98	16%
Scotts Valley	128	128	0%	302	0%	22	14	83	7	-91%
TOTAL	153	140	-9%	315	-15%	36	24	102	82	-19%

10/11 SELF CHECKOUT

JULY								
	#1	#2	#3	#4	#5	#6	TOTAL	% Circ
Aptos		2270					2270	11%
Boulder Creek	na						0	0%
Branciforte	na						0	0%
Capitola	na						0	0%
Central		3725	1187				4912	11%
Felton	na						0	0%
Garfield Park	na						0	0%
La Selva Beach		803					803	80%
Live Oak		4036	3365	3601			11002	83%
Scotts Valley		1861					1861	10%
AUGUST								
	#1	#2	#3	#4	#5	#6	TOTAL	% Circ
Aptos		2298					2298	11%
Boulder Creek							0	0%
Branciforte							0	0%
Capitola							0	0%
Central		12009	3438				15447	36%
Felton							0	0%
Garfield Park							0	0%
La Selva Beach		795					795	84%
Live Oak		4867	3514	3696			12077	92%
Scotts Valley		1675					1675	10%



08/09 Compared to 10/11

PER OPEN HOUR

	Circ/Open Hour		Busyness/Open Hour		Ref/Info/Open Hour		Visits/Open Hour	
	FY0809	FY10/11	FY0809	FY10/11	FY0809	FY10/11	FY0809	FY10/11
July								
Aptos	107	159	258	370	15	16	71	79
		49%		43%		14%		11%
Boulder Creek	30	64	78	191	2	7	22	41
		115%		143%		243%		85%
Branciforte	70	110	191	327	13	15	68	0
		56%		71%		16%		-100%
Capitola	72	121	201	319	13	12	56	64
		69%		59%		-13%		15%
Central	204	268	479	564	36	59	173	186
		31%		18%		63%		7%
Felton	28	63	81	201	8	5	25	38
		130%		149%		-37%		51%
Garfield Park	44	47	124	155	6	9	42	41
		8%		26%		42%		-3%
La Selva Beach	15	18	46	41	2	1	22	27
		17%		-12%		-43%		25%
Live Oak	71	119	184	201	10	21	65	61
		68%		9%		112%		-7%
Scotts Valley	104	141	251	311	23	14	75	88
		35%		24%		-37%		17%
TOTAL	82	143	207	324	14	24	67	89
		74%		57%		72%		32%

## SPOTLIGHT: COMMUNITY INFORMATION DATABASE

On July 1, 2010, United Way of Santa Cruz County launched the 2-1-1 Santa Cruz County service. Joining many counties around the state and across the nation, United Way of Santa Cruz County is now offering an online and phone based service that connects residents of Marin, Napa, San Francisco, Santa Cruz and Solano Counties to important services such as counseling, youth and family services, immigration programs, health care, temporary financial aid, volunteer opportunities, and more.

What is not advertized is that the Santa Cruz Public Libraries Community Information Database (CID) is the foundation for the information used by this service. In late 2008, the library was approached by United Way to become partners in the 2-1-1 joint venture. They were interested in taking a serious look at our database and possibly using it to create the Santa Cruz component of 2-1-1 Bay Area .

The Community Information Database was first developed in 1987. The database was a cooperative effort between five public agencies: Santa Cruz County Human Resources Agency, Santa Cruz County Health Services Agency, United Way, Watsonville Public Library, and the Santa Cruz City-County Library. Funding was provided through a Library Services and Construction Act grant. The goal was to develop a comprehensive database of human service resources available to people in Santa Cruz County and make it available in an easy to search computer format. Library staff culled old social service directories, agencies referral files, local telephone books, and any other resource that would provide information on human services to the residents of the county. All information was checked for accuracy and entered into the database. Indexing was created and a system for updating information was put into place

In 1990, the Library assumed full responsibility for maintaining the CID. Since that time, the database has been enlarged to include the following:

- Environmental groups
- Health and human service agencies
- Hobby clubs
- Daycare and preschools
- Political organizations
- Service organizations
- Social and fraternal organizations
- Support groups

All agency records from HelpSCC which was maintained by First 5 Santa Cruz County were merged with the CID as of July 1st, 2007.

When United Way began looking for partners for the 2-1-1 project, the library's information database was a natural starting place because so much of the information was already in place. We offered United Way a free, one time "dump" of our information.

Information and referral agencies store their information using a standardized format so that it can be easily available to their trained professionals. In the future, Bay Area 2-1-1 will maintain their own information separate from the libraries. Focus and usage necessitates the separation but we are very pleased to have been able to assist in their project.

Links:

<http://www.uwba.org/get-help/get-help-from-2-1-1/>

<http://www.unitedwaysc.org/>

<http://www2.santacruzpl.org/cid/public/>



**UNITED STATES DEPARTMENT OF COMMERCE**  
**Economics and Statistics Administration**  
**U.S. Census Bureau**

Regional Census Center  
BOTHELL, WA 98011-8227

July 7, 2010

Santa Cruz Public Libraries  
117 Union St.  
Santa Cruz, CA 95060

AUG 17 2010

AUG 17 2010

Dear Santa Cruz Public Libraries,

Thank you for partnering with the U.S. Census Bureau to achieve a complete and accurate census count in 2010. Conducting the decennial census is a massive and vitally important undertaking—one which the Census Bureau could only accomplish with the help and support of partners like you. We appreciate the time and resources your organization dedicated in helping to ensure a successful 2010 Census.

Your commitment to motivate the public to complete and return the census form will have a lasting impact. As a census partner, you can take pride in knowing that your organization helped ensure that the communities you serve are accurately represented in Congress and eligible for the funding needed for important community programs, services and facilities. The 2010 Census data will help your organization, community and government make strategically and fiscally sound decisions to spur and sustain economic development and growth, and improve the quality of life in every neighborhood.

Once again, thank you for your contributions to the 2010 Census effort. We value your partnership and look forward to continued opportunities to work together in the future.

Sincerely,

Ralph J. Lee  
Regional Director  
Seattle Regional Census Center



FINANCE DEPARTMENT  
809 Center Street, Room 101, Santa Cruz, CA 95060 • 831 420-5053 Fax: 831 420-5312 • www.cityofsantacruz.com

August 16, 2010

The Honorable Judge Paul Burdick  
Santa Cruz Superior Court  
701 Ocean Street  
Santa Cruz, CA 95060

RE: **RESPONSE TO SANTA CRUZ COUNTY GRAND JURY REPORT**

Dear Judge Burdick:

In response to the 2009/10 Santa Cruz County Grand Jury report regarding "Saving the Branches May Kill the Tree – The Fate of the Santa Cruz City/County Public Libraries," I hereby submit the following responses:

**The Budget**

**Findings:**

**Page 138: F19.** In March 2009, after two years of generous sales tax revenues, the SCPL had no cash reserves. In April 2009, the JPB set guidelines for the FY 2009/10 budget that included establishing and maintaining ongoing cash reserves of at least 5% of its annual budget and dedicating at least 8% of its operating budget to books and media. These goals were not met in the FY 2009/10 budget, and they are not being met in the budget proposed for FY 2010/11.

**Response:** Agree.

**Page 139: F21.** The SCPL may be able to balance the budget through deep cuts in personnel and services, but there is a cash-flow problem. The City of Santa Cruz loans the library the cash for payroll and other payables; it covers the actual cash deficit between the time expenses are paid and revenues are received. Currently this loan balance averages between \$1 million and \$1.4 million. The City charges interest at portfolio rates (in April 2010, about 1.4%), but beginning with the 2011/12 fiscal year the interest will rise to portfolio rates plus 2% (about 3.4% if the portfolio rate was still 1.4%); in the meantime the City will cap the loan at \$1 million. The additional interest will add to the cost of operating the library system, and staff stated that, with a cap, some bills will not be paid in a timely manner and additional staff time and effort will be required to prioritize payments.

**Response:** Partially disagree. The average loan balance has not averaged between \$1 million and \$1.4 million. The loan balance averaged approximately \$500,000 in fiscal year 2009 and approximately \$400,000 in fiscal year 2010. The loan balance has decreased over the last two fiscal years and there has been no need for a loan during the last 3 months of fiscal year 2010.

**Page 139: F22.** The SCPL has three loans that it must repay, with interest, and substantive rent for headquarters:

\* First, there is the working capital loan mentioned above, the advance from the City of Santa Cruz to cover the cash requirements on a day-by-day basis. This loan will be outstanding until the SCPL develops the reserves to manage its cash flow.

\* Second, there is a loan associated with a Santa Cruz County overpayment, a distribution error discovered in 2005. From August 2005 through August 2013, the SCPL must pay annual principal of \$40,293 plus variable rate interest.

\* Third, there is a loan from the city of Santa Cruz for improvements to the new headquarters building. Interest is 5%. In September 2008, the principal was \$467,303; the current loan balance is about \$430,150. The annual payment is \$60,518, and this loan will be paid off in 2018.

\* The City of Santa Cruz purchased the building at 117 Union Street in Santa Cruz for use as library headquarters, to house administrative and technical services and outreach. The facility is shared with the Water Department, and building expenses are allocated to each according to the square footage occupied. The library's portion of the annual rent is \$287,189, until 2037 when the City's loan for the building purchase will be paid in full.

**Response:** Partially Agree. The amount of the annual payment to the City of Santa Cruz for use of the building at 117 Union Street is not \$287,189; rather the amount varies each year between fiscal year 2010 and fiscal year 2037, from a low of \$283,147 in fiscal year 2028 to a high of \$312,516 in fiscal year 2035. After 2037, no payments are due under the existing lease.

**Page 139: F23.** While the library staff tabulates a wealth of data about the Santa Cruz community's library use, (visits per capita, books and materials checked out per capita and per active member; busyness and circulation and visits per open hour, et cetera), there are no established cost accounting measures to gauge the cost of operating the individual branches or the cost of specific library services. The library director prepared a one-time memo detailing the monthly and annual costs for the bookmobile in March 2010 upon request from a member of the JPB.

**Response:** Agree.

**Page 140: F24.** Currently there are no reserves for technology repairs or improvements or for replacing the several SCPL vehicles, including the bookmobile. There are no reserves to finance facility development. There are no emergency reserves.

**Response:** Agree.

**Page 140: F25.** In FY 2008/09, personnel costs accounted for 73.6% of the budget, while books and materials accounted for 6.3% and technology accounted for 0.8%. Personnel costs are projected to consume 80% of the budget within a few years. While employees have been furloughed about 10% of the time this year and the furloughs will continue into the next fiscal year, retirement programs through the California Public Employees' Retirement System (CalPERS) have not been fully funded and health insurance rates are expected to rise significantly.

**Response:** Agree

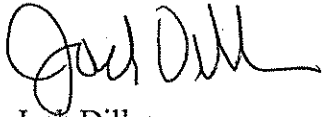
**Recommendations:**

**Page 143: R8.** The SCPL system should re-evaluate the policy that all services must be free to everyone. Concentrate on the key priorities. Understand the costs of extra services and charge fees to cover those costs. In fact, the SCPL should adopt good cost accounting measures so that the costs of operations are clearly understood – the costs associated with each branch, with each library service and program, et cetera.

**Response:** Requires further analysis. It may be useful for the Library to allocate its variable operating costs to each branch so that the Library could determine the most cost effective use of Library resources. To the extent allowed by law, it may be appropriate for the Library to determine if there are unexplored opportunities to implement new and/or higher fees.

Please contact me with any questions at (831) 420-5055.

Sincerely,



Jack Dilles  
Finance Director

cc: Mayor Rotkin and Members of the Santa Cruz City Council  
Chair Gorson and Members of the Santa Cruz Library Joint Powers Authority Board  
Martin Bernal, City Manager  
Teresa Landers, Director of Libraries

SANTA CRUZ PUBLIC LIBRARIES  
A CITY-COUNTY SYSTEM

LIBRARY JOINT POWERS BOARD  
FINANCE COMMITTEE

MINUTES

August 23, 2010

Central Branch Meeting Room  
224 Church Street, Santa Cruz

5:00 PM PUBLIC MEETING

I. ROLL CALL

Present: Citizenmember Gorson, Councilmember Storey  
(Called to order at 5:02 pm)

Staff: Teresa Landers, Director of Libraries  
Jack Dilles, Director of Finance, City of Santa Cruz

II. APPROVAL OF MEETING AGENDA OF June 28, 2010

**Councilmember Storey moved, seconded by Citizenmember Gorson**

**that the Board approve the agenda of August 23, 2010**

UNAN

III. APPROVAL OF MINUTES

A. MINUTES OF April 26, 2010

**Councilmember Storey moved, seconded by Citizenmember Gorson**

**that the Board approve the minutes of June 28, 2010.**

UNAN

IV. ORAL COMMUNICATIONS

There were no oral communications

V STAFF REPORTS

- a. Financial reports through July 31 and end of the year for FY0910 were reviewed- It appears that the Library will end FY0910 with a positive fund balance of almost \$500,000. The reasons are still being analyzed and will be presented at the next full JPB meeting. Overall, besides the planned savings in the materials budget, other savings were achieved throughout the budget. Staff was also inexperienced at managing a budget and exercised extreme frugality. The effect of the city's 5.5% of operating expenditures charge changes as expenditures decrease so lower expenditures results in a lower charge from the City. Personnel costs were basically at 100%- some savings and some overages balanced out.
- b. The cash balance remains slightly positive which means the Library has not had to borrow for the past 3 months and is earning a tiny amount of interest on that positive balance.



c. For the FY10/11 which just started, there is no revenue as of yet and expenditures are overall at 6.75% while we are 8.33% through the year.

V. NEXT MEETING TOPICS

The next meeting is scheduled for Monday September 20, 2010 5:00-7:00 pm. in the Central Library meeting room.

VI. ADJOURN


The regular meeting adjourned at 5:30 p.m.

Respectfully submitted,

Teresa Landers  
Library Director

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

## STAFF REPORT

DATE: September 7, 2010  
TO: Library Joint Powers Board  
FROM: Teresa Landers, Director of Libraries   
RE: FY0910 Budget Review

### BACKGROUND

The unaudited 0910 budget is now available. It shows that we ended the year with a positive fund balance of almost \$500,000. Earlier estimates were closer to \$100-\$200,000. Since we started the year with a \$319,000 negative fund balance this is indeed a surprising yet welcome result.

### DISCUSSION

The natural questions to ask are how did this happen and what should we plan differently in FY10/11?

Attached is a line item listing of revenues and expenditures with explanations for each line that is over or under the original budget. On a general level, however, there are several factors that contributed to the under budget lines:

- Staff responsibilities were restructured in September 2009. Managers had not previously been held accountable for their section(s) of the budget. It took them the full year to get a “feel” for what they could spend versus what they needed to hold in reserve for late in the year expenses.
- Given the nature of the financial situation there was concern that although funds seem to have been allocated, they would not truly be available to spend.
- Staff was super vigilant and parsimonious

Some of the larger variances can be attributed specifically to particular situations:

- Janitorial ((Line 49): There was a new contract that went into effect in April. This contract is much less than the previous contract so unexpected savings occurred. FY10/11 is budgeted at the new rate so no savings are anticipated.
- Software (Line 56): There were new developments in the Open Source arena which resulted in the termination of our contract with the Koha vendor. The new ILS in FY10/11 will undoubtedly be much more “on budget.”
- Personnel (Lines 23- 43): Temporary wages were very under-expended which resulted in a reduction for FY10/11. Other areas of Personnel were high for a

variety of reasons; most of which were one time expenses. Some were directly related to the layoffs. Personnel ended up even overall.

- Landscaping (Line 55): The responsibility for landscaping services has been assigned to the Building Maintenance workers. They did not have enough time to do much in this area so funds allocated for supplies and services were not spent. In FY10/11, should this occur again, we will look to see what services can be contracted within the allocated budget.
- Utilities (Lines 80-81): In general, when the budget was prepared it was a guess as to what the effect of reduced hours would be. For 10/11 the budget in this area was built around actual expenditures in FY09/10. If anything, these lines may be over-expended this coming year if we add hours. The hours added in most locations are minimal so the effect should not be prohibitive but where additional days or much longer days are involved, it will bear watching.
- Telecommunications (Line 63): We hoped for but did not receive our full e-rate reimbursement from AT&T. However, we have received almost \$40,000 so far in FY10/11 for FY09/10 expenses and are still waiting on FY0809 reimbursements and one more FY0910 check for \$11,000. So, while this area is over expended in FY0910, we should be under-expended in FY10/11 depending on where the revenues are placed. In any event. This will help the bottom line.
- Travel and Training (Lines 59-60): In addition to this being a new separate function; staff did a great job taking advantage of webinars and online meeting attendance. Most of the webinars were free or very low cost. This area will be fully expended in FY10/11.
- Materials Budget (Line72): We originally held out funds for the state take-away. When that did not happen, the JPB chose to give \$100,000 back to the materials budget and \$30,000 for the purchase of new computers. The remainder was "saved" which then covered the additional unanticipated decrease in revenues.

**RECOMMENDATION:** Accept report as written and make no changes to the FY10/11 budget at this time

	A	B	C	D	E	F
1				09/10 Original VS Final		
2						
3				<b>Current FY 09/10</b>		
4				<b>Budget</b>	<b>Prelim Yr End FY 09/10</b>	
5						
6						
7						
8						
9						
10						
11						
12						
13						
14						
15						
16						
17						
18						
19						
20						
21						
22						
23						
24						
25						
26						
27						
28						
29						
30						
31						
32						
33						
34						
35						
36						
37						
38						
39						
40						
41						
42						
43						
44						
45						
46						
47						
48						
49						
50						

	A	B	C	D	E	F
51	Office equipment/maintenance		\$	4,620	\$	4,329
52	Other equipment - operation/maintenance		\$	5,900	\$	2,832
53	Building & facility m & o - outside		\$	141,611	\$	141,553
54	Placeholder - New SV maintenance/utills		\$	-	\$	-
55	Landscaping maintenance		\$	12,975	\$	5,667
56	Software maintenance		\$	83,639	\$	49,972
57	Hardware maintenance		\$	60,300	\$	41,251
58	Equipment, building, & land rentals		\$	401,232	\$	386,122
59	Travel & meetings		\$	6,595	\$	3,664
60	Training		\$	10,910	\$	5,768
61	LSTA Tuition Reimb Grant		\$	6,762	\$	5,689
62	Telecommunications - internal		\$	82,224	\$	82,224
63	Telecommunications - outside		\$	80,217	\$	95,932
64	Liability insurance/surety bonds - internal		\$	15,500	\$	15,500
65	Liability insurance/surety bonds - outside		\$	46,354	\$	40,123
66	Advertising		\$	3,000	\$	-
67	Dues & memberships		\$	2,720	\$	1,650
68	Printing & binding - outside		\$	26,500	\$	10,219
69	Moving costs		\$	8,170	\$	8,170
70	Postage		\$	17,000	\$	6,365
71	Office supplies		\$	16,500	\$	13,484
72	Books & periodicals		\$	839,000	\$	475,777
73	Books & periodicals - grants & donations		\$	10,600	\$	76,138
74	Safety clothing & equipment		\$	3,690	\$	1,561
75	Copier supplies		\$	7,248	\$	6,123
76	Computer supplies		\$	18,000	\$	15,326
77	Library functional supplies		\$	150,276	\$	89,628
78	Printing and binding - inside		\$		\$	145
79	Janitorial supplies		\$	18,000	\$	16,918
80	Electricity		\$	152,710	\$	140,613
81	Natural gas		\$	25,200	\$	21,312
82	Computer Equipment		\$	30,000	\$	38,422
83	Miscellaneous supplies & services		\$	13,255	\$	8,158
84	Building remodeling		\$	-	\$	-
85	Capital outlay					
86	Capital outlay-telecom equipment				\$	7,565
87	Refunded fees and fines				\$	1,546
88	Office furniture/equipment		\$	12,995	\$	14,230
89	Loan principal (headquarters loan)		\$	39,022	\$	39,010
90	Other debt principal (moe overpayment)		\$	40,293	\$	40,293
91	Loan interest (headquarters loan)		\$	21,508	\$	21,508
92	Loan interest (city cash advances)		\$	20,000	\$	-
93	Other debt interest (moe overpayment)		\$	8,500	\$	3,933
94	<b>Total Expenditures</b>		\$	<b>10,937,823</b>	\$	<b>10,272,823</b>
95						
96	<b>Net operating gain (loss)</b>		\$	<b>414,597</b>	\$	<b>815,840</b>
97						
98	<b>Fund balance at year-end</b>				\$	<b>496,435</b>
99						
100						

**Cell:** E13

**Comment:** Richardson 23,000; expended thru regular materials budget  
friends disc cleaner 12,995  
materials 7796

**Cell:** E15

**Comment:** McCaskill 15,755  
Finkelday 100+interest  
Whalen 19455

**Cell:** E24

**Comment:** Associated with LIT & Bldg Maint. Who are called back to work for emergencies

**Cell:** E25

**Comment:** Paid out to laid off/resignation/termination employees not budgeted for

**Cell:** E26

**Comment:** 1.) Reduced hours throughout system  
2.) Took 2 week closure  
3.) Filled shifts within the branch instead of calling subs

**Cell:** E28

**Comment:** HR had calculated that the management group had overpaid the City using furlough hours. These employees were credited with additional vacation hours.

**Cell:** E30

**Comment:** Directors vehicle allowance

**Cell:** E31

**Comment:** Higher than expected

**Cell:** E36

**Comment:** Medicare buy back

**Cell:** E39

**Comment:** Increased due to the number of laid off employees

**Cell:** E44

**Comment:** Collection service for overdue fines library budgeted \$14,000 but was not reflected in the City's Accounting system.

**Cell:** E45

**Comment:** 5.5% paid to the City for professional services. The 5.5% is based on operating costs which were low due to staff's diligence and tracking expenditures.

**Cell:** E46

**Comment:** Felton Contingency Fund did not use total amount allocated for Teal Messer's services

**Cell:** E47

**Comment:** Annual audit not budgeted for but is an annual cost

**Cell:** E48

**Comment:** Reduced open hours

**Cell:** E49

**Comment:** Changed janitorial contracts mid-year resulting in savings for the Library

**Cell:** E52

**Comment:** Security system was eliminated therefore no maintenance needed.

**Cell:** E55

**Comment:** The additional landscaping duties added to the Bldg Maint. Dept. were low priority against other bldg issues.

\*Some repairs are still needed and will be done in FY 10/11

**Cell:** E56

**Comment:** Canceled contract with KOHA

**Cell:** E57

**Comment:** Server we did not have to buy with the implementation of the new phone system

**Cell:** E59

**Comment:** Less staff traveling to meetings and workshops

**Cell:** E60

**Comment:** Staff attending free webinar trainings

**Cell:** E63

**Comment:** Just received e-rate rebate checks

**Cell:** E66

**Comment:** Received some free advertising and staff were trying to cut back on costs

**Cell:** E68

**Comment:** Reduced printing of brochures, flyers and handouts

**Cell:** E70

**Comment:** Eliminated ILL Services and increased notification by phone & email

**Cell:** E72

**Comment:** Set aside for state take away; then JPB voted not to spend

**Cell:** E73

**Comment:** Friends monthly transfer

**Cell:** E77

**Comment:** \*New manager going off of last years numbers which were based on a larger materials budget-less materials were ordered

\*Did not re-order date due cards

\*Did not re-order library cards because the previous manager had ordered 2 years worth

\*Did not use ILL supply monies since this service was eliminated

\*Reduced usage of supplies due to reduced circulation & staff not repairing items unless absolutely necessary

\*Elimination of security system=elimination of supplies needed

**Cell:** E80

**Comment:** Figures based on previous year (reduced hours of all branches had not been factored in yet)

**Cell:** E81

**Comment:** Figures based on previous year (reduced hours of all branches had not been factored in yet)

**Cell:** E82

**Comment:** Initial self-check costs

**Cell:** E83

**Comment:** Staff was overly cautious



<b>LIBRARY JOINT POWERS AUTHORITY</b>	
<b>COMBINED BALANCE SHEET</b>	
	<i>PRELIMINARY</i>
<b>JPA FUND AND ACCOUNT GROUPS</b>	
<b>JULY 2010</b>	
	<b>JPA</b>
	<b>Total</b>
<b>Assets</b>	
Pooled cash	72,541.96
Pooled cash interest receivable	474.51
Infrastructure	579,683.02
Accumulated depreciation - infrastructure	(164,848.89)
Buildings	1,758,907.67
Accumulated depreciation - buildings	(765,044.52)
Lease improvements - buildings	259,124.00
Accumulated depreciation - lease imp-buildings	(163,048.94)
Machinery and equipment	1,628,318.81
Accumulated depreciation - machinery & equip	(1,471,843.15)
Software	61,759.70
Accumulated depreciation-software	(61,759.70)
Construction in progress	52,613.65
<b>Total Assets</b>	<b>1,786,878.12</b>
<b>Liabilities</b>	
Accounts payable	130,101.49
Sales tax payable	37.67
Deferred grant revenue - unearned	12,529.84
Unclaimed funds	1,100.45
Payable to the County - noncurrent	120,879.18
Other intergovernmental payable-noncurrent	391,139.91
<b>Total Liabilities</b>	<b>655,788.54</b>
<b>Equities</b>	
Unreserved, undesignated fund balance	(70,752.98)
Investment in capital assets - Library	1,713,861.65
Reserved for long-term debt	(512,019.09)
<b>Total Equities</b>	<b>1,131,089.58</b>
<b>Total Liabilities and Equities</b>	<b>1,786,878.12</b>

P:\\_Public\LIBRARY\Monthly Financials\FY 2011\July Balance Sheet - Gen Fd.xls

LIBRARY JOINT POWERS AUTHORITY COMBINED BALANCE SHEET					PRELIMINARY
SPECIAL FUNDS					
JULY 2010					
Fund #	955	956	957	960	Spec Funds
Fund Description	Contingency	Technology	Projects	Felton	Total
<b>Assets</b>					
Pooled cash	9,403.46	4,751.34	468.11	1,129.82	15,752.73
Pooled cash interest receivable	24.90	12.59	1.25	3.26	42.00
<b>Total Assets</b>	<b>9,428.36</b>	<b>4,763.93</b>	<b>469.36</b>	<b>1,133.08</b>	<b>15,794.73</b>
<b>Equities</b>					
Unreserved, undesignated fund balance	9,428.36	4,763.93	469.36	1,133.08	15,794.73
<b>Total Equities</b>	<b>9,428.36</b>	<b>4,763.93</b>	<b>469.36</b>	<b>1,133.08</b>	<b>15,794.73</b>

LIBRARY JOINT POWERS AUTHORITY COMBINED BALANCE SHEET					PRELIMINARY
TRUST FUNDS JULY 2010					
Fund #	931	932	933	934	Trust Funds
Fund Description	McCaskill Loc His	McCaskill Vis Imp	Finkeldey	Whalen	Total
<b>Assets</b>					
Pooled cash	263,659.07	254,540.68	9,659.90	143,687.92	671,547.57
Pooled cash interest receivable	701.33	677.15	25.71	381.56	1,785.75
<b>Total Assets</b>	<b>264,360.40</b>	<b>255,217.83</b>	<b>9,685.61</b>	<b>144,069.48</b>	<b>673,333.32</b>
<b>Equities</b>					
Net assets held in trust-library prog	264,360.40	255,217.83	9,685.61	144,069.48	673,333.32
<b>Total Equities</b>	<b>264,360.40</b>	<b>255,217.83</b>	<b>9,685.61</b>	<b>144,069.48</b>	<b>673,333.32</b>

Revenue Status Report  
 CITY OF SANTA CRUZ  
 7/1/2010 through 7/31/2010

951 Library Joint Powers Authority

<u>Account Number</u>	<u>Adjusted Estimate</u>	<u>Revenues</u>	<u>Year-to-date Revenues</u>	<u>Balance</u>	<u>Prct Rcvd</u>
951-41000 TAXES					
951-00-00-0000-41211 Sales and use tax	5,321,475.00	0.00	0.00	5,321,475.00	0.00
Total TAXES	5,321,475.00	0.00	0.00	5,321,475.00	0.00
951-43000 INTERGOVERNMENTAL					
951-36-00-0000-43210 State operating grants and contributions	70,000.00	0.00	0.00	70,000.00	0.00
951-36-00-0000-43311 Maintenance of effort contributions	5,210,951.00	0.00	0.00	5,210,951.00	0.00
951-36-55-3560-43190 Federal grants - other	9,000.00	0.00	0.00	9,000.00	0.00
Total INTERGOVERNMENTAL	5,289,951.00	0.00	0.00	5,289,951.00	0.00
951-44000 CHARGES FOR SERVICES					
951-36-00-0000-44613 Internet use fee	7,000.00	324.10	324.10	6,675.90	4.63
951-36-00-0000-44630 Room rentals-library JPA	1,890.00	280.00	280.00	1,610.00	14.81
951-36-00-0000-44901 Photocopy fee	10,000.00	488.83	488.83	9,511.17	4.89
Total CHARGES FOR SERVICES	18,890.00	1,092.93	1,092.93	17,797.07	5.79
951-45000 FINES AND FORFEITS					
951-36-00-0000-45131 Library fines	200,000.00	13,136.03	13,136.03	186,863.97	6.57
951-36-00-0000-45132 Lost library items	25,000.00	1,200.50	1,200.50	23,799.50	4.80
Total FINES AND FORFEITS	225,000.00	14,336.53	14,336.53	210,663.47	6.37
951-46000 MISCELLANEOUS REVENUES					
951-00-00-0000-46110 Pooled cash and investment interest	-5,000.00	242.63	242.63	-5,242.63	4.85
951-00-00-0000-46190 Interest earnings - other	5,141.00	0.00	0.00	5,141.00	0.00
951-00-00-0000-46910 Miscellaneous operating revenue	8,500.00	0.00	0.00	8,500.00	0.00

**Revenue Status Report**  
 CITY OF SANTA CRUZ  
 7/1/2010 through 7/31/2010

951 Library Joint Powers Authority

<u>Account Number</u>	<u>Adjusted Estimate</u>	<u>Revenues</u>	<u>Year-to-date Revenues</u>	<u>Balance</u>	<u>Prct Rcvd</u>
951-00-00-0000-46990 Miscellaneous non-operating revenue	25,000.00	220.00	220.00	24,780.00	0.88
951-36-00-0000-46303 Donations - library	23,000.00	152.77	152.77	22,847.23	0.66
951-36-00-0000-46309 Donations - library - Friends of the Lib	25,000.00	512.32	512.32	24,487.68	2.05
951-36-00-0000-46916 Cash over/short	0.00	8.70	8.70	-8.70	0.00
Total MISCELLANEOUS REVENUES	81,641.00	1,136.42	1,136.42	80,504.58	1.39
951-49000 OTHER FINANCING SOURCES					
951-00-00-0000-49122 From Library Private Trust Fund	40,755.00	0.00	0.00	40,755.00	0.00
Total OTHER FINANCING SOURCES	40,755.00	0.00	0.00	40,755.00	0.00
<b>Grand Total</b>	<b>10,977,712.00</b>	<b>16,565.88</b>	<b>16,565.88</b>	<b>10,961,146.12</b>	<b>0.15</b>

**Expenditure Status Report**  
 CITY OF SANTA CRUZ  
 7/1/2010 through 7/31/2010

951 Library Joint Powers Authority

<u>Account Number</u>		<u>Adjusted</u> <u>Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date</u> <u>Expenditures</u>	<u>Year-to-date</u> <u>Encumbrances</u>	<u>Balance</u>	<u>Prct</u> <u>Used</u>
951-52000	SERVICES						
951-36-50-3510-52135	Financial services - outside	6,200.00	2,319.75	2,319.75	2,835.25	1,045.00	83.15
951-36-50-3510-52149	Interagency labor charges	603,881.00	33,764.94	33,764.94	0.00	570,116.06	5.59
951-36-50-3510-52199	Other professional & technical services	50,000.00	0.00	0.00	25,000.00	25,000.00	50.00
951-36-50-3510-52240	Office equipment operation/maint	5,020.00	0.00	0.00	0.00	5,020.00	0.00
951-36-50-3510-52248	Software maintenance services	5,000.00	0.00	0.00	0.00	5,000.00	0.00
951-36-50-3510-52302	Travel and meetings	2,000.00	0.00	0.00	0.00	2,000.00	0.00
951-36-50-3510-52403	Telecommunications service - outside	3,970.00	118.95	118.95	0.00	3,851.05	3.00
951-36-50-3510-52933	Liability insurance/surety bonds-outside	14,484.00	10,190.00	10,190.00	0.00	4,294.00	70.35
951-36-50-3510-52961	Dues and memberships	17,471.00	440.00	440.00	11,401.00	5,630.00	67.78
951-36-50-3510-52972	Printing and binding-outside	6,000.00	0.00	0.00	0.00	6,000.00	0.00
951-36-50-3510-52973	Moving Costs	10,000.00	0.00	0.00	0.00	10,000.00	0.00
951-36-50-3540-52135	Financial services - outside	550,000.00	30,476.89	30,476.89	0.00	519,523.11	5.54
951-36-51-3520-52131	Claims management services - outside	16,000.00	0.00	0.00	16,002.60	-2.60	100.02
951-36-51-3520-52149	Interagency labor charges	1,214,081.00	71,484.12	71,484.12	0.00	1,142,596.88	5.89
951-36-51-3520-52244	Other equipment operation/maintenance	3,500.00	0.00	0.00	0.00	3,500.00	0.00
951-36-51-3520-52248	Software maintenance services	17,588.00	0.00	0.00	0.00	17,588.00	0.00
951-36-51-3520-52972	Printing and binding-outside	3,000.00	0.00	0.00	0.00	3,000.00	0.00
951-36-52-3530-52149	Interagency labor charges	4,313,404.00	242,059.63	242,059.63	0.00	4,071,344.37	5.61
951-36-52-3530-52244	Other equipment operation/maintenance	3,000.00	0.00	0.00	0.00	3,000.00	0.00
951-36-52-3530-52302	Travel and meetings	3,063.00	11.50	11.50	0.00	3,051.50	0.38
951-36-52-3530-52972	Printing and binding-outside	6,000.00	0.00	0.00	0.00	6,000.00	0.00
951-36-53-3515-52149	Interagency labor charges	225,162.00	12,559.67	12,559.67	0.00	212,602.33	5.58
951-36-53-3515-52201	Water, sewer and refuse	55,085.00	3,210.27	3,210.27	0.00	51,874.73	5.83
951-36-53-3515-52211	Janitorial services	100,000.00	0.00	0.00	0.00	100,000.00	0.00
951-36-53-3515-52223	Vehicle operation charges - internal	39,555.00	0.00	0.00	0.00	39,555.00	0.00
951-36-53-3515-52246	Building and facility o & m - outside	140,984.00	2,426.10	2,426.10	45,496.50	93,061.40	33.99
951-36-53-3515-52247	Landscaping maintenance services	21,145.00	133.59	133.59	0.00	21,011.41	0.63
951-36-53-3515-52261	Equipment, building and land rentals	393,396.00	42,045.33	42,045.33	91,120.00	260,230.67	33.85
951-36-53-3515-52302	Travel and meetings	150.00	0.00	0.00	0.00	150.00	0.00
951-36-53-3515-52932	Liability insurance/surety bonds-interna	15,500.00	0.00	0.00	0.00	15,500.00	0.00
951-36-53-3515-52933	Liability insurance/surety bonds-outside	36,506.00	30,732.00	30,732.00	0.00	5,774.00	84.18
951-36-54-3550-52149	Interagency labor charges	550,312.00	31,105.60	31,105.60	0.00	519,206.40	5.65

**Expenditure Status Report**  
**CITY OF SANTA CRUZ**  
 7/1/2010 through 7/31/2010

951 Library Joint Powers Authority

<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>	
951-36-54-3550-52199	Other professional & technical services	29,000.00	0.00	0.00	16,000.00	13,000.00	55.17
951-36-54-3550-52248	Software maintenance services	215,038.00	2,695.00	2,695.00	24,970.15	187,372.85	12.87
951-36-54-3550-52249	Hardware maintenance services	55,275.00	2,695.72	2,695.72	14,901.48	37,677.80	31.84
951-36-54-3550-52302	Travel and meetings	1,300.00	0.00	0.00	0.00	1,300.00	0.00
951-36-54-3550-52403	Telecommunications service - outside	184,713.00	3,379.15	3,379.15	19,752.14	161,581.71	12.52
951-36-55-3560-52149	Interagency labor charges	802,600.00	45,730.00	45,730.00	0.00	756,870.00	5.70
951-36-55-3560-52302	Travel and meetings	800.00	0.00	0.00	0.00	800.00	0.00
951-36-55-3560-52304	Training	13,975.00	203.44	203.44	0.00	13,771.56	1.46
951-36-55-3560-52306	LSTA Tuition Reimb grant training	9,000.00	0.00	0.00	0.00	9,000.00	0.00
951-36-55-3560-52960	Advertising	3,000.00	0.00	0.00	0.00	3,000.00	0.00
951-36-55-3560-52972	Printing and binding-outside	6,000.00	186.16	186.16	0.00	5,813.84	3.10
<b>Total SERVICES</b>		<b>9,752,138.00</b>	<b>567,967.81</b>	<b>567,967.81</b>	<b>267,479.12</b>	<b>8,916,691.07</b>	<b>8.57</b>
951-53000	<b>SUPPLIES</b>						
951-36-50-3510-53101	Postage charges	12,000.00	39.03	39.03	0.00	11,960.97	0.33
951-36-50-3510-53102	Office supplies	16,200.00	448.69	448.69	0.00	15,751.31	2.77
951-36-51-3520-53106	Books and periodicals	567,000.00	438.21	438.21	0.00	566,561.79	0.08
951-36-51-3520-53107	Books and periodicals-grants & donations	25,000.00	81.72	81.72	0.00	24,918.28	0.33
951-36-51-3520-53112	Library functional supplies	120,350.00	520.85	520.85	2,753.21	117,075.94	2.72
951-36-52-3530-53109	Copier supplies	6,500.00	0.00	0.00	0.00	6,500.00	0.00
951-36-53-3515-53108	Safety clothing and equipment	2,690.00	0.00	0.00	0.00	2,690.00	0.00
951-36-53-3515-53113	Janitorial supplies	18,000.00	148.35	148.35	0.00	17,851.65	0.82
951-36-53-3515-53311	Electricity	157,710.00	16,262.84	16,262.84	0.00	141,447.16	10.31
951-36-53-3515-53312	Natural gas	20,260.00	607.03	607.03	0.00	19,652.97	3.00
951-36-54-3550-53110	Computer supplies	20,000.00	142.04	142.04	0.00	19,857.96	0.71
<b>Total SUPPLIES</b>		<b>965,710.00</b>	<b>18,688.76</b>	<b>18,688.76</b>	<b>2,753.21</b>	<b>944,268.03</b>	<b>2.22</b>
951-54000	<b>OTHER MATERIALS AND SERVICES</b>						
951-36-50-3510-54990	Miscellaneous supplies and services	3,020.00	0.00	0.00	0.00	3,020.00	0.00
951-36-52-3530-54990	Miscellaneous supplies and services	2,390.00	0.00	0.00	0.00	2,390.00	0.00
951-36-54-3550-54203	Computer equipment - non-capital	0.00	255.49	255.49	0.00	-255.49	0.00
951-36-55-3531-54990	Miscellaneous supplies and services	0.00	380.00	380.00	1,900.00	-2,280.00	0.00
951-36-55-3560-54990	Miscellaneous supplies and services	18,321.00	1,681.30	1,681.30	0.00	16,639.70	9.18
<b>Total OTHER MATERIALS AND SERVICES</b>		<b>23,731.00</b>	<b>2,316.79</b>	<b>2,316.79</b>	<b>1,900.00</b>	<b>19,514.21</b>	<b>17.77</b>

**Expenditure Status Report**  
 CITY OF SANTA CRUZ  
 7/1/2010 through 7/31/2010

951 Library Joint Powers Authority

<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
951-56000 OTHER CHARGES						
951-36-52-3530-56995 Refunded fees and fines	2,000.00	48.00	48.00	0.00	1,952.00	2.40
<b>Total OTHER CHARGES</b>	<b>2,000.00</b>	<b>48.00</b>	<b>48.00</b>	<b>0.00</b>	<b>1,952.00</b>	<b>2.40</b>
951-57000 CAPITAL OUTLAY						
951-36-54-3550-57410 Telecommunications equipment	0.00	1,511.69	1,511.69	0.00	-1,511.69	0.00
<b>Total CAPITAL OUTLAY</b>	<b>0.00</b>	<b>1,511.69</b>	<b>1,511.69</b>	<b>0.00</b>	<b>-1,511.69</b>	<b>0.00</b>
951-58000 DEBT SERVICE						
951-36-50-3540-58140 Loan principal	40,961.00	0.00	0.00	0.00	40,961.00	0.00
951-36-50-3540-58190 Other debt principal	40,293.00	0.00	0.00	0.00	40,293.00	0.00
951-36-50-3540-58240 Loan interest	19,600.00	0.00	0.00	0.00	19,600.00	0.00
951-36-50-3540-58290 Other debt interest	3,500.00	0.00	0.00	0.00	3,500.00	0.00
<b>Total DEBT SERVICE</b>	<b>104,354.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>104,354.00</b>	<b>0.00</b>
951-59000 OTHER FINANCING USES						
<b>Total OTHER FINANCING USES</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Grand Total</b>	<b>10,847,933.00</b>	<b>590,533.05</b>	<b>590,533.05</b>	<b>272,132.33</b>	<b>9,985,267.62</b>	<b>7.95</b>



**Expenditure Status Report**  
 CITY OF SANTA CRUZ  
 7/1/2010 through 7/31/2010

101 General Fund  
 35 Library (City)

<u>Account Number</u>		<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
101-35-51000	PERSONNEL SERVICES						
Total	Regular full time	4,226,408.00	269,024.05	269,024.05	0.00	3,957,383.95	6.37
Total	Regular part time	733,982.00	46,258.41	46,258.41	0.00	687,723.59	6.30
Total	Overtime	3,000.00	0.00	0.00	0.00	3,000.00	0.00
Total	Termination pay	0.00	0.00	0.00	0.00	0.00	0.00
Total	Temporary	520,010.00	26,929.60	26,929.60	0.00	493,080.40	5.18
Total	Other pay	0.00	130.06	130.06	0.00	-130.06	0.00
Total	Special vacation pay	12,600.00	0.00	0.00	0.00	12,600.00	0.00
Total	Special sick leave pay	0.00	-329.16	-329.16	0.00	329.16	0.00
Total	Vehicle allowance	2,880.00	22.40	22.40	0.00	2,857.60	0.78
Total	Retirement contribution	665,780.00	42,590.28	42,590.28	0.00	623,189.72	6.40
Total	F.I.C.A.	69,994.00	1,255.18	1,255.18	0.00	68,738.82	1.79
Total	Group health insurance	982,969.00	24,202.90	24,202.90	0.00	958,766.10	2.46
Total	Group dental insurance	99,100.00	2,507.00	2,507.00	0.00	96,593.00	2.53
Total	Vision insurance	17,994.00	455.38	455.38	0.00	17,538.62	2.53
Total	Medicare insurance	63,836.00	4,523.80	4,523.80	0.00	59,312.20	7.09
Total	Group life insurance	2,744.00	73.44	73.44	0.00	2,670.56	2.68
Total	Disability insurance	35,300.00	2,227.06	2,227.06	0.00	33,073.00	6.31
Total	Unemployment insurance	37,175.00	1,558.63	1,558.63	0.00	35,616.37	4.19
Total	Workers' compensation	221,481.00	15,270.99	15,270.99	0.00	206,210.01	6.89
Total	Accrued vacation - period 13	0.00	0.00	0.00	0.00	0.00	0.00
	<b>Grand Total</b>	<b>7,695,253.00</b>	<b>436,699.96</b>	<b>436,699.96</b>	<b>0.00</b>	<b>7,258,553.04</b>	<b>5.67</b>

Library - Fund 951  
 Month-End Cash Balances

PRELIMINARY

	July	August	September	October	November	December	January	February	March	April	May	June
FY 2011 Pooled cash	72,541.96											
FY 2010 Pooled cash	(908,343.59)	(797,637.50)	(752,924.76)	(597,787.31)	(558,459.72)	(707,533.76)	290,832.95	(390,345.22)	(62,933.26)	15,984.66	25,912.58	120,299.01
FY 2009 Pooled cash	(1,028,955.46)	(397,327.61)	(356,999.20)	252,949.44	(714,416.36)	(711,714.61)	(812,054.05)	(668,015.42)	(595,048.05)	(543,669.74)	222,502.65	(867,431.15)
FY 2008 Pooled cash	555,177.28	285,993.39	362,222.74	452,678.88	381,688.89	348,644.68	414,873.10	180,026.54	267,117.50	988,379.63	877,239.75	65,274.00
FY 2007 Pooled cash	378,173.37	260,209.81	(47,055.07)	77,967.52	141,276.32	331,082.13	1,134,207.34	1,970,264.04	582,080.73	688,990.25	693,402.17	260,082.00

## STAFF REPORT

DATE: August 30, 2010  
TO: Library Joint Powers Board  
FROM: Teresa Landers, Director of Libraries  
RE: Annual Staff Development Report

### BACKGROUND

According to documentation recently discovered, the Library Director is charged with presenting the JPB with an annual staff development report at the September Board meeting. This is that report and is a review of staff development accomplishments in 2009/2010 and priorities for 2010/2011.

### DISCUSSION

As a way to achieve our vision to transform lives and strengthen communities, the library must have a well-trained staff that understands how to fulfill this mission through their actions. The four goals of the Organizational Readiness strategic direction are:

- Staff receives adequate training to do their jobs effectively
- SCPL is committed to developing current library staff to become tomorrow's leaders
- Employees have the skills to execute change and are committed to change and continual improvement
- A customer-driven service philosophy guides staff training and development

In the next year alone, we anticipate another restructuring of the library system, including a new staffing plan. There will be changes in the way we work, with emphasis on a single point of service. The library is currently in the midst of rolling out new self-check machines which will result in freeing circulation staff to do new tasks. New branches are currently being planned which will mean significant changes to working environments.

A new ILS is in the works for the next year which will also require significant changes in workflow and will require extensive training. New public computers are coming soon, with which public service staff will need to become familiar as these will offer expanded capabilities for the public.

A long-term staff development plan is much needed to help our library system fulfill its mission and move toward Organizational Readiness. We need a comprehensive long-term staff development plan that will outline how we train staff (existing and new) and how we move ourselves into the position of being prepared for change. A comprehensive staff development plan includes:

- An overhaul of the existing new employee training plan.

- Individual staff development plans to help library workers reach their goals which should be in line with the library's goals.
- A staff development budget at 2% of the annual budget to ensure resources are available to prepare staff for a changing workplace and a changing world.  
(Current level is less than 1%)
- A strong emphasis on technology and customer service skills.
- A library of online training videos.
- An online training calendar.

By August 2010 the training department has already established an online training calendar, begun creating a library of online training videos, and instituted ongoing training sessions in a variety of formats. Attached is a training summary from July 2009 to August 2010. 344 attendees participated in 98 events totaling 1808 hours of staff time devoted to training. While many of these sessions were attended by only one or two employees, the content of the sessions was readily shared with other staff members after the sessions. These hours do not reflect the hours spent in Reference Tips & Techniques meetings, Youth Services meetings, Selectors Collection Development meetings, and Branch staff meetings, where information is shared and exchanged.

The training budget was under-expended in FY0910 due to several factors. There was a focus on staff attendance at Webinars rather than in-person training. This was possible because of a large expansion in relevant and high quality training being offered this way. Another major factor was the creation of the Programs and Partnerships Division in September with a new librarian in charge of training. It took this Division the better part of the year to get used to a new way of operating including responsibility for managing their own budget.

For this coming year, there are exciting upcoming training opportunities: Future of Libraries 6.0 (September 2010), Internet Librarian (October 2010), California Library Association Annual Conference (November 2010), and A Technology Petting Zoo in the spring of 2011. Staff is encouraged to submit applications to the Programs and Partnerships Division for approval to attend these events.

In 2010/2011 the training staff will focus on encouraging staff to create their own individual training plans. With the tools and resources already in place and an application process for some training opportunities, each staff member will be encouraged to create a personal development plan that will be discussed with the supervisor during the annual appraisal process. Integral to the success of these plans are the resources (money, technology, opportunity) to carry them out. A goal of setting the staff development budget at 2% of the annual budget would ensure the resources to help staff prepare for a changing workplace and a changing world. The staff is one of the library's most valuable resources and our goal is to support each person in developing new skills and preparing for future challenges. Organizational readiness is an important path to a successful future.

**RECOMMENDATION: The JPB adopt a goal of 2% of the annual operating budget designated for training and staff development; understanding this will be an incremental process.**

(Special thanks to Janis O'Driscoll, Manager Programs and Partnerships and Sarah Haribison, Training Librarian for their preparation of this report)

## Training Summary

Jul 2009 - Aug 2010

Event Name	Type	Date	Attendees	Staff Hrs
2010 Census for Libraries	Infopeople	Mar 9 2010	5	5
Best Practices for Successful Computer Literacy Workshops for Adult Spanish Speakers	Other	May 11 2010	1	1.5
Broadband Summit	Other	Dec 14 2009	1	16
Browse, Check Out, Download	Other	Feb 4 2010	8	12
Califa Vendor Fair	Other	Aug 27 2009	2	7
California Sexual Harassment for Supervisors - refresher course	City of SC	Jun 23 2010	2	4
California Sexual Harassment for Supervisors - refresher course	City of SC	Jun 25 2010	1	2
California Sexual Harassment for Supervisors - refresher course	City of SC	Jun 27 2010	1	2
California Sexual Harassment for Supervisors - refresher course	City of SC	Jun 28 2010	1	2
California Sexual Harassment for Supervisors - refresher course	City of SC	Jun 29 2010	2	4
Career Transitions Database	Other	Jul 13 2010	2	2
Career Transitions Database	Other	Jul 14 2010	3	3
Cash Register Refresher	SCPL	Nov 10 2009	2	3
Circulation Refresher Training	SCPL	Sep 20 2009	1	1
Circulation Refresher Training	SCPL	Sep 27 2009	1	1
Circulation Refresher Training	SCPL	May 8 2010	1	1
Circulation Refresher Training	SCPL	May 15 2010	1	1
CLA Conference	Conference	Nov 2 2009	1	12

Communicating Up	MOBAC	Feb 9 2010	1	4
Creating Inviting Low Cost Teen Spaces	Infopeople	Jun 16 2010	2	2
Cultural Diversity	City of SC	Feb 2 2010	1	3
Cultural Diversity	City of SC	Jul 7 2010	2	6
Dealing with Conflict	City of SC	Aug 5 2010	1	1
Dealing with Difficult People - Making Libraries Safe and Sane	Infopeople	Oct 1 2009	3	19.5
Edgy Librarian	Conference	Jan 20 2010	8	16
Effective Needs Assessment: Matching Community Needs and Library Resources	Infopeople	Jan 11 2010	1	12
Effectively Managing Your Email	Infopeople	Feb 19 2010	1	1
Encyclopaedia Britannica	Other	Jul 13 2010	3	3
Family and Medical Leave	MBAERC	Apr 8 2010	1	3
First Five Reaching & Serving Clients from Indigenous Communities of Southern Mexico	Other	Nov 2 2009	1	2
Future of Libraries (5.0) Libraries: The Recovery Engine on the Hard Times Train	Conference	Sep 23 2009	4	26
Gadgets and Tools and Apps, Oh My!	Other	Feb 9 2010	3	3
Gadgets and Tools and Apps, Oh My!	Other	Feb 22 2010	1	1
Get Involved Institute	Other	Feb 22 2010	1	25
Google Apps Training - Gmail & Calendar	SCPL	Apr 22 2010	9	9
Google Apps Training - Gmail & Calendar	SCPL	Apr 28 2010	6	6
Google Apps Training - Gmail & Calendar	SCPL	May 3 2010	7	7
Google Apps Training - Gmail & Calendar	SCPL	May 6 2010	8	8
Google Apps Training - Gmail & Calendar	SCPL	May 19 2010	2	2
Handheld Librarian III	Conference	Jul 28 2010	3	18

Handheld Librarian III	Conference	Jul 29 2010	3	18
Handling Grievances	MBAERC	Oct 22 2009	1	3
Handling What You Can't Control: Managing Stress in Today's Libraries	Other	Mar 18 2010	7	28
Infopeople Best Practices in Helping Job Seekers in the Library	Infopeople	Nov 10 2009	3	3
Infopeople Building Leadership Skills	Infopeople	Jul 22 2009	1	6.5
Infopeople Evergreen for System Administrators	Infopeople	Jun 14 2010	1	6.5
Infopeople Jobs and Workforce Recovery: Libraries Helping Individuals and Communities	Infopeople	Jun 14 2010	1	12
Infopeople Library Marketing: Beyond Bookmarks and Brochures	Infopeople	Mar 29 2010	1	12
Infopeople Serving the Unemployed	Infopeople	Mar 18 2010	2	12
Internet Librarian Conference	Other	Oct 28 2009	4	90
Let's Get Graphic: Kids' Comics in Classrooms and Libraries	Other	Apr 29 2010	1	1
Mixing in Math	Other	Jan 25 2010	4	14
MOBAC Future Technologies Workshop	MOBAC	Apr 8 2010	3	12
MOBAC Hands-On Reference Workshop	MOBAC	Oct 9 2009	3	9
Motivation and Morale Building	City of SC	Dec 10 2009	2	4
NET Access Services Tour	NET	Dec 8 2009	3	3
NET Computer Basics	NET	Dec 3 2009	3	6
NET E-mail (Outlook)	NET	Dec 3 2009	3	6
NET Ergonomic Training	NET	Dec 8 2009	3	3
NET Ergonomic Videos	NET	Dec 8 2009	3	3
NET Intranet	NET	Dec 3 2009	3	3
NET Kronos On-Call Staff	SCPL	Dec 2 2009	3	4.5



NET Orientation Part 1	NET	Dec 2 2009	3	7.5
NET Phones	NET	Dec 8 2009	3	3
NET Subfinders	NET	Dec 2 2009	3	1.5
NIMS-100	City of SC	Jul 14 2010	1	2
NIMS-100	City of SC	Jul 15 2010	1	2
NIMS-100	City of SC	Jul 22 2010	2	4
NIMS-100	City of SC	Jul 23 2010	1	2
NIMS-100	City of SC	Jul 26 2010	1	2
NIMS-100	City of SC	Jul 28 2010	1	2
NIMS-100	City of SC	Jul 29 2010	2	4
NIMS-100	City of SC	Aug 1 2010	1	2
NIMS-700	City of SC	Jul 22 2010	1	3
Open Source Library Software Empowering Libraries-Creating Opportunities	Other	Aug 4 2009	3	10.5
Overdrive Patron Assistance	Other	Feb 18 2010	2	2
Periodicals Clerk Training	SCPL	Dec 2 2009	11	16.5
Preventing Workplace Harassment, Discrimination and Retaliation (For Supervisors)	City of SC	Jun 29 2010	1	3
Promoting Your Library to Diverse Populations	Infopeople	Feb 8 2010	1	12
Public Library Association Conference	Other	Mar 25 2010	5	80
Redefining the Reader: New Techniques and Technologies for Readers Advisory Service	Infopeople	Mar 15 2010	3	36
Save a Life	City of SC	Dec 10 2009	4	2
SCPL Social Networking Technorati	SCPL	Jul 13 2009	1	1
SCPL Social Networking Blogs	SCPL	Jul 1 2009	1	1

SCPL Social Networking Flickr	SCPL	Jul 1 2009	1	1
SCPL Social Networking Objective & Competencies	SCPL	Jan 5 2010	1	6
SCPL Social Networking Wikis	SCPL	Jul 1 2009	1	1
SCPL Social Networking YouTube	SCPL	Jul 1 2009	1	1
Sexual Harassment Awareness for temporary employees	City of SC	Jun 22 2010	1	1
Sick and Disabled Employees	MBAERC	Apr 8 2010	1	3
SPLAMBA Libraries + Literacy + Brain Development in the Digital Age	Other	Mar 19 2010	10	35
Staff Day	SCPL	May 12 2010	101	808
Supervisor's Employment Relations Primer	MBAERC	May 13 2010	1	7
Supervisory Training	City of SC	Mar 11 2010	3	192
Thought Cloud: California Public Libraries and Web-scale Efficiencies	Other	May 19 2010	1	3
Trendy Topics 2010: Ebooks and Audiobooks	Other	May 11 2010	4	24
Urban Lit	Other	Oct 15 2009	1	3
Vista Center Low Vision Expo	Other	Oct 10 2009	2	8

**Total Events: 98    Total Attendees: 344    Total Staff Hours: 1808.5**

[Select New Date Range](#) || [Return to Main Menu](#)

## Training

### Mon Aug 2, 2010

12pm - 2pm Triple P - Postive Parenting Program - brown bag lunch

Where: Watsonville Public Library

Creator: harbisons@santacruzpl.org for Training

### Tue Aug 3, 2010

8am - 9am Best Practices in Library Fundraising

Where: online

Creator: harbisons@santacruzpl.org for Training

11:30am - 12:30pm Building the Digital Branch - webinar

Where: online

Creator: harbisons@santacruzpl.org for Training

### Tue Aug 10, 2010

11am - 12pm Selecting and Recommending Inspirational Fiction

Where: online

Creator: harbisons@santacruzpl.org for Training

### Wed Aug 11, 2010

8am - 9am Best Practices in Library Fundraising

Where: online

Creator: harbisons@santacruzpl.org for Training

8am - 9am RSS: Feed Me

Where: online

Creator: harbisons@santacruzpl.org for Training

11am - 12:30pm Helping Job Seekers: Using Electronic Tools and Federal Resources

Where: online

Creator: harbisons@santacruzpl.org for Training

### Fri Aug 13, 2010

12pm - 2pm Triple P - Postive Parenting Program - brown bag lunch

Where: United Way Conference Room - Capitola

Creator: harbisons@santacruzpl.org for Training

### Tue Aug 17, 2010

1pm - 1:30pm How to Make Your Library Entrepreneur-Friendly (WebJunction)

Where: online

Creator: harbisons@santacruzpl.org for Training

### Wed Aug 18, 2010

7am - 8am

Free Learning: Developing No Cost, Online Learning for Patrons and Staff with Jay Turner

Where: online

Creator: harbisons@santacruzpl.org for Training

## Training

**8am - 9:15am**

**Fantasy Football, Flash Mobs, and Fanfiction: Popculture programming for your library**

**Where:** online

**Creator:** harbisons@santacruzpl.org for Training

**8:15am - 9:15am Tech Tips Training Series with Karen Douglas**

**Where:** online

**Creator:** harbisons@santacruzpl.org for Training

**10am - 11am Advocacy for Libraries: In Our Own Interest**

**Where:** Training Room

**Creator:** harbisons@santacruzpl.org for Training

### Thu Aug 19, 2010

**9am - 10am Encyclopedia Britannica webinar**

**Where:** online

**Creator:** harbisons@santacruzpl.org for Training

**12pm - 1pm Teen Book Buzz Fall 2010**

**Where:** online

**Creator:** harbisons@santacruzpl.org for Training

### Fri Aug 20, 2010

**11am - 12:30pm Browse, Checkout, Download - OverDrive webinar**

**Where:** online

**Creator:** harbisons@santacruzpl.org for Training

### Tue Aug 24, 2010

**11am - 12pm Fantastic Fall Fiction for Youth**

**Where:** online

**Creator:** harbisons@santacruzpl.org for Training

**1pm - 1:30pm Turning Your Databases into Business for Your Customers**

**Where:** online

**Creator:** harbisons@santacruzpl.org for Training

### Wed Aug 25, 2010

**8am - 9am Tech Talk with Michael Sauers**

**Where:** online

**Creator:** harbisons@santacruzpl.org for Training

**10am - 12pm Mining Enterprise Intelligence**

**Where:** Berkeley City Club, 2315 Durant Avenue, Berkeley

**Creator:** harbisons@santacruzpl.org for Training

**11am - 1pm Digitization & Preservation Symposium**

**Where:** online

**Creator:** harbisons@santacruzpl.org for Training

## Training

### Thu Aug 26, 2010

8am - 9am **Conducting a Successful Capital Campaign**

Where: online

Creator: harbisons@santacruzpl.org for Training

### Tue Aug 31, 2010

1pm - 1:30pm **Going to Your Customer: Outreach and Strategic Partnerships**

Where: online

Creator: harbisons@santacruzpl.org for Training

### Wed Sep 1, 2010

8:30am - 3:30pm **Califa Vendor Fair at Santa Clara University**

Where: Santa Clara University Library

Creator: harbisons@santacruzpl.org for Training

11am - 12pm **Creating a Virtual Orientation for New Staff webinar**

Where: online

Creator: harbisons@santacruzpl.org for Training

12pm - 1pm **Browse, Check Out, Download Training from OverDrive**

Where: online

Creator: harbisons@santacruzpl.org for Training

### Thu Sep 2, 2010

8am - 9am **Browse, Checkout, Download Training from OverDrive**

Where: online

Creator: harbisons@santacruzpl.org for Training

12pm - 1pm **Patron Assistance Training from OverDrive**

Where: online

Creator: harbisons@santacruzpl.org for Training

### Fri Sep 3, 2010

8am - 8:30am **Mobile Update from OverDrive**

Where: online

Creator: harbisons@santacruzpl.org for Training

### Tue Sep 7, 2010

8am - 9am **Graphic Novels: A Gateway for Reluctant Readers**

Where: online

Creator: harbisons@santacruzpl.org for Training

8am - 9am **Patron Assistance Training from OverDrive**

Where: online

Creator: harbisons@santacruzpl.org for Training

10am - 10:30am **Mobile Update from OverDrive**

Where: online

Creator: harbisons@santacruzpl.org for Training

**Policy Title: COMMUNICATIONS POLICY FOR BOARD MEMBERS**

**Policy Statement:**

Although the duties of the Library Joint Powers Authority Board include adopting and overseeing the enforcement of rules, regulations, and policies for the Library System, it is the policy of the Library Joint Powers Authority Board that all matters concerning management functions and the day-to-day operations of the Library are the responsibility of the Director of Libraries, and in her absence, ~~the Assistant Director, the designated person in charge.~~ Therefore, requests for information about library operations will usually be made to the Director, who will respond or direct an appropriate staff member to respond. It is always helpful if requests are made in writing, outlining the purpose and intent of the request, so that the Director and staff can respond as thoroughly as possible. The Director of Libraries or her designees will make every effort to provide all relevant information on the topic.

Work assignments to staff desired by the Board or related to Board activities will also be arranged through the Director of Libraries.

However, members of the Board may have occasion or desire to talk directly with Library staff about library matters. If they do, they should follow the guidelines below, which have been developed to ensure that the Board has access to information about the Library, and to ensure that the information they receive is accurate.

Guidelines for Board Members

Board members should distinguish between operating information questions of fact (Branch open hours, circulation data, etc.) that can easily be answered by most staff, and policy information, which would most appropriately be directed to the Branch Manager or another senior staff member.

Board members will never discuss with staff or ask for information about Library personnel matters: hiring, discipline, promotion, complaints about supervisors, or evaluations of other staff members.


Board members will never ask a staff member to research a question or take on a project involving added work. Those requests should be made to the Director of Libraries, who will make an assignment to appropriate staff.

Conversation between library staff and Board members is encouraged as a mechanism to obtain different perspectives on library operations; however, should a Board member be investigating a specific aspect of library operations, common courtesy warrants that the Library Director be informed as appropriate.

**Review Schedule:** This policy will be reviewed every three years.  
Adopted by the Library Joint Powers Authority Board on September 12, 2005  
Revised: September 13, 2010

- Formatted: Font: Arial (W1)
- Formatted: Font: Arial (W1), Strikethrough
- Formatted: Font: Arial (W1), Strikethrough
- Formatted: Font: Arial (W1), Strikethrough
- Formatted: Highlight
- Formatted: Highlight
- Formatted: Highlight
- Formatted: Highlight
- Formatted: Highlight
- Formatted: Highlight
- Formatted: Highlight
- Formatted: Highlight
- Formatted: Highlight
- Formatted: Highlight

## STAFF REPORT

DATE: September 7, 2010  
TO: Library Joint Powers Board  
FROM: Teresa Landers, Director of Libraries   
RE: Revised hours

### BACKGROUND

In February 2009 the library staff accepted a 10% furlough which meant a reduction in hours worked accompanied by a commensurate cut in pay. The reduction in hours worked necessitated reducing open hours. A decision was made to close on Fridays.

In preparing the FY0910 budget additional shortfalls were identified requiring additional reductions in hours, a restructuring and a reduction in force of 20 staff. By July 2009 the total reduction in hours since July 2008 was 54%. Branches were open as little as 8 hours per week and, at the most, 40.

The decision regarding which hours to cut and how much staff this would entail was made very quickly and without a great deal of knowledge of how library usage would be impacted by significantly shortened hours, a much smaller materials budget, fewer library services, and the reduction in programming for children and adults. Everyone on the team working on library hours, which was composed of staff from all parts of the library, knew the hours would need to be revised after usage patterns were re-established.

The adjustment to the new hours was difficult for staff and was complicated by the arrival of a new library director and many additional changes.

The public has been concerned about the loss of hours as well as the seeming randomness of the hours that were left.

### DISCUSSION

Many changes have taken place this past year which led staff to evaluate the earlier cuts and determine where some fine tuning might be able to result in additional open hours without requiring additional staff.

Probably the most significant change was the removal of the date due cards and the placement of the barcode on the outside of the books. Staff no longer has to open each item twice (once at checkout and once at check-in). This has resulted in significant savings not only of time but of physical stress. This means that staff is able to spend more of their time on a public service desk than in the past and can come closer to meeting

industry norms for the recommended balance of time on a public service desk vs being in a back room performing other job duties.

A second factor is a re-evaluation of the decisions made in the Spring 2009. Staffs now has the advantage of a year's experience with the reductions in staff and understands better how to manage workflow with the existing staff.

Another is the re-assignment of supervisors so that the smaller branches are no longer sharing staff with the larger branches. The smaller branches have been paired into 3 groups. Each pair has a dedicated Senior Library Assistant as the Branch Manager. Staff is shared within the pair but not with the larger four libraries. This makes scheduling much easier to accomplish and provides greater flexibility- not as many moving pieces.

The major drawback to this plan is that the adoption of a new service model next Spring will undoubtedly involve hours changes of some form or another. Changing hours often is not a recommended practice as it leads to patron confusion and frustration.

Staff recommends that the hours be changed to open a total of 45 additional hours per week bringing the total to 257 from 212 which is an increase of 21 %. This includes increases in hours from 2 to 9 depending on location. (La Selva Beach was not included in this exercise since they are participating in the pilot project utilizing volunteers which resulted in 6 additional open hours per week). In addition, the Bookmobile is going to drop 1 stop and add 3 for a net gain of 2 stops. See the attached chart for specific schedules.

Staff worked very hard on finding hours that they are comfortable will work with the limited resources they have. Making changes will require a great deal more work on the part of staff and realistically, another proposal would not be able to come before the Board until November with a December implementation, at the earliest.

**RECOMMENDATION:** The JPB adopt the hours as attached effective October 16, 2010



PROPOSED REVISED HOURS  
FOR 10/16/10

	# HRS	SUN	MON	TUE	WED	THUR	FRI	SAT
<b>APTOS CURRENT</b>	32	CLOSED	11-7	11-7	11-7	1-5	CLOSED	1-5
<b>APTOS PROPOSED</b>	38	CLOSED	11-7	11-7	11-7	11-7		11-5
<b>INCREASE</b>	6							
<b>BC CURRENT</b>	12	CLOSED	1-5	CLOSED	3-7	CLOSED	CLOSED	1-5
<b>BC PROPOSED</b>	21	CLOSED	1-6	1-6	11-6	CLOSED	CLOSED	1-5
<b>INCREASE</b>	9							
<b>B40 CURRENT</b>	14	CLOSED	1-5	CLOSED	CLOSED	1-7	CLOSED	1-5
<b>B40 PROPOSED</b>	18	CLOSED	CLOSED	10-6	1-5	CLOSED	CLOSED	11-5
<b>INCREASE</b>	4							
<b>CAP CURRENT</b>	20	CLOSED	CLOSED	11-7	CLOSED	11-7	CLOSED	1-5
<b>CAP PROPOSED</b>	22	CLOSED	CLOSED	11-7	CLOSED	11-7	CLOSED	11-5
<b>INCREASE</b>	2							
<b>CENTRAL CURRENT</b>	40	1-5	1-7	11-7	11-7	11-7	CLOSED	11-5
<b>CENTRAL PROPOSED</b>	47	1-5	10-7	10-7	10-7	10-7	CLOSED	10-5
<b>INCREASE</b>	7							
<b>FELTON CURRENT</b>	8	CLOSED	CLOSED	1-5	CLOSED	3-7	CLOSED	CLOSED
<b>FELTON PROPOSED</b>	15	CLOSED	CLOSED	1-6	CLOSED	11-6	CLOSED	9-12
<b>INCREASE</b>	7							
<b>GP CURRENT</b>	12	CLOSED	2-6	2-6	2-6	CLOSED	CLOSED	CLOSED
<b>GP PROPOSED</b>	18	CLOSED	1-6	closed	1-6	10-6	CLOSED	CLOSED
<b>INCREASE</b>	6							
<b>LSB CURRENT</b>	14	CLOSED	CLOSED	1-7	CLOSED	10-6	CLOSED	CLOSED
<b>LSB PROPOSED</b>	14	CLOSED	CLOSED	1-7	CLOSED	10-6	CLOSED	CLOSED
<b>INCREASE</b>	0							
(Note: Pilot project in June 2010 increased LSB hours from 8 to 14)								
<b>LIVE OAK CURRENT</b>	28	1-5	11-7	1-5	11-7	1-5	CLOSED	CLOSED
<b>LIVE OAK PROPOSED</b>	30	1-5	11-7	1-7	11-7	1-5	CLOSED	CLOSED
<b>INCREASE</b>	2							
<b>SV CURRENT</b>	32	CLOSED	1-5	11-7	11-7	11-7	CLOSED	1-5
<b>SV PROPOSED</b>	34	CLOSED	1-5	10-7	11-7	10-7	CLOSED	1-5
<b>INCREASE</b>	2							
<b>TOTAL INCREASE</b>	45							
<b>BOOKMOBILE</b>								
<b>New Stops:</b>		Bay Avenue Apartments: Senior low income housing The Farm: low income housing with after school and Head Start programs Neary Lagoon: low income housing with an after school program						

## **Santa Cruz Library Service Model Task Force**

### **Progress Report September 13, 2010**

- First two task force meetings successfully completed (minutes attached).
  - Great facilitation by Suzanne Koebler of the Conflict Resolution Center.
  - There is a good mix of people on the task force, all of whom are eager and fully engaged in our challenge.
  - Central Library tours provided to members.
  - Task Force success vision developed via group exercise (document attached)
  - Information on task force goals and library service model components was provided
  - Information on financial projections, financial assumptions and guidelines was presented and discussed.
  - Members are visiting other library systems to experience different models.
  
- Third meeting held Thursday 9/9 with consultant Joan Frye Williams leading the discussion on a process to develop a range of models (verbal report).
  
- SC Library website set up to communicate Task Force information to public, including a blog (with contributions from various task force members), directory and bios of task force members, and other selected content (e.g. agendas, minutes, working documents, etc). Our intern, Sam Shields, will be coordinating the postings.
  
- After discussion of financial assumptions and guidelines, task force members requested that the JPB clarify a few points regarding the cash reserves.

**Santa Cruz Library Service Model Task Force  
8/12/10 Minutes & Additional Information**

These minutes are intended to be decision or action minutes only. They do not reflect the content of discussions or information given during the meeting.

Please notify Sam Shields of any errors, omissions or additions.

**Action Items.** *Note: person(s) responsible in parenthesis*

- Add an agenda item to 8/26 meeting to make a decision regarding communications with the media (*Suzanne*)
- Service Model definition will be added to the 8/26 meeting agenda. (*Suzanne*)
- The Sept 9 meeting will be extended to 3 hours unless significant numbers of members can not attend. Any member who has scheduling problems should e-mail Barbara Gorson ASAP. (*All Members*)
- Snacks will not be provided, so BYO; Check whether Coffee/Tea can be prepared and provided (*Teresa*)
- Homework
  - Continue thru all the materials in the Resource Notebook and on the Task Force website (*All Members*)
  - Members are encouraged to visit a branch in another library system before the next meeting and should review the Library Visit Guidelines posted here <https://sites.google.com/site/scpltaskforce/documents/library-visits> If there are highlights that you want to summarize, feel free to post them on the website. (*All Members*)
  - Visit an unfamiliar branch of the Santa Cruz Library System and evaluate it using the same guidelines. If you call ahead and let the branch manager know you are on the taskforce, you can schedule a guided tour (*All Members*).
  - If you were unable to attend the Central Library tour after the 8/12 meeting, contact Teresa Landers to get set up to attend another tour (*All Members*).

**Additional Information:**

- Send Suzanne Koebler any feedback on meeting process that you might have – what is working, what is not working or any other suggestions.
- We are aware that these first few meetings are not terribly participatory, but once we get through the background information, the meetings will definitely change their tenor.

- The agenda and materials for the 8/26 task force meeting will be posted to the website (by Monday 8/23) and you will receive notification when that has happened.
- Review the Housekeeping and Milestones Documents (posted on the task force website under Agendas). If you have any questions or inputs on any items, contact Barbara Gorson.
- Note that we are rescheduling November meetings to avoid the holidays. New meeting schedule: 11/4 and 11/18.
- Library Joint Powers Board meets monthly, the first Monday of the month at 6:30 in the Central Branch Meeting room. You are all very welcome to attend any of the meetings. Agendas, minutes, and audio of the meetings are posted on the Library Website.
- We will begin taping the Task Force Meetings as of 8/26 and posting the audio on the Task Force Website for use by members who miss some or all of a meeting or who need clarification on a discussion or decision.

**Santa Cruz Library Service Model Task Force  
8/26/10 Minutes & Additional Information**

These minutes are intended to be decision or action minutes only. They do not reflect the content of discussions or information given during the meeting.

Please notify Sam Shields of any errors, omissions or additions. These minutes will be posted on the public library website in one week.

**Decisions/Action Items.** *Note: person(s) responsible in parenthesis*

- All Members are responsible to print out and bring with them materials that have been made available at the Task Force Website prior to the meetings.
- Weekly emails with updates about the Task Force will be sent out. *(Sam)*
- All media inquiries regarding the Task Force should be directed to Teresa Landers *(All Members)*
- All members of the Task Force are free to discuss the Task Force both in personal communication and on social media outlets. Bear in mind respectful communication when discussing the work and members of the Task Force, so as not to compromise the ability of the Task Force to work collaboratively. *(All Members)*
- Post workflow document to the Task Force Website. *(Teresa)*
- Add agenda item to September Library JPB meeting to obtain further clarification on reserves. *(Barbara)*
- Schedule a tour of Library Headquarters for Task Force members after the 9/23 meeting. *(Teresa)*
- Homework
  - Continue thru all the materials in the Resource Notebook and on the Task Force website *(All Members)*

**Additional Information:**

- Send Suzanne Koebler any feedback on meeting process that you might have – what is working, what is not working or any other suggestions.
- The agenda and materials for the 9/9 task force meeting will be posted to the website (by Monday 9/6) and you will receive notification when that has happened.
- Note that we are rescheduling November meetings to avoid the holidays. New meeting schedule: 11/4 and 11/18.
- Library Joint Powers Board meets monthly, the first Monday of the month at 6:30 in the Central Branch Meeting room. You are all very welcome to attend any of

the meetings. Agendas, minutes, and audio of the meetings are posted on the Library Website. The next meeting is Monday 9/13.

- We will begin taping the Task Force Meetings as of 9/9 and posting the audio on the Task Force Website for use by members who miss some or all of a meeting or who need clarification on a discussion or decision.

Task Force Success Vision:

If at the end of our work it is widely agreed that the Task Force is very successful, what specific things will be true about our process and the product we created?					
<b>Models</b>	<b>System Wide Focus</b>	<b>Inspiring</b>	<b>Respectful Collaboration</b>	<b>Members Roles &amp; Responsibilities</b>	<b>Community Support</b>
Each model offers clear, comparable choices	Focus on whole system	Models are awe-inspiring, surprising, and workable	Respect: listening, understanding and civility	Members become advocates/ friends & potential board members	Public is happy with library services
Produce wide but reasonable range of options	Models reflect strategic plan	Reinvigorates libraries	Respect for concerns & ideas of others	All members did fair share of work	Broad public support
Dynamic, adaptable model	Big picture/ whole county represented	Task Force changed direction of the library system	Used conflict constructively	All members satisfied with report	Involve the public
Find successful working examples			Mutual respect & exchange of ideas	Task Force Members willing to learn	Focus on communities we serve
Use quantitative methods to evaluate models			Willing to explore unpopular ideas	Board feels Task Force got an A+	Community supports work, sees change positively
List key services & Evaluate	System Focus/ New Culture		Open to new ideas Work & communicate effectively	Members fully understand the library system and its challenges	
Efficient use of existing & emerging technology	Fulfilled the charge within parameters		Open to change Well-moderated meetings	Focus on Task	

## **Santa Cruz Library Service Model Task Force**

### **Reserve Clarification Requested by Service Model Task Force**

The Library Service Model Task Force reviewed financial projections and assumptions in our August 26, 2010 meeting, including the Board's direction to include a 5-10% reserve in each model. After some discussion, the Task Force members requested that the JPB clarify the reserve assumption.

Clarification requested:

1. Which components of reserves are included in reserve:
  - Cash to cover normal fluctuations in expense and revenue and minimize the need for short-term borrowing.
  - Savings to cover unanticipated increases in operating expenses and/or decreases in operating revenues due to economic downturns, emergency repairs, natural disasters etc.
  - Savings for planned funding needs which will vary based on the library's strategic goals and service model
    - Capital projects
    - Capital asset replacement (e.g. computers, vehicles)
    - Strategic initiatives (e.g. automation projects, projects focused on service delivery changes, etc).
2. Specific reserve percentage vs. a range (5%-10%).
3. Timeframe to reach the target cash reserve (3 yrs, 5 yrs, etc).