



SANTA CRUZ PUBLIC
LIBRARIES
A City-County System

LIBRARY JOINT POWERS AUTHORITY BOARD

Monday, November 1, 2010
Central Branch Community Meeting Room
224 Church Street, Santa Cruz

6:00 PM CLOSED SESSION

Personnel Evaluation, Library Director
Government Code §54957

6:30 PM PUBLIC MEETING

1. ROLL CALL
2. APPROVE AGENDA
3. APPROVE MINUTES OF October 4, 2010 (PG. 3-7)
4. ORAL COMMUNICATIONS
5. CONSENT AGENDA
6. WRITTEN COMMUNICATIONS
 - A. Articles About Santa Cruz and California Libraries (PG. 8-13)
 - B. Patron Written Comments (PG. 14-16)
 - C. Articles on Libraries Nation Wide (PG. 17-23)
 - D. Monthly Narrative Reports- September 2010 (PG. 24-29)
 - E. Monthly Statistical Report (PG. 30-32)
 - F. Spotlight: Traveling Pants Teen Program (PG. 33-34)
7. REPORTS OF ADVISORY BODIES
 - A. Friends of the Santa Cruz Libraries, Inc. (oral)
 - B. Finance Committee Minutes and Oral Report (PG. 35-36)
8. MEMBER REPORTS
 - A. Scotts Valley Report (Reed)

B. Capitola Report (Storey)

9. STAFF REPORTS

- A. September Financials (PG. 37-50)
- B. La Selva Beach Pilot Project Report (PG. 51-55)

10. OTHER BUSINESS

- A. Board packet review (oral)
- B. Letter from City of Capitola (PG. 56-58)
- C. Library Service Model Task Force Update (oral)
- D. Parking Lot List Review (oral)
- E. Board Self Evaluation in December (oral)

11. NEXT MEETING

The next regularly scheduled meeting is Monday, December 4, 2010 at 6:30 p.m.

12. ADJOURN

The Library Joint Powers Authority Board will adjourn from the regularly scheduled meeting of November 1, 2010 to the next regularly scheduled public meeting on December 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) 427-7706 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

October 4, 2010

Central Branch Meeting Room
224 Church Street, Santa Cruz

6:00 PM CLOSED PERSONNEL SESSION

Personnel Evaluation, Library Director (Government Code §54957)
Martin Bernal, City Manager

6:30 PM PUBLIC MEETING

I. ROLL CALL

Present: Councilmember Katherine Beiers, Citizen Nancy Gerdt, Citizen Barbara Gorson, Citizen Leigh Poitinger, Councilmember Jim Reed, Councilmember Mike Rotkin, Supervisor Mark Stone, Supervisor Ellen Pirie

Absent: Councilmember Sam Storey

Staff: Teresa Landers, Director of Libraries

The Chair of the Board reported out on the closed session meeting. The meeting was held to discuss the Library Director's evaluation, no decisions were made, and the closed session resumed at the end of the meeting.

II. APPROVAL OF MEETING AGENDA OF OCTOBER 4, 2010

Councilmember Rotkin moved, seconded by Supervisor Pirie

that the Board approve the agenda of October 4, 2010.

UNAN

Absent: Storey

III. APPROVE MINUTES OF SEPTEMBER 13, 2010

Councilmember Beiers moved, seconded by Supervisor Pirie

that the Board approve the minutes of September 13, 2010 with the following correction to item IX A, Staff Reports: Year End FY 09/10.

Add language:

There was a discussion resulting in consensus that the positive fund balance of approximately \$500,000 be designated as a reserve to cover cash flow and unanticipated expenses.

**UNAN
Abstain: Rotkin
Absent: Storey**

VI. ORAL COMMUNICATIONS

Board chair welcomed and introduced the new Santa Cruz City Manager, Martin Bernal.

VII. CONSENT AGENDA

Councilmember Rotkin moved, seconded by Councilmember Reed

that the Board adopt Resolution #2010-014 authorizing the reclassification of 1.0 FTE and 0.5 FTE from Courier Driver to Bookmobile Library Assistant.

**UNAN
Absent: Storey**

Councilmember Rotkin moved, seconded by Councilmember Reed

that the Board adopt Resolution #2010-013 appropriating telecommunication funds and amending the FY 10/11 Budget in the amount of \$39,578.

**UNAN
Absent: Storey**

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- September 2010
- E. Monthly Statistical Report
- F. Monthly Spotlight: Subfinders
- G. Revised Code of Conduct

VIII. REPORTS OF ADVISORY BODIES

- A. Friends of the Santa Cruz Libraries, Inc.
Mary K. Simpson reported the following Friends' activities under their four guiding principles:

Fundraising

- Building Technology Campaign

Volunteers

- Won the *Making A Difference Award* from the Volunteer Center recognizing the 690 volunteers who gave 16,000 hours in volunteer service to the library
- Celebration being held October 21st at the Civic Auditorium

Advocacy

- Focusing on Building Community Advocates
- Building the Friends' Board

Program Support

- Paula Poundstone, Friends' of the Library National Spokesperson, had a sold out show at the Rio Theatre.
- Civic Sale November 12th and 13th

B. Finance Committee

Board members reviewed draft minutes from the September 20, 2010 meeting.

The Finance Committee is soliciting suggestions from the at-large Board members on tasks they feel the Finance Subcommittee should incorporate into its current duties.

VIII. MEMBER REPORTS

A. Scotts Valley Report

Councilmember Reed reported to the Board that the new Scotts Valley library has been completely gutted. The project schedule is on-time and progress is being made. The Scotts Valley City Council will be reviewing the use of solar tubes in the public area of the new building at its next meeting.

B. Capitola Report

Citizenmember Gorson reported out on the progress of the Capitola ad-hoc committee. The committee met to look at requests for a library programmer. A library programmer matches identified community needs and strengthens the function of the library versus the design vision of the library. The Capitola RFQ also called for respondents to be responsible for managing the project.

IX. STAFF REPORTS

A. August Financials

The Library Director reported on the current financial status of the library and the Board reviewed revenues, expenditures and cash flow for the library system.

B. Policies Review: Library Materials and Services and Related Issues

Supervisor Pirie moved, seconded by Councilmember Rotkin

that the Board adopt the revised Collection Development Policy (LJPB Policy #302).

UNAN

Absent: Storey

C. Strategic Plan Action Steps

The Board agreed to support the Strategic Plan Action Steps as presented with the acknowledgement that this is a working document that will change periodically. An action step was added to evaluate the LSB volunteer pilot project by November.

D. ILS Update

The Library was accepted as a member of a national grant to explore Open Source software in public libraries. This partnership will help our library to navigate and gather important information to make future decisions on our new ILS.

The library will contract out to migrate its data into the new ILS.

X. OTHER BUSINESS

A. Library Service Model Task Force Update

The Task Force has completed four meetings and spent much of this time setting a foundation. Small groups have split off to look at service efficiencies. The members of the Task Force are engaged and eager to get into the details of designing and creating new models.

The next meeting will focus on costs and specifically the cost allocations of two extreme service models.

B. Process for Library Director's Performance Appraisal

The Board and the City Manager have met to discuss the procedures for the Director's appraisal. They discovered that the procedures followed were not exactly as the LJPB agreement had laid out, but will look at adhering to this agreement next year since the process has already begun for this year. The major difference being that the City Manager be the one to collect all appraisal information from the Board members. The City Manager wants to make sure services are being provided via Board direction and meeting expectations.

C. Parking Lot Review

None

D. Board Evaluation Update

The Chair and two other members will begin this evaluation which is due in December. They will identify performance improvement steps. The Board also discussed attending an CALTAC training.

XI. NEXT MEETING

The next regularly scheduled meeting is Monday, November 1, 2010 at 6:30 pm.

XII. ADJOURN

The regular meeting adjourned at 7:30 p.m at which time the closed session resumed until 8:10pm.

Respectfully submitted,



Kira Henifin, Clerk of the Board

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

Libraries offer much more than books

It was a pleasure to see two unrelated but timely references to a community treasure and resource — the public library. I enjoyed the Opinion Page cartoon about what a library card can give you (access to thousands of books and movies), and I enjoyed the reference on the Wall Street Journal page about financial websites that can be accessed only by library patrons and only at a library, since the library pays to subscribe to these and other pricey websites. Many people think of libraries as only a place to borrow books, but they have so much more to offer.

MARY SIMPSON, board member, Friends of the Santa Cruz Public Libraries

SANTA CRUZ

Library offers session on computers

David Shaw, an experienced vocational ed computer hardware teacher, will answer questions at a free session, "Making Friends with Your Computer," 4:50 p.m. Wednesday at the Santa Cruz Public Library Central Branch, 224 Church St.

If there is interest, the library will expand this session into a series of sessions on how to use, maintain and expand home computer systems.

Libraries Increasing Hours

San Lorenzo Valley Branches See Larger Boosts

by Linda Fridy

Nine of Santa Cruz County's 10 library branches will be open more under a new schedule that goes into effect Oct. 16. Two locations hard hit by reductions a year ago, Felton and Boulder Creek, gained the most.

Falling property and sales tax income, plus an operating deficit, led the Library Joint Powers Board to close branches on Fridays in March 2009 and then further cut hours that summer. After a year to evaluate the impact of the staffing losses that drove the service reductions, Library Director Teresa Landers recommended adding back time to most locations.

The 45-hour overall increase brings total hours to 257, up from 212.

The Felton branch, which



The Felton branch will be open Saturdays starting Oct. 16.

had dropped to just eight hours total, will gain seven hours, allowing it to reopen on Saturdays and lengthen its Tuesday and Thursday schedule.

The system's most remote branch, Boulder Creek, got the biggest boost — 12 more hours. It will add Tuesdays and lengthen Mondays and Wednesdays.

Those two branches now share staff under the new plan and offer a combined five

days of service.

"San Lorenzo Valley residents have really missed being able to use their libraries. It will be wonderful to have a branch open five days a week, especially on Saturdays," said Paul Machlis of the Felton Friends of the Library.

Aptos gained six hours, which it will add to Thursdays and Saturdays, and Capitola's two extra hours go to an earlier

continued on page 11



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Cards with a Heart Support New Library

Scotts Valley Kicks Off Building Remodel — Larger Branch Underway

By Linda Fridy

Jordan Amadia's cards have heart, both literally and figuratively. The six-and-a-half-year-old, self-described "design man" and his family put one of his creations on stationery cards...



When Jordan came home from camp one day with a picture featuring a gold heart, his mom, Allison, told him it was good enough to sell. A friend told her about the Friends of the Library's fundraising efforts...

Library director Teresa Landers thanked Jordan for his support of the new Scotts Valley branch at the Aug. 14 groundbreaking.

The cards, with Jordan's design on the cover, a blank interior and an envelope, sell for \$1.50 each.

Friends of the Scotts Valley Library has raised \$109,000 toward its \$250,000 goal for materials, furnishing and equipment in the new branch...

Right Time, Design

Before swinging a sledgehammer to mark the start of converting a former skate rink to a 21st century library branch, Scotts Valley Mayor Jim Reed celebrated the project as something positive that has come out of economic hard times.

Special Adoption Fees for Cats Like Lucky and Bozo

Health

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Newsmakers

Cards with a Heart Support New Library

Faire Shares Proceeds with Nonprofits

Boulder Creek Library to Celebrate 25 Years

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Can Pension Reform Help Reduce Increasing Costs for California Governments?

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Public Pensions: What They Cost and Why Reform is Looming

Translating Number Mumbo Jumbo

People

Local Artisans Get Wider Audience

« Previous Story: Art & Wine Festival Takes Shape

Next Story: Faire Shares Proceeds with Nonprofits »

Both the building price and construction bids were less than the city had thought it would cost to get a new branch.

"We've been able to make our construction dollars go 20 to 30 percent further," said Reed.

The library will have 48 computers, half of which will be laptops.

And although the new branch will be nearly three times as large as the current one, it is designed to operate with the same level of staffing, added Landers.

With a teen platform, fireplace reading area and hands-on options for those still learning to read, "This is going to be a fun place to go," said Vice Mayor Dene Bustichi. ■

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New Branch Hours Starting Oct. 16

Library Hours	SAT	SUN	MON	TUE	WED	THU	FRI
Aptos +6 hours	11-5		11-7	11-7	11-7	11-7	
Boulder Creek +9 hours	1-5		1-6	1-6	11-6		C
Branciforte +4 hours	11-5			10-6	1-5		L
Capitola +2 hours	11-5			11-7		11-7	O
Central SC +7 hours	10-5	1-5	10-7	10-7	10-7	10-7	S
Felton +7 hours	9-12			1-6		11-6	E
Garfield Park +6 hours			1-6		1-6	10-6	D
La Selva Beach no change				1-7		10-6	
Live Oak +2 hours		1-5	11-7	1-7	11-7	1-5	
Scotts Valley +2 hours	1-5		1-5	10-7	11-7	10-7	

Looking Ahead

Landers said she asked the branch staffs for suggestions to add back hours, and the sites then compared strate-

gies. The new schedule also took responsibility for the smaller branches away from managers at larger sites. Instead, the same employees, now led by a senior library assistant, will serve a pair of

smaller branches: Felton and Boulder Creek, Capitola and La Selva, and Branciforte and Garfield Park.

That made scheduling easier, said Landers, since individuals are no longer spread among as many branches.

The new schedule serves as a transition while the system continues to look at future service options based on lower revenues.

The library board has a task force that will recommend a long-term approach.

The initial report is expected in January, after which a revised service model could be developed, Landers said.

These new hours should remain in place until the fiscal year ends next June. And maybe longer.

Although the library board resisted calls to close any

branches, the current schedule reflects a two-tiered approach, with larger "regional" branches getting more service hours and smaller satellite branches getting fewer staff hours.

San Lorenzo Valley representatives have been vocal that the switch left them disproportionately underserved.

"One of the things many people in the Valley would like to see is a rebalancing of services in proportion to population," said Machlis.

County Supervisor Mark Stone, who also serves on the library board, agrees.

"Felton, in particular, has been assigned a population that is not reflective of the area it actually serves," he said.

He continues to oppose closing branches.

"If we close branches, those are resources that won't come back," he said.

In Mid-County, Capitola city leaders have been equally committed to retaining and possibility increasing service. That city has been setting aside redevelopment money to build a larger, permanent library under a mandate from the county.

er opening on Saturdays.

Live Oak will add two Tuesday evening hours, and Scotts Valley will open at 10 a.m. on Tuesdays and Thursdays.

In the city of Santa Cruz, the extra time comes with switched days for Branciforte and Garfield Park, while the Central Branch will now open at 10 a.m. most days.

The only branch that did not get additional hours is La Selva Beach, which increased to 14 in June thanks to a pilot program using one staff supported by a rotating group of volunteers.

The Bookmobile added stops at the low-income housing sites of Bay Avenue Apartments in Capitola, The Farm in Soquel and Neary Lagoon in Live Oak.

The library system is supported by a sales tax in Santa Cruz County and governed by a joint powers association including Capitola, Santa Cruz, Scotts Valley and the County of Santa Cruz. Santa Cruz city is hired to manage the system under contract to the JPA. Watsonville operates its own libraries.

SC Sentinel
10/24/10

COMMUNITY HONORS

Community volunteers awarded for their service

Sentinel staff report

SANTA CRUZ — The Volunteer Centers of Santa Cruz County presented awards to individuals, groups and a business during its fourth annual "Be the Difference" awards luncheon held Thursday to honor them for their dedication to community service.

Two community members, Eva Leuthold and Diana Stolic, two groups, Friends of the Santa Cruz Public Libraries and the board of directors of the Homeless Services Center, and one business, Barry Swenson Builder, received the 2010 awards. In announcing the awards,



LEUTHOLD



STOLICH

the Volunteer Centers said:

■ Leuthold, who's volunteered at Hospice of Santa Cruz County for more than 15 years, was recognized as an advocate for people at the end of life. She is engaged in helping people both practically and emotionally to face the challenge of losing their physical and mental capacities and, ultimately, their

lives. She helped form of the Vigil Program, in which she sits vigil at the bedsides of those who are dying and supports those who have lost loved ones through Grief Support Volunteer Services.

■ Stolic was recognized for her work at WomenCARE during the past four years. She almost single-handedly manages the database, takes clients to medical appointments in Santa Cruz and Palo Alto, helps organize open houses and is a willing listener and mediator when a staff member needs her. Last year, WomenCARE provided services to nearly 400 women with cancer, as well as their

family members.

■ Friends of the Santa Cruz Public Libraries was recognized for supporting the library staff, helping with fundraising and community-advocacy programs and providing program support. The group also helps with story hours and children's summer reading programs, provides library materials to the homebound and spends hundreds of hours getting books ready for the Huge Book Sale at the Civic Auditorium.

■ The board of directors of the Homeless Services Center was recognized for serving homeless individuals and families and helping to create

the River Street Shelter, the Rebele Family Shelter, Page Smith Community House and Paul Lee Loft. Members are dedicated to providing everything from meals and counseling to mail services and transportation.

■ Barry Swenson Builder was recognized for supporting the community in the years following the 1989 Loma Prieta earthquake. In its aftermath, employees worked to rebuild. The company recently has donated funds and services to a wide variety of organizations, including the Homeless Garden Project, Kuumbwa Jazz Center, the Boys and Girls Club, WomenCARE and many others.

SantaCruzPatch

ARTS

Check Out Banned Books Week Display

Banned Books Week ends today, but the fight to end censorship goes on.

By Linda Covella October 2, 2010

Recommend Be the first of your friends to recommend this.
Have you read "The Catcher in the Rye," "The Grapes of Wrath," or "To Kill a Mockingbird"? All classics of American literature, and all repeated targets of groups who have tried to get these books removed from school and library shelves.

Banned Books Week, sponsored by the American Library Association (ALA) as well as several other organizations, runs every year at this time to bring awareness to the public about attacks on a list of books that grows longer each year. The reasons for the challenges can vary -- and they can come from individuals or groups.

The ALA website (<http://www.ala.org/ala/issuesadvocacy/banned/frequentlychallenged/challengedclassics/reasons banned/index.cfm>) sites specific instances where books have either been challenged or banned.

Santa Cruz is no stranger to book challenges: In 1995, "To Kill a Mockingbird" was challenged in the schools due to the story's racial themes.

And John Steinbeck's classic "Grapes of Wrath" has been burned, banned and challenged since its publication in 1939.

Another example: "The Catcher in the Rye" was banned at a high school in Boron, Calif., in 1989 because of profanity, and taken from the required reading list of Marysville, Calif., Joint Unified School District again more than a decade later in 1997 because of profanity and sexual references. Just last year it was challenge again at a high school in Missoula, Mont.

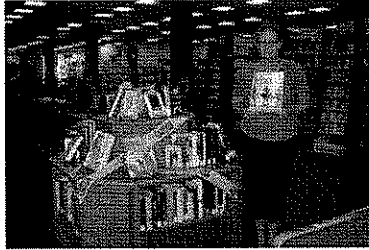
The ALA website also provides a map (<http://www.ala.org/ala/newspresscenter/mediapresscenter/presskits/bbw2010/index.cfm>) showing where this year's challenges occurred. As you're reading this, books are being challenged. Case in point: Laurie Halse Anderson's (<http://madwomanintheforest.com/>) young adult novel "Speak," which deals with the subject of rape (among other themes), is being attacked as pornography by Wesley Scroggins, an associate professor at Missouri State University.

The Santa Cruz Public Library has a specific "Materials Reconsideration Process," and Sue Graziano, head Youth Services Librarian for the central branch, explains, "Everyone's opinion is worthy of respect, but what the library objects to is restricting access to opinions that are conveyed in those books that are challenged." She goes on to say, "We can help parents and children make book selections and find reviews, but we do not tell children what they can and cannot read."

When asked how the library makes its book selections, Graziano says there's a specific process librarians follow, but generally "we have a responsibility in selecting books that represent multiple points of view, even if we don't personally agree with the content."

Banned Books Week ends October 2nd, but Laurie Halse Anderson urges readers to keep the awareness alive throughout the year in her blog (<http://madwomanintheforest.com/blog/>) regarding the attack on "Speak":

"My fear is that good-hearted people in Scroggins' community will read his piece and believe what he says. And then they will complain to the school board. And then the book will be pulled and then all those kids who might have found truth and support in the book will be denied that. In addition, all the kids who have healthy emotional lives but who hate reading, will miss the chance to enjoy a book that might change their opinion."



PHOTOS (5)



SEE NEXT IN ARTS

'Visibly Invisible': Cabrillo Gallery Exhibit Explores Gender

Oct 5, 2010

To the management,

I am Allen Hendrick, as
continued user of your fine
Solon Beach Library.

I am very pleased with
the services that you furnish

to us. I read I believe in the
Santo Greg Lentini or our

Bookmobile) must that you
would like some input or
new books for our library.
Most of these titles are rather
I have enjoyed from yours.

J. S. B. Sibney, but I am running
out and the librarian says you
don't have the few new books
that I asked for.

Please consider some more
interesting books that I can enjoy.
My librarian helps me so much
since I have never been a reader

I don't know how to find books
on use the library.

I also am constantly having
trouble with the computers,
they also help me with that,
I would like to have a
class where I could ask
questions on using the computer.

I thank you for your
concern in any way. I
would like to tell you that
our library is part of my
life and I couldn't do
without it.

Sincerely,
Allen Hendrick



SANTA CRUZ • PUBLIC
LIBRARIES
A City-County System

October 20, 2010

Dear Ms. Hendrick,

My name is Julie Richardson, and I am the Collection Development Librarian at the Santa Cruz Public Libraries. Your letter to Library Headquarters was forwarded to me, as I am responsible for patron materials recommendations and overall book and media collections.

It is heartwarming to hear that the library is so important to you. Thank you for commending the staff and services provided at the La Selva Beach Branch. It is gratifying to hear that at 83-years old, you have only in the past four years become an avid reader. From the long list of enjoyable book titles you enumerated in your letter, it is obvious that you are making up for lost time and have developed a passion for both fiction and nonfiction. I am glad that our library staff could help you.

Your list of titles previously read shows that you have eclectic tastes, and that you are interested in tales of true adventure, nature and travel writing, stories featuring Native Americans, and biography, and you are interested in obtaining a number of classic movie titles. It should be possible for library staff to assist you with finding interesting new materials. There are over 500,000 items in our collection, and you may request any item that circulates from any branch regardless of where the item is permanently assigned. Our delivery drivers will deliver any book or videotape requested to the branch most convenient for you.

If your local library staff have run out of personal recommendations, on our staff are many librarians who are excellent at readers services. Staff routinely share good books and media with each other, and can tap into the expertise of databases, such as Novelist, specifically designed to find similar books to those you have already read and appreciated. The majority of us who work in libraries love to read. We also love to hear stories such as your own, about new readers that just cannot get enough reading material.

To the best of our ability, we strive to maintain excellent library collections that meet the demand of Santa Cruz residents. We also continuously work on the selection and design of library resources that bring readers and viewers together to discuss reading and viewing interests, whether face to face, or in online communities. Have you discovered the list of staff recommended books or *Staff Picks* available on the library's Internet homepage?

In your letter, you brought up several issues. You mention that you are running out of reading material. Your letter includes a long wish lists of books and movies that you have not been able to obtain at your local branch, including a few newer book titles. You also also say that you have difficulty using the computer and would like to take computer classes in order to better use the library collection.

The library budget has been greatly reduced as a result of the recent economic downturn, and this has affected our purchasing power and the number of new items purchased and made available. We also reduced staff this past year, library hours, and the number of computer

classes offered to teach library computer essentials.

Whereas previously we could request items on interlibrary loan that the library did not own, we were forced in the last fiscal year to temporarily discontinue our participation in that highly-valued program. We are interested in bringing back that service as funding permits. Some of the movies enumerated on your list may be available in nearby regional libraries, or may be available only in out of the area libraries. Interlibrary loan enabled us to offer patrons out-of-print titles, and enabled library users to obtain materials that are only available from a special library or available in a remote location that library users cannot readily travel to.

Within the limits of our budget, the Library continues to buy in-demand fiction and nonfiction titles, as well as new media titles. We cannot buy all materials for all branches, but we are able to fill a high percentage of requests for materials at the branches through placing library holds, pulling from other branches. Titles that have a large number of requests are high priority in terms of purchasing. We participate in a leased books program that helps us to meet the high demand for certain items.

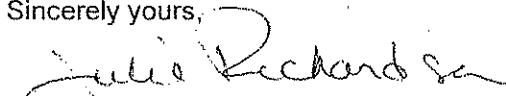
All that said, we continue to receive and to actively respond to patron requests for library materials. When we receive a recommendation for purchase, it is forwarded to librarians responsible for ordering in the subject area, whether fiction, biography or video. Librarians assigned to subject areas determine through a selection process whether or not the material meets our criteria and whether there are sufficient funds for purchase.

I wish I had the time to personally assist you with each of your specific title requests. Some of the titles on your movie list appear in our library catalog. Not knowing the format required by your home viewing equipment, I suggest that you check with the branch staff at La Selva, or call Telephone Reference for assistance in placing a hold. It is also possible to request items we don't own through our E-suggest feature from the Library's website. I understand that until you develop the necessary computer skills, staff may need to assist you with computer use.

As you have noted, the best person to help you initially with placing holds and with materials recommendations is the person in a nearby branch. Please continue to submit your requests for materials and reading recommendations to the branch staff. These will be forwarded to me or to the appropriate librarian for review.

Thank you for your sincere letter and for sharing with us the materials you loved, and those you wish we had. I will pass along your materials suggestions to the appropriate librarians for review.

Sincerely yours,

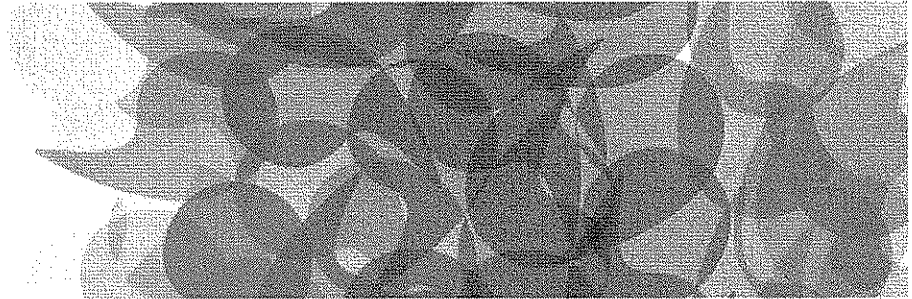


Julie Richardson, Librarian III
Collection Development Librarian
Santa Cruz Public Libraries



sandiego

American Library Association
Midwinter Meeting & Exhibits
January 7-11, 2011



PLA at the ALA 2011 Midwinter Meeting

PLA Institute: Public Libraries Survive and Thrive in the 21st Century

Friday, January 7, 2011

9:00 a.m. – 5:00 p.m.

How can your library make it through these tough economic times, with its no-end-in sight budget cuts and staff lay-offs? Learn from top library administrators, from big and small libraries:

- how they make the tough decisions about budgets and staff;
- how they communicate with the various stakeholders;
- what they do to help preserve funding; and
- how they help both library staff and library customers survive.

Plus take home new ideas and best practices—covering facilities, marketing, staffing, community collaborations, customer service, and technology—that will help your library thrive in the 21st century. Learn how to manage—in good times and in bad—how to incorporate innovative new ideas in your library and keep it relevant for when the bad times are over. This day-long program will be held on Friday, January 7, 2011, prior to the ALA Midwinter Meeting in San Diego. You do not need to register for Midwinter Meeting to register for this stand-alone event (unless you are taking advantage of "bundled" registration). You may also sign up for the optional box lunch to network with colleagues from across the country.

Speakers:

- Susan Hildreth, Director, Seattle (Wash.) Public Library
- Kimberly Bolan Cullin, Kimberly Bolan & Associates LLC, Indianapolis, Ind.
- Rob Cullin, Providence Associates LLC, Indianapolis, Ind.
- John D. Hales, Jr., Director of Libraries, Suwannee River Regional Library (Fla.)
- ➔ Teresa Landers, Director, Santa Cruz County (Calif.) Library
- Jane Light, Director, San Jose (Calif.) Public Library
- Lisa Musgrove, Interim Director, Siskiyou County (Calif.) Library

Cost:

	Institute Only	With Optional Box Lunch
PLA Member	\$210	\$245

鼓励职工出版文章:圣克鲁斯公共图书馆 推广新的年度工作表现鉴定

Hui-Lan H. Titangos

(美国圣克鲁斯公共图书馆)

摘要 “图书馆员精选书名”是新推广的测量圣克鲁斯公共图书馆(SCPL)专业人士的年度工作表现鉴定。该研究从历史的角度探讨为何公共图书馆馆员的出版数量远远少于学术图书馆的同行。显然,“不发表则消亡”可能对学术界和学术图书馆员生存有效,但它对公共图书馆馆员并没有太大的压力,因为他们不需要出版文章,即使出版,也并不鼓励。为改变这一历史潮流,圣克鲁斯公共图书馆自2008年以来在其新设计的网站上推出图书馆员精选书名项目,即让图书馆员选择书名,出版书评。它的目的是要求图书馆员每年发表三篇书评,构成年度工作表现鉴定的一部分。作为投稿者之一,笔者不仅参与了整个过程,而且还进行了一系列的调查。它为什么能吸引这么多投稿者和读者?它的发展速度为什么快于图书馆推广的其他活动项目?促进这一现象的动力何在?

关键词 公共图书馆 职工出版文章 表现 鉴定 圣克鲁斯 美国

Promote Staff Publications: Library Performance

Evaluation at Santa Cruz Public Libraries

Hui-Lan H. Titangos

(Santa Cruz Public Libraries, USA)

007
Cataloging
Librarian

Abstract The program of Staff Picks is a new measurement to evaluate the annual performance of professionals at the Santa Cruz Public Libraries (SCPL). The research will examine from a historical viewpoint the reasons why the number of public librarians' publications is far less than those of their academic counterparts in professional literature. Apparently, "Publish or perish" might be an effective metric for academia and academic librarians to survive in their professions. However it has certainly little bearing on public librarians who are neither required nor encouraged to publish. The research finds that to reverse such a historical trend, since 2008 SCPL has introduced a feature on its newly-designed website, i. e., *Staff Picks*, to publish book selections and reviews. It aims at requiring librarians to write and publish three book reviews per year, as part of their annual performance appraisal. As one of the contributors, the author has not only participated in the process, but also has conducted a series of investigations into the unprecedented success of the library program. Why can it shine and attract so many writers and readers? How can it grow so much faster and steadier than other library programs and activities advertised so prominently? What are the driving forces behind all of these phenomena?

With the official launching of its newly designed homepage in February 2008, Santa Cruz Public Libraries(SCPL) introduced to the public a new feature entitled SCPL Staff Picks in the category of READER'S LINK.

Keywords public library staff publication performance evaluation santa cruz united states of America

The purpose of introducing Staff Picks is twofold. In addition to the existence of available book

PRESS RELEASE

For Immediate Release:
Monday, September 27, 2010

Contact: Aaron McLear
Matt Hirsch
916-445-5880

Gov. Schwarzenegger Applauds Award of Over \$173 Million in Broadband Grants

Includes \$154 Million Award for Cutting-Edge Public Safety System for Los Angeles

Governor Arnold Schwarzenegger today issued the following statement after the Department of Commerce's National Telecommunications and Information Agency announced \$173.3 million in four broadband related American Recovery and Reinvestment Act (Recovery Act) grants to benefit California. The grantees include the Los Angeles Regional Interoperable Communications System Authority (LA-RICS), the California Emerging Technology Fund, the City and County of San Francisco, and the Monterey County Office of Education.

"California stands to benefit a great deal through improvements in infrastructure and job creation thanks to the broadband grants awarded today," said Governor Schwarzenegger. "Given our state's strong commitment to broadband advances, California is helping lead the way in broadband applications for public safety, telemedicine and digital literacy for all Californians. These projects will turn the digital divide into digital opportunities for our students, our workforce, the disadvantaged and our first responders."

The largest award is a \$154,640,000 grant to the Los Angeles Regional Interoperable Communications System Authority (LA-RICS) to build the LA-SafetyNet project. The LA SafetyNet project will enable a modern 700 MHz public safety interoperable broadband network that will allow multiple public safety agencies in the Los Angeles region to respond to large scale emergencies such as earthquakes and wildfires. This network will connect over 80 public safety agencies, and about 34,000 first responders such as fire, sheriff, and police personnel, encompassing a sprawling terrain of over 4,060 square miles where 10 million people reside. The network will connect almost 300 wireless 700 MHz public safety sites using new and existing infrastructure, fixed microwave backhaul rings, and 100 miles of high capacity fiber backbone. This state-of-the-art Long Term Evolution (LTE) network will enable computer-aided dispatch, rapid law-enforcement inquiries, real time video streaming, medical telemetry and patient tracking, geographic information systems services for first responders and other broadband applications. A similar interoperable wireless public safety project was funded by a Broadband Recovery Act Grant for the BayWEB project in the San Francisco Greater Bay Area on August 18, 2010.

The California Emerging Technology Fund (CETF) received its second Broadband Recovery Act grant with its "Access to Careers and Technology" project. NTIA gave CETF a grant for \$7,108,181 to place unemployed persons in information technology industry jobs by providing outreach, training, and services to at risk youth, persons for whom English is a second language (ESL), public housing residents, the homeless, and people with disabilities. In six regions of California, the project will provide broadband tools to help these groups develop information technology skills, digital literacy and improve job placement. Qualified low income persons will be able to earn a computer by graduating from a broadband training curriculum designed to create community broadband adoption ambassadors (a state digital literacy corps). To measure adoption and workforce development

outcomes, the CETF will use a web-based standardized assessment tools to track the progress of the participants. It will train 37,000 residents offering 1.2 million hours of teacher-led training. The project partners include Acme Network, CAMINOS – Pathways Learning Center, California Resources and Training, Chrysalis, The Stride Center, OCCUR, Goodwill Industries of San Francisco, San Mateo and Marin Counties, San Diego Futures Foundation, Youth Radio, EmpowerNet California and Southeast Community Development Corporation. CETF was formed by the California PUC to help bridge the Digital Divide, using \$60 million in donations by AT&T and Verizon.

The third project awarded is for \$7,931,632 to the City and County of San Francisco for its San Francisco Community Broadband Opportunities Program (SF-CBOP). San Francisco's project focuses on seniors and African American/ Latino persons, who were found by a 2009 city study to only subscribe to broadband at rates of 42% and 61% respectively, compared to the city-wide average of 82%. The partners will engage in broadband training to seniors, adults in residential treatment, low income and ESL youth, and other economically and socially disadvantaged groups. SF-CBOP will offer training sessions to reach 8,000 residents with over 300,000 teacher-led training hours in senior centers, group homes, San Francisco's Beacon Centers and at City College. A volunteer "digital literacy corps" will be formed for training and support, and empowering the local community to develop its own digital literacy. Annual surveys will track progress and metrics. Project partners include Community Living Campaign, Community Technology Network, Self Help for the Elderly, National Council on Aging, Conard House Inc., City College of San Francisco, San Francisco Adult Day Services Network, Northern California Presbyterian Homes and Services, San Francisco Housing Authority, Lighthouse for the Blind and Visually Impaired, Bay Area Video Coalition.

* The final Broadband award is a \$3,631,495 grant to the Monterey County Office of Education for its Central Coast Broadband Consortium Public Computer Alliance. This area has a high degree of non English speaking persons and only 70% of adults hold a high school diploma or equivalent. The Monterey County Office of Education and its partners will expand the Office of Education's Career Technology Education center in Salinas, which provides high school students with 360 hours of training to receive a certificate in digital media production skills and the opportunity to obtain vocational placement or continue their training at Hartnell College, a community college. Hartnell College will expand its access and training programs to its Alisal and King City satellite campuses. The project will also establish three new public computer centers, upgrade about 25 more, and deploy 200 new computer workstations while upgrading more than 300. The project partners include Hartnell College, Monterey County Free Libraries, The National Steinbeck Center, Community Information Center, Community Information Center, California State University Monterey Bay, Boys and Girls Clubs of Monterey County, and Access Monterey Peninsula.

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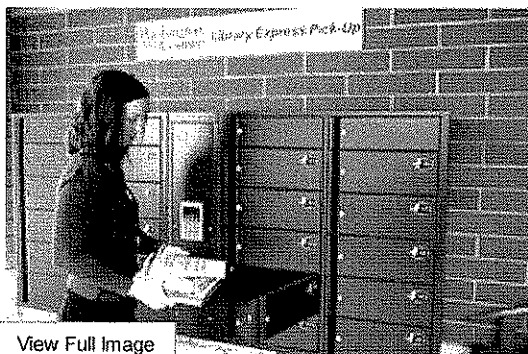
WSJ.com

U.S. NEWS | OCTOBER 25, 2010

New Library Technologies Dispense With Librarians

By CONOR DOUGHERTY

HUGO, Minn.—In this suburb of St. Paul, the new library branch has no librarians, no card catalog and no comfortable chairs in which to curl up and read.



[View Full Image](#)

Matt McLoone for The Wall Street Journal

A library worker shows how to check out books from a digitally locked cubby, in Hugo, Minn.

Instead, the Library Express is a stack of metal lockers outside city hall. When patrons want a book or DVD, they order it online and pick it up from a digitally locked, glove-compartment-sized cubby a few days later. It's a library as conceived by the Amazon.com generation.

Faced with layoffs and budget cuts, or simply looking for ways to expand their reach, libraries around the country are replacing traditional, full-service institutions with devices and approaches that may be redefining what it means to have a library.

Later this year Mesa, Ariz., plans to open a new "express" library in a strip-mall, open three days a week, with outdoor kiosks to dispense books and DVDs at all hours of the day. Palm

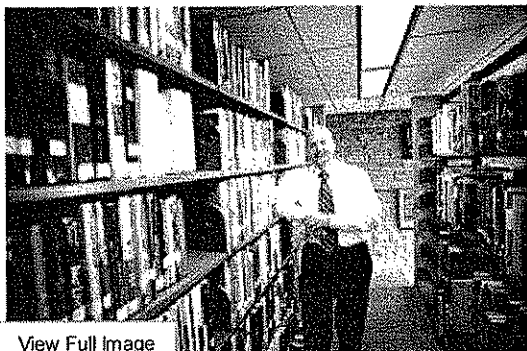
Harbor, Fla., meanwhile, has offset the impact of reduced hours by installing glass-front vending machines that dispense DVDs and popular books.

The wave of innovation is aided by companies that have created new machines designed to help libraries save on labor. For instance, Evanced Solutions, an Indianapolis company that makes library software, this month is starting test trials of a new vending machine it plans to start selling early next year.

"It's real, and the book lockers are great," said Audra Caplan, president of the Public Library Association. "Many of us are having to reduce hours as government budgets get cut, and this enables people to get to us after hours."

Some library directors worry that such machines are the first step toward a future in which the physical library—along with its reference staffs and children's programs—fades from existence. James Lund, director of the Red Wing Public Library in Red Wing, Minn., recently wrote skeptically about the "vending library" in *Library Journal*, a trade publication.

"The basis of the vending machine is to reduce the library to a public-book locker," Mr. Lund said in an interview. "Our real mission is public education and public education can't be done from a vending machine. It takes educators, it takes people, it takes interaction."



View Full Image

Matt McLoone for The Wall Street Journal

A skeptic of the approach, James Lund, of the Red Wing, Minn. public library: 'We are not a public-book locker.'

Public libraries are an American creation. The first was introduced by Benjamin Franklin, who created a co-operative library funded by people who used it. The first tax-supported library was founded in Peterborough, N.H., in 1833, according to Larry Nix, a retired librarian and library historian. Today there are about 16,700 public library buildings in the country.

Robo-libraries are still a relatively rare sight. Public Information Kiosk Inc., a company in Germantown, Md. that sells kiosks and vending machines to libraries, has had 25 orders for a book-and-DVD-dispensing machine that the

company introduced last year. Fred Goodman, the company's chief executive, estimated that, overall, there are no more than a few dozen vending machines now in operation. Still, he expects to sell at least twice as many units in 2011.

Hugo is a town of 13,700 people on the northern fringes of the Minneapolis-St. Paul metropolitan area that has seen its population double in the last decade. But surrounding Washington County is struggling to build the infrastructure to support the newcomers: Over the past year, the county's nine-branch library system has cut the equivalent of two full-time workers to trim costs.

And yet, the system is popular: Visits last year rose 10% compared to 2007.

The combination of greater demand and leaner resources is visible in the wait list for some popular books. The system has 32 copies of "Freedom," the new Jonathan Franzen novel set in nearby St. Paul, but 321 people on the waiting list—a 10 to 1 ratio. In flusher times, the wait-list ratio was usually closer to 5 to 1 for popular titles.

The 20 lockers of Library Express won't solve that problem, but they have made the library more convenient. The county is adding 20 more lockers next month.

Melody Baker, 47, recently used the lockers to check out the best seller "Eat, Pray, Love,"—"I had to see what the fuss was about," she said.

The library's main branch is five miles from her house, but Ms. Baker, who is a personal care attendant for an autistic child, says it's hard to get there during business hours when the library is open. "It's difficult for me to get up there," she said of the library's main branch. "This makes it much easier to get library material."

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Libraries Offer Free Resources

BY JONNELLE MARTE

Looking for free financial resources? Go to the library. Many libraries offer free access to financial websites that require paid subscriptions. Others provide free financial-literacy programs.

One site is **Morningstar.com**, where library patrons can access analysts' research on stocks and mutual funds and other portfolio tools. The accounts at the libraries are similar to Morningstar's Premium memberships, which cost \$179 annually, but don't include the ability to save a personal portfolio or sign up for alerts.

TIP OF THE WEEK

Libraries also commonly give visitors free access to Value Line Publishing (**Value-Line.com**), where a paid membership is required to see reports on specific stocks and asset classes, along with stock rankings and model portfolios.

Access to such sites is granted free to visitors using library computers and, in some cases, members can access the site from home by using their library cards.

Many libraries also offer financial-literacy programs, thanks to grants from the Financial Industry Regulatory Authority (FINRA) Investor Education Foundation.

For example, one library in East Peoria, Ill., is offering online and face-to-face investor-education programs. The public library in Albany, N.Y., has a clinic that refers people to publications and community groups where they can get free help with taxes, reading credit reports, banking and saving.



STAHLGER
2010. THE COLUMBUS DISPATCH

MONTHLY REPORT FOR OCTOBER 2010

1. Reading, Listening and Viewing for Pleasure

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

Scotts Valley's preschool storytimes resumed in September after a one month hiatus, allowing attendees to hear stories, sing songs, and participate in fun activities and craft projects. There were a total of 288 participants in the storytimes in September.

Baby storytime has resumed at the Branciforte Branch after a long hiatus. Targeting the 0-13 month age group with early literacy activities through song and rhyme, Valerie Murphy's excellent ukulele skills drew a crowd of 17 at the first weekly event.

Garfield Park has begun offering its first storytime ever! Linda White's laptime targets children ages 1-3. A group of 16 came to our first weekly event.

Capitola resumed its regular storytime on Wednesday, October 6. Even though the branch is closed on Wednesdays, 46 children and parents attended.

The Library ordered and received small orange/white stickers that say "My First Library Card." These square stickers fit over the SCPL logo on the library card and will be used to recognize a child's first card.

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

In August Scotts Valley presented a display themed "A More Perfect Union", which highlighted important chapters in American history, as well as themes that are integral parts of American culture. The display included books and other materials representing the rich texture of the American heritage.

In addition, the Scotts Valley branch showcased a wall and case display celebrating theater and drama. The branch partnered with Shakespeare Santa Cruz for July and August to exhibit posters from 29 years of theatrical history at UCSC. The branch distributed bookmarks from Shakespeare Santa Cruz, and acquired 2 tickets to a Shakespeare Santa Cruz performance which will be used in the upcoming Scotts Valley Friends' "Ladies Night".

During September, the Scotts Valley branch featured a display of "The Lively Alphabet". Exhibited throughout the branch on walls and cases, is a trilingual alphabet book, in Spanish, English, and a Native American language, Quechua. The book is populated by hand-knit finger puppets set in scenes drawn and printed on a rainbow of cloth from Cuzco.

All branches featured displays in honor of Banned Books Week, celebrating the freedom to read and the importance of the First Amendment.

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

Scotts Valley staff member Liz Pollock stated that she thinks our "Good Reads" forum on the Library website's Readers Link is a neat way of sharing favorite books. She benefits greatly from reading about what her colleagues recommend.

At Live Oak, Heather Norquist gave 35 Seniors from Cypress Charter School an introduction to library research, highlighting the *Greenfile* and *Opposing Viewpoints*

databases. For their Senior Projects, these students are researching ways to solve problems in our community. One student, Stefany Mendoza, is focusing on the problem of the library budget, and will be interviewing several library staff in the next month.

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.

Scotts Valley library users demonstrate a strong interest in recreational reading, and many have expressed an interest in book clubs. In response to this interest, the branch is starting a book club, and a display of book discussion kits is being featured at the Scotts Valley branch.

Scotts Valley library assistant Lauren Suhd gave a tour of the library to some homeschoolers and their parents. She demonstrated how to use the catalog and how to find information on our website.

At the Central Branch, David Shaw gave an initial session on computers to a group of 10 very interested seniors. The purpose of the meeting was to introduce computer topics to see if there is interest in a regularly scheduled library-sponsored orientation to the way computers work and the things that can be done with them. Enthusiasm was high and the program will become a regular series starting January 2011. Several seniors said that they knew they could learn what they wanted to know so that they wouldn't have to be dependent on their adult children for help.

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.

As of September 30 the library's partnership with the Santa Cruz Community Action Board that provided employees to rebarcode book collections ended. CAB is funded by the American Recovery and Reinvestment Act of 2009 in cooperation with the California Department of Community Services and Development. CAB workers rebarcoded more than 80% of the over 430,000 book titles in the library system and their help will have been instrumental in finishing this project at Live Oak, Central, Aptos, Branciforte, Capitola, and Scotts Valley Libraries. The remaining libraries will be rebarcoded by staff and volunteers. After each library's collection is completely rebarcoded, updated, easy-to-use self check machines are installed. Library staff are planning for at least 80% of patron checks to be done on these new self check machines. 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.

On August 14, the Scotts Valley community enjoyed a groundbreaking ceremony for the new Scotts Valley Library. Representatives from the City of Scotts Valley and Santa Cruz county donned hard hats and swung sledgehammers to symbolically commence work on the roller rink-turned-library. Approximately 50 community members were on hand to participate in the ceremony, and the Friends of Scotts Valley Library promoted the library tile program as well as the note cards designed by six year old Jordan Amadia. Jordan has sold his note cards to raise over \$250 to go towards the Scotts Valley Library.

On September 11, the Friends of the Scotts Valley Library sponsored "A Tropical Tale", a successful Silent Auction and Barbecue for the purpose of raising funds for the chapter's capital campaign. The event was held at the community center in Scotts Valley and was well attended by local library supporters who enjoyed good music, food, and both a live and silent auction. The Friends of the Scotts Valley Library are continuing to raise funds for the new branch by selling named tiles for the building's entryway.

The Aptos branch held a quarterly staff meeting on October 18 and invited John Hibble from the Aptos Chamber of Commerce to speak about the makeup and goals of the chamber as well as their local history collection. He also spoke about the nature of reference questions that the Chamber fields which are frequently from people wishing to vacation here or needing background information on this area for business purposes. He indicated that members of the Chamber of Commerce would be interested in working with the Library to instruct their members on the business internet resources and databases available from the Library web site.

On October 28, Marcia Schneider, SCPL Community Foundations-funded marketing consultant, will meet with Teresa, Janis and community members of the Marketing Focus Group to think about the ways the Library presents itself to the community. This is a first step in creating a marketing platform for the Library.

Scotts Valley sponsored a "Building a Book Club" window display. This display features a wheelbarrow and shovel lent by Scarborough Lumber/Ace Hardware. While obtaining these items for the display, Liz Pollock gave the store manager library card applications for store employees, who will be encouraged to use the library during work breaks. Liz also created an art poster encouraging reading.

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

The Scotts Valley Library Knitting Club is still going strong. The group met 5 times at the library during August, with a total attendance of 67. Some of the group's young members proudly modeled stocking caps which they completed at the library during the summer. The Scotts Valley knitting club continues to meet weekly at the branch, with a total of 32 attendees in September, and 32 in October.

The Garfield Park and Branciforte branches exhibited a display for National Eat Better Eat Together month in October. According to Washington State University and the Nutrition Network of Washington, when adults and children eat together children do

better in school, have fewer behavior problems, teenagers are less apt to use alcohol or drugs, communication improves between children and adults, and traditions are created around food and meals. These displays intended to raise awareness for the benefits of families eating together offered a variety of resources for including children and teens in meal preparation, fast and fun snacks and meals for kids and adults, as well as other activities to do with children and teens.

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

The Aptos branch staff have issued over 126 receipts from the Friends of the Library since June for items generously donated to the Library by the community.

Teresa continues to provide tours for the Friends for potential donors and community supporters. She also gave tours to 6 of the 8 City of Santa Cruz council candidates. Both these efforts contribute to the community's understanding of what the library has to offer and the challenges it faces.

On October 6, SCPL participated in the statewide Library Snapshot Day. California libraries counted and recorded their normal activities on this one day so that we and our communities can recognize the breadth of the work of the Library. This information is being shared with the State and with our community. Six of our branches and the bookmobile were open that day. 1039 reference questions were answered, 364 people attended programs, 2726 people came into a branch or onto the bookmobile, 2527 people visited the website, 936 materials were processed, 283 items were cataloged, 416 people are "Friends" of the SCPL Facebook page, and 147 people follow SCPL on Twitter. More numbers to follow.

Teresa met with the City Managers/County Administrative Officer from Scotts Valley, Capitola, Santa Cruz and the County. This will most likely be a quarterly meeting in order to foster better communication and meet the requirements of the Library Joint Powers agreement.

D. Volunteers will be used effectively

Volunteers contributed 29 hours assisting Access Services staff by covering books and cleaning media.

At the Branciforte Branch, a combination of adult and youth volunteers contributed more than 70 hours of library support. Volunteers performed a variety of tasks, including periodicals processing, search lists, routing out sends list items, preparing Friend's deposits, watering plants, shelving books, creating displays, and more.

A community volunteer taught a class, "Making Friends with Your Computer."

The Friends of the Library received an award from the Volunteer Center. They shared the award for Best Group volunteer effort with the Board of the Homeless Services Center. They were recognized for their outstanding achievement in utilizing volunteers to support the community. In addition, Elizabeth Walch, President of the

Scotts Valley Chapter of the Friends, was an honoree in the individual category. Both the Friends and Elizabeth were nominated by different members of the community.

Friends volunteer, Phyllis Taylor, began working with Capitola staff member, Melanee Barash, on implementing Tales to Tails...a confidence-building reading program for children in which children read to dogs in the Library. The first meeting of Tales to Tails volunteers is Sunday, October 24.

4. WELCOMING PLACE

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

In September Scotts Valley staff and generous volunteers began re-barcoding the collection in preparation for additional self-check stations planned for the branch.

In October, a staff committee met twice to identify the physical changes necessary to accommodate self-check stations at Branciforte. Branch staff have begun preliminary preparations.

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

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

Liz Pollock of Scotts Valley commented, "Everyday I watch my fellow clerks and information librarians help patrons; whether it's a sticky research question or simple instructions on how to download an ebook, they're always kind and patient."

From Facebook, responding to a post about Banned Books week, a library user wrote: "I just love that I was raised in an area that celebrates books - including the banned ones! :)"

5. FINANCIAL SUSTAINABILITY

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

The Friends of the Scotts Valley Library have achieved a goal of matching funds with a \$25,000 contribution. These funds will be used for the Scotts Valley Library capital campaign. The Friends are also selling commemorative tiles which will be used in the entry to the new library. The Friends of Scotts Valley Library also reported that they raised almost \$15,000 at the Barbecue/Auction event. This brings the group's fundraising efforts to \$143,000, more than halfway to their fundraising goal of \$250,000.

The Task force on financially sustainable service models continues its challenging work. Teresa is working with the staffing consultant to create a solid model for staffing the library of the future.

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.

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

6. ORGANIZATIONAL READINESS

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

Lauren Suhd and Paula Turpenen attended a training session on e-Audio books presented by Overdrive. The topic of the session was "Browse, Check-out, and Download". Lauren and Linda Swarbrick attended a training session on Google Docs. Liz Pollock learned about using flashdrives for saving documents and pictures. While she knew of their existence, she now realizes how easy they are to use for sharing information, and not such a "scary" technology tool.

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

Teresa attended the MOBAC Executive Committee Meeting. She also participated in a meeting by connecting virtually of the Pacific Library Partnership Executive Committee. The latter meeting focused on a new fee structure that will mean increased costs for Santa Cruz for participation in this regional cooperative system.

Teresa co-taught a session of the City's supervisory training. Along with the Director of Human Resources, Lisa Sullivan, she taught a session on Effective Performance Evaluation. Three library staff are participating in this training.

Teresa has been asked to be a member of the luncheon planning committee for the Women in Business group in the Santa Cruz Chamber of Commerce.

Eight members of the Library staff attended the Future of Libraries conference in San Francisco and shared their experiences in a lively discussion with colleagues on October 21.

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

Several staff participated in a full day web delivered conference on e-content and what it means for libraries.

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

10/11 VOLUME AND PERCENT CHANGE

	Circulation			Busyness*			Reference/info			Visitors		
	FY0910	FY1011	%change	FY0910	FY1011	%change	FY0910	FY1011	%change	FY0910	FY1011	%change
July												
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%
Branciforte	6716	6152	-8.4%	21789	18285	-16.1%	3276	845	-74.2%	6,006	4,762	-21%
Capitola	9169	9711	5.9%	24244	25497	5.2%	1988	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%	9064	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	2877	-17.5%	7421	6304	-15.1%	2747	1998	-27.3%	na	994	na
TOTAL	125350	121418	-3.1%	310583	275124	-11.4%	28415	20501	-27.9%	87,340	75,477	-14%
August												
Aptos	21655	20095	-7.2%	50085	47281	-5.6%	3139	2110	-32.8%	11,242	11,252	0%
Boulder Creek	4161	3364	-19.2%	10587	9752	-7.9%	49	312	536.7%	4188	2347	-44%
Branciforte	7806	5640	-27.7%	20027	17721	-11.5%	3276	845	-74.2%	5862	4607	-21%
Capitola	10607	8642	-18.5%	25134	24718	-1.7%	1887	936	-50.4%	5256	5244	0%
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	-4%
Outreach	3235	2809	-13.2%	6972	4465	-36.0%	2747	1998	-27.3%	na	928	na
TOTAL	126409	118351	-6.4%	303788	267027	-12.1%	28630	20501	-28.4%	83715	79493.5	-5%
*Defined as check ins/check outs/route ins/route outs												
Sept												
Aptos	20473	18645	-8.9%	47173	39059	-17.2%	3139	2110	-32.8%	11,689	9225	-21.1%
Boulder Creek	3547	2850	-19.7%	10019	8545	-14.7%	49	312	536.7%	1963	1900	-3.2%
Branciforte	5974	5575	-6.7%	17902	17231	-3.7%	3276	845	-74.2%	5306	4775	-10.0%
Capitola	9015	8171	-9.4%	24349	22620	-7.1%	1887	936	-50.4%	5493	4781	-13.0%
Central	41717	40135	-3.8%	94200	71145	-24.5%	12081	9421	-22.0%	31871	27623	-13.3%
Felton	2335	1668	-28.6%	7676	5512	-28.2%	156	156	0.0%	1678	1237	-26.3%
Garfield Park	3373	2568	-23.9%	9973	7537	-24.4%	546	420	-23.0%	1943	1974	1.6%
La Selva Beach	804	703	-12.6%	2981	1856	-37.7%	53	74	39.0%	929	996	7.2%
Live Oak	12618	12517	-0.8%	30363	21142	-30.4%	1936	2392	23.6%	9476	7024	-25.9%
Scotts Valley	16630	15949	-4.1%	38550	36809	-4.5%	2760	1837	-33.4%	10947	10692	-2.3%
Outreach	3550	6958	96.0%	7457	10247	37.4%	2747	1998	-27.3%	na	1238	na
TOTAL	120036	115739	-3.6%	290643	241703	-16.8%	28630	20501	-28.4%	81295	71465	-12.1%

PER OPEN HOUR

	Circ/ Open Hour		Busyness/ Open Hour		Ref/Info/ Open Hour		Visits/ Open Hour	
	FY0910	FY10/11 %change	FY0910	FY10/11 %change	FY0910	FY10/11 %change	FY0910	FY10/11 %change
July								
Aptos	153	159	393	370	25	16	98	79
Boulder Creek	72	64	218	191	1	7	86	41
Branciforte	120	110	389	327	59	15	107	85
Capitola	115	121	341	319	25	12	73	64
Central	254	268	619	564	76	59	196	186
Felton	79	63	283	201	5	5	54	38
Garfield Park	76	47	232	155	11	9	67	41
La Selva Beach	20	18	113	41	2	1	35	27
Live Oak	108	119	290	201	14	21	88	61
Scotts Valley	123	141	320	311	22	14	89	88
TOTAL	141	143	372	324	34	24	106	89
August								
Aptos	169	157	391	369	25	16	88	88
Boulder Creek	87	70	221	203	1	7	87	49
Branciforte	139	101	358	316	59	15	105	82
Capitola	133	108	314	309	24	12	66	66
Central	271	269	627	527	76	59	200	182
Felton	61	49	218	184	5	5	44	30
Garfield Park	65	56	206	171	11	9	61	52
La Selva Beach	24	17	87	43	2	1	24	23
Live Oak	118	117	290	210	17	21	84	98
Scotts Valley	128	128	302	302	22	14	83	80
TOTAL	153	140	369	315	35	24	102	94
Sept								
Aptos	149	146	369	305	25	16	91	72
Boulder Creek	74	59	209	178	1	7	41	40
Branciforte	106	100	320	308	59	15	95	85
Capitola	113	102	304	283	24	12	69	60
Central	261	251	589	445	76	59	199	173
Felton	73	52	240	172	5	5	40	39
Garfield Park	70	54	208	157	11	9	40	41
La Selva Beach	25	13	93	33	2	1	29	18
Live Oak	105	112	271	189	17	21	85	63
Scotts Valley	119	125	301	288	22	14	86	84
TOTAL	137	136	344	285	35	24	91	84

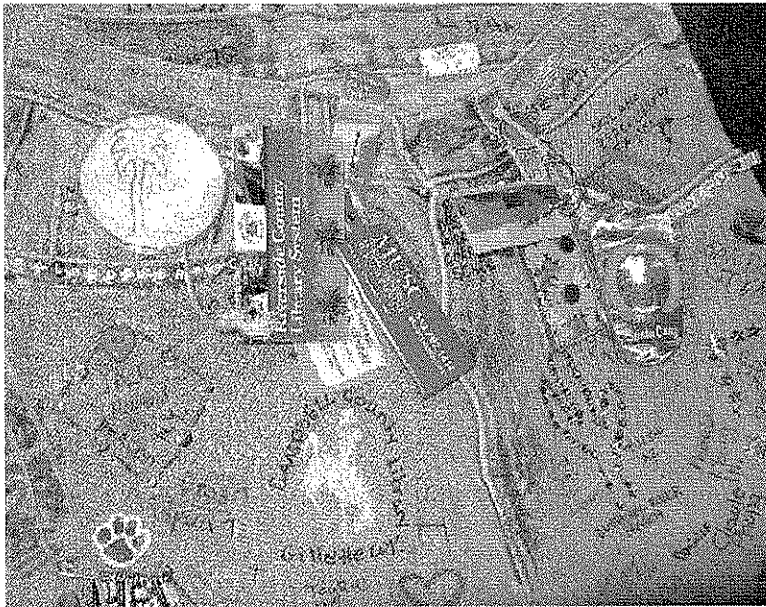
10/11 SELF CHECKOUT

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%
SEPTEMBER								
	#1	#2	#3	#4	#5	#6	TOTAL	% Circ
Aptos		2792	1374	1360			5526	30%
Boulder Creek							0	0%
Branciforte							0	0%
Capitola							0	0%
Central		1315	8329	3984	4524	3794	21946	55%
Felton							0	0%
Garfield Park							0	0%
La Selva Beach		607					607	86%
Live Oak		4351	3000	3068			10419	83%
Scotts Valley		1981					1981	12%

Spotlight: Young Adult Program/Project: Traveling Pants

Inspired by the popular Sisterhood of the Traveling Pants series by Ann Brashares, young adults at the Garfield Park Branch Library signed their names on a pair of jeans and sent them traveling to over 60 libraries across the United States, Canada, and Australia.

The original program plan was to send one pair of pants out on January 4, 2007 and get them back within six months. However, the response from libraries across the country requesting to join the program was overwhelming. Nearly four years later, the pants have traveled over 100,000 miles zigzagging their way across the United States to include twenty-four states, two Canadian provinces, and the Australian outback. Four more pairs of jeans were added to accommodate the signatures of hundreds of young adults.



In addition to signing the pants, each library was asked to add information about their library and community to the Travel Log, and to contribute photographs to the log and website.

For a list of participating libraries see the Traveling Pants webpage:

<http://www.santacruzpl.org/teens/places/tp/>

We, the Sisterhood, hereby instate the following rules to govern the use of the Traveling Pants:

- 1. You must never wash the Pants.*
- 2. You must wear your favorite pair of pants while in the presence of the Pants.*
- 3. You must never insult or criticize the Pants or the Sisters of the Pants.*
- 4. You must respect the Pants by not using vulgar or inappropriate language on or in the company of the Pants.*
- 5. Upon your meeting, you must follow the proper procedures for documenting your time with the Pants:
 - i. On the left leg of the Pants, write either the most exciting place you have been or the most exciting thing you have done in your life.*
 - ii. On the right leg of the Pants, write your full name. This may be accompanied by a small drawing if desired.*
 - iii. Each group of Sisters must decorate the Pants with one embellishment of their choice. Next to embellishment please include the name and location of the group.**
- 6. You must take pictures of the Sisterhood during their time with the Pants, including a group photo. These photos must be passed on with the Pants.*
- 7. You must write a letter about your experiences while in the company of the Pants. This letter must be passed on with the Pants.*
- 8. Remember: Pants = Love. Love your Pals. Love yourself!*

The Sisterhood of the Traveling Pants

LIBRARY JOINT POWERS AUTHORITY BOARD
FINANCE SUBCOMMITTEE

Monday, October 25, 2010
Central Branch Community Meeting Room
224 Church Street, Santa Cruz

5:00 PM PUBLIC MEETING

1. ROLL CALL
2. APPROVE AGENDA
3. APPROVE MINUTES OF September 20, 2010
4. ORAL COMMUNICATIONS
5. STAFF REPORTS
 - a. Financial reports through September 30, 2010
 - i. Consolidated balance sheet showing assets and liabilities
 - ii. Summary page showing fund balances for fiduciary and contingency funds
 - iii. Revenue and Expense report (Financial Status Balances) including encumbrances
 - iv. Interagency labor charges (52149) broken out into detail showing payroll costs and specific benefit costs;
 - v. Month End Cash Balances
6. OTHER BUSINESS
 - a. Library Sales Tax Revenue letter from Pat Busch
7. NEXT MEETING

The next regularly scheduled meeting is November 29, 2010

8. ADJOURN

The Library Joint Powers Authority Board Finance Subcommittee will adjourn from the regularly scheduled meeting of October 25, 2010 to the next regularly scheduled public meeting on November 29, 2010 at 5:00 pm in the Community Meeting Room of the Central Branch Library.

DRAFT

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) 427-7706 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.

LIBRARY JOINT POWERS AUTHORITY	
COMBINED BALANCE SHEET	
JPA FUND AND ACCOUNT GROUPS	
SEPTEMBER 2010	
	JPA
	Total
Assets	
Pooled cash	312,607.59
Pooled cash interest receivable	784.23
Other interest receivable	-
Taxes receivable - current	-
Accounts receivable	-
Grants receivable	-
Infrastructure	579,683.02
Accumulated depreciation - infrastructure	(191,370.66)
Buildings	1,758,907.67
Accumulated depreciation - buildings	(853,447.25)
Lease improvements - buildings	259,124.00
Accumulated depreciation - lease imp-buildings	(178,220.34)
Machinery and equipment	1,617,208.66
Accumulated depreciation - machinery & equip	(1,478,466.09)
Software	61,759.70
Accumulated depreciation-software	(61,759.70)
Construction in progress	78,918.85
Total Assets	1,905,729.68
Liabilities	
Accounts payable	182,109.54
Sales tax payable	(167.55)
Deferred grant revenue - unearned	529.84
Unclaimed funds	1,060.45
Payable to the County - noncurrent	80,586.11
Other intergovernmental payable-noncurrent	391,139.91
Total Liabilities	655,258.30
Equities	
Unreserved, undesignated fund balance	129,859.54
Investment in capital assets - Library	1,592,337.86
Reserved for long-term debt	(471,726.02)
Total Equities	1,250,471.38
Total Liabilities and Equities	1,905,729.68

LIBRARY JOINT POWERS AUTHORITY		
COMBINED BALANCE SHEET		<i>PRELIMINARY</i>
SPECIAL FUNDS		
SEPTEMBER 2010		
	Fund #	Spec Funds
	Fund Description	Total
Assets		
	Pooled cash	15,770.23
	Allow for FV of invest w/City-current	-
	Pooled cash interest receivable	36.80
	Total Assets	15,807.03
Liabilities		
	Accounts payable	-
	Sales tax payable	-
	Deferred grant revenue - unearned	-
	Unclaimed funds	-
	Payable to the County - noncurrent	-
	Other intergovernmental payable-noncurrent	-
	Total Liabilities	-
Equities		
	Unreserved, undesignated fund balance	15,807.03
	Total Equities	15,807.03

LIBRARY JOINT POWERS AUTHORITY		
COMBINED BALANCE SHEET		<i>PRELIMINARY</i>
TRUST FUNDS		
SEPTEMBER 2010		
	Fund #	Trust Funds
Fund Description		Total
Assets		
Pooled cash		632,059.41
Pooled cash interest receivable		1,507.10
Total Assets		633,566.51
Equities		
Net assets held in trust-library prog		633,566.51
Total Equities		633,566.51

951 Library Joint Powers Authority

Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
951-52000 SERVICES						
951-36-50-3510-52135 Financial services - outside	6,200.00	0.00	2,319.75	2,835.25	1,045.00	83.15
951-36-50-3510-52149 Interagency labor charges	603,881.00	44,512.08	122,825.66	0.00	481,055.34	20.34
951-36-50-3510-52199 Other professional & technical services	60,000.00	2,000.00	2,000.00	33,000.00	25,000.00	58.33
951-36-50-3510-52240 Office equipment operation/maint	5,020.00	219.00	359.37	0.00	4,660.63	7.16
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
951-36-50-3510-52402 Telecommunications service - internal	0.00	4,001.97	19,450.15	0.00	-19,450.15	0.00
951-36-50-3510-52403 Telecommunications service - outside	3,970.00	275.77	570.82	0.00	3,399.18	14.38
951-36-50-3510-52933 Liability insurance/surety bonds-outside	14,484.00	0.00	10,190.00	0.00	4,294.00	70.35
951-36-50-3510-52961 Dues and memberships	17,471.00	165.00	12,005.97	0.00	5,465.03	68.72
951-36-50-3510-52971 Printing and binding-internal	100.00	11.99	16.80	0.00	83.20	16.80
951-36-50-3510-52972 Printing and binding-outside	5,900.00	641.67	1,965.08	0.00	3,934.92	33.31
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	44,478.05	117,321.25	0.00	432,678.75	21.33
951-36-51-3520-52131 Claims management services - outside	16,000.00	760.75	1,360.40	14,642.20	-2.60	100.02
951-36-51-3520-52149 Interagency labor charges	1,214,081.00	92,745.37	256,547.12	0.00	957,533.88	21.13
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	281.12	562.24	0.00	17,025.76	3.20
951-36-51-3520-52972 Printing and binding-outside	3,000.00	596.78	815.78	0.00	2,184.22	27.19
951-36-52-3530-52149 Interagency labor charges	4,313,404.00	322,085.90	887,028.67	0.00	3,426,375.33	20.56
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	15.00	56.50	0.00	3,006.50	1.84
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	17,161.69	46,888.47	0.00	178,273.53	20.82
951-36-53-3515-52201 Water, sewer and refuse	55,065.00	3,381.61	10,728.30	0.00	44,336.70	19.48
951-36-53-3515-52211 Janitorial services	100,000.00	5,857.44	12,517.00	0.00	87,483.00	12.52
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	140,994.00	14,667.10	31,697.69	33,588.74	75,697.57	46.31
951-36-53-3515-52247 Landscaping maintenance services	21,145.00	517.73	888.11	0.00	20,256.89	4.20
951-36-53-3515-52261 Equipment, building and land rentals	393,396.00	32,933.33	107,911.99	72,896.00	212,588.01	45.96
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	1,291.67	3,875.01	0.00	11,624.99	25.00

Expenditure Status Report
CITY OF SANTA CRUZ
9/1/2010 through 9/30/2010

951 Library Joint Powers Authority

Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
951-36-53-3515-52933	36,506.00	0.00	30,732.00	0.00	5,774.00	84.18
951-36-54-3550-52149	550,312.00	42,024.01	116,651.48	0.00	433,660.52	21.20
951-36-54-3550-52199	29,000.00	31.25	312.50	15,687.50	13,000.00	55.17
951-36-54-3550-52248	215,038.00	33,250.00	44,423.30	6,400.00	164,214.70	23.63
951-36-54-3550-52249	55,275.00	1,355.63	6,762.61	10,916.64	37,595.75	31.88
951-36-54-3550-52302	1,300.00	236.00	236.00	0.00	1,064.00	18.15
951-36-54-3550-52403	111,713.00	17,797.28	22,442.08	83,844.07	5,626.85	94.96
951-36-55-3560-52149	802,600.00	59,765.37	167,922.46	0.00	634,677.54	20.92
951-36-55-3560-52302	800.00	0.00	115.50	0.00	684.50	14.44
951-36-55-3560-52304	13,975.00	75.00	353.44	0.00	13,621.56	2.53
951-36-55-3560-52306	3,024.00	0.00	0.00	0.00	3,024.00	0.00
951-36-55-3560-52960	3,000.00	0.00	0.00	0.00	3,000.00	0.00
951-36-55-3560-52972	6,000.00	72.27	472.51	0.00	5,527.49	7.88
Total SERVICES	9,683,162.00	743,207.83	2,040,326.01	273,610.40	7,369,225.59	23.90
951-53000						
SUPPLIES						
951-36-50-3510-53101	12,000.00	438.72	863.23	0.00	11,136.77	7.19
951-36-50-3510-53102	16,200.00	1,289.08	3,093.07	0.00	13,106.93	19.09
951-36-51-3520-53106	567,000.00	73,666.25	122,932.81	0.00	444,067.19	21.68
951-36-51-3520-53107	25,000.00	10,440.55	17,674.81	0.00	7,325.19	70.70
951-36-51-3520-53112	120,350.00	4,157.05	9,401.07	1,000.00	109,948.93	8.64
951-36-52-3530-53109	6,500.00	553.05	553.05	0.00	5,946.95	8.51
951-36-53-3515-53108	2,690.00	157.67	163.77	0.00	2,526.23	6.09
951-36-53-3515-53113	18,000.00	1,879.19	3,396.87	0.00	14,603.13	18.87
951-36-53-3515-53311	157,710.00	13,722.41	42,688.22	0.00	115,021.78	27.07
951-36-53-3515-53312	20,260.00	542.63	1,723.40	0.00	18,536.60	8.51
951-36-54-3550-53110	20,000.00	1,383.45	3,149.28	4,782.31	12,068.41	39.66
Total SUPPLIES	965,710.00	108,230.05	205,639.58	5,782.31	754,288.11	21.89
951-54000						
OTHER MATERIALS AND SERVICES						
951-36-50-3510-54990	3,020.00	0.00	0.00	0.00	3,020.00	0.00
951-36-52-3530-54990	2,390.00	72.00	72.00	0.00	2,318.00	3.01
951-36-54-3550-54203	0.00	102.79	358.28	0.00	-358.28	0.00
951-36-55-3531-54990	2,500.00	190.00	760.00	1,520.00	220.00	91.20

Expenditure Status Report
CITY OF SANTA CRUZ
9/1/2010 through 9/30/2010

951 Library Joint Powers Authority

Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
951-36-55-3560-54990	31,071.00	1,068.18	2,765.06	0.00	28,305.94	8.90
Total	38,981.00	1,432.97	3,955.34	1,520.00	33,505.66	14.05
951-56000						
951-56000						
951-36-52-3530-56995	2,000.00	299.00	514.00	0.00	1,486.00	25.70
Total	2,000.00	299.00	514.00	0.00	1,486.00	25.70
951-57000						
951-57000						
951-36-54-3550-57410	73,000.00	769.50	13,086.90	0.00	59,913.10	17.93
Total	73,000.00	769.50	13,086.90	0.00	59,913.10	17.93
951-58000						
951-58000						
951-36-50-3540-58140	40,961.00	0.00	0.00	0.00	40,961.00	0.00
951-36-50-3540-58190	40,293.00	40,293.07	40,293.07	0.00	-0.07	100.00
951-36-50-3540-58240	19,600.00	0.00	0.00	0.00	19,600.00	0.00
951-36-50-3540-58290	3,500.00	651.94	651.94	0.00	2,848.06	18.63
Total	104,354.00	40,945.01	40,945.01	0.00	63,408.99	39.24
Grand Total	10,867,207.00	894,884.36	2,304,466.84	280,912.71	8,281,827.45	23.79

Account Number	General Fund	Library (City)	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prc't Used
101-35-51000	PERSONNEL SERVICES							
Total	Regular full time		4,226,408.00	323,154.42	918,757.20	0.00	3,307,650.80	21.74
Total	Regular part time		733,982.00	54,821.79	156,421.75	0.00	577,560.25	21.31
Total	Overtime		3,000.00	92.72	92.72	0.00	2,907.28	3.09
Total	Termination pay		0.00	1,614.78	2,288.39	0.00	-2,288.39	0.00
Total	Temporary		520,010.00	32,110.35	92,397.59	0.00	427,612.41	17.77
Total	Other pay		0.00	28.37	158.43	0.00	-158.43	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	0.00	-329.16	0.00	329.16	0.00
Total	Vehicle allowance		2,880.00	285.00	592.40	0.00	2,287.60	20.57
Total	Retirement contribution		665,780.00	51,610.88	145,775.10	0.00	520,004.90	21.90
Total	F.I.C.A.		69,994.00	1,557.30	4,416.54	0.00	65,577.46	6.31
Total	Group health insurance		982,969.00	75,462.90	175,299.28	0.00	807,669.72	17.83
Total	Group dental insurance		99,100.00	7,823.96	18,164.92	0.00	80,935.08	18.33
Total	Vision insurance		17,994.00	1,419.64	3,297.32	0.00	14,696.68	18.32
Total	Medicare insurance		63,836.00	5,377.49	15,315.24	0.00	48,520.76	23.99
Total	Group life insurance		2,744.00	228.06	530.16	0.00	2,213.84	19.32
Total	Disability insurance		35,300.00	2,513.39	7,254.27	0.00	28,045.73	20.55
Total	Unemployment insurance		37,175.00	1,888.20	5,342.99	0.00	31,832.01	14.37
Total	Workers' compensation		221,481.00	18,305.17	52,084.72	0.00	169,396.28	23.52
Total	Accrued vacation - period 13		0.00	0.00	0.00	0.00	0.00	0.00
Grand Total			7,595,253.00	578,294.42	1,597,859.86	0.00	6,097,393.14	20.76

Revenue Status Report

CITY OF SANTA CRUZ
9/1/2010 through 9/30/2010

revstat.rpt
10/20/2010 10:44AM
Periods: 3 through 3

Account Number	Adjusted Estimate	Revenues	Year-to-date Revenues	Balance	Prct Rcvd
41000	TAXES				
951-00-00-0000-41211	Sales and use tax	490,420.00	863,505.00	4,457,970.00	16.23
Total	TAXES	490,420.00	863,505.00	4,457,970.00	16.23
43000	INTERGOVERNMENTAL				
951-36-00-0000-43210	State operating grants and contributions	0.00	0.00	70,000.00	0.00
951-36-00-0000-43310	Local operating grants and contributions	0.00	12,000.00	0.00	100.00
951-36-00-0000-43311	Maintenance of effort contributions	434,030.74	868,332.73	4,342,618.27	16.66
951-36-50-3510-43190	Federal grants - other	-5,976.00	0.00	-5,976.00	0.00
951-36-55-3531-43210	State operating grants and contributions	2,500.00	199.50	2,300.50	7.98
951-36-55-3560-43190	Federal grants - other	9,000.00	0.00	9,000.00	0.00
Total	INTERGOVERNMENTAL	434,030.74	880,532.23	4,417,942.77	16.62
44000	CHARGES FOR SERVICES				
951-36-00-0000-44613	Internet use fee	396.40	1,226.00	5,774.00	17.51
951-36-00-0000-44630	Room rentals-library JPA	140.00	560.00	1,330.00	29.63
951-36-00-0000-44901	Photocopy fee	600.49	1,793.79	8,206.21	17.94
Total	CHARGES FOR SERVICES	1,136.89	3,579.79	15,310.21	18.95
45000	FINES AND FORFEITS				
951-36-00-0000-45131	Library fines	18,205.65	50,994.14	149,005.86	25.50
951-36-00-0000-45132	Lost library items	2,359.00	5,535.00	19,465.00	22.14
Total	FINES AND FORFEITS	20,564.65	56,529.14	168,470.86	25.12

Account Number	Adjusted Estimate	Revenues	Year-to-date Revenues	Balance	Prct Rcvd
46000 MISCELLANEOUS REVENUES					
951-00-00-0000-46110 Pooled cash and investment interest	-5,000.00	662.44	1,027.91	-6,027.91	20.56
951-00-00-0000-46190 Interest earnings - other	5,141.00	542.27	542.27	4,598.73	10.55
951-00-00-0000-46910 Miscellaneous operating revenue	9,250.00	2,015.00	2,765.00	6,485.00	29.89
951-00-00-0000-46990 Miscellaneous non-operating revenue	25,000.00	39,566.56	39,786.56	-14,786.56	159.15
951-36-00-0000-46303 Donations - library	33,000.00	2,060.00	40,005.70	-7,005.70	121.23
951-36-00-0000-46309 Donations - library - Friends of the Lib	25,000.00	7,208.33	8,236.30	16,763.70	32.95
951-36-00-0000-46916 Cash over/short	0.00	-2.60	6.80	-6.80	0.00
951-36-00-0000-46918 Damaged property recovery	0.00	12.50	23.23	-23.23	0.00
Total MISCELLANEOUS REVENUES	92,391.00	52,054.50	92,393.77	-2.77	100.00
49000 OTHER FINANCING SOURCES					
951-00-00-0000-49122 From Library Private Trust Fund	40,190.00	0.00	40,190.00	0.00	100.00
Total OTHER FINANCING SOURCES	40,190.00	0.00	40,190.00	0.00	100.00
Grand Total	10,996,421.00	998,206.78	1,936,729.93	9,059,691.07	17.61

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	250,794.12	312,607.59									
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)	(366,999.20)	252,949.44	(714,416.36)	(711,714.61)	(812,054.05)	(668,015.42)	(595,048.05)	(543,669.74)	222,502.65	(667,431.15)
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



County of Santa Cruz

COUNTY ADMINISTRATIVE OFFICE

701 OCEAN STREET, SUITE 520, SANTA CRUZ, CA 95060-4073

(831) 454-2100 FAX: (831) 454-3420 TDD: (831) 454-2123

SUSAN MAURIELLO, J.D., COUNTY ADMINISTRATIVE OFFICER

October 12, 2010

TO: Each Member of the Board of Directors of the Library Financing Authority

LIBRARY SALES TAX REVENUE

Dear Members of the Board of Directors:

In 2005 the Library Financing Authority requested that this office provide the members of the Authority with quarterly reports on the receipts from the Library Sales Tax Measure. The purpose of this letter is to provide you with a report on the first quarter of 2010-11.

The attached table provides quarterly and annual data for Measure B for the period 1997-98 through 2010-11. The attached graph provides a comparison of actual quarterly receipts for 2009-10 and quarterly estimates and actual receipts to date for 2010-11. In summary, receipts for the first quarter of 2010-11, which are based on sales for the period April, May and June, totaled \$1,845,994. Actual receipts for the first quarter exceeded the estimate of \$1,783,988 by \$62,006.

This office will provide you with an update in January when the sales tax revenue for the second quarter of 2010-11 is known.

Very truly yours,

Pat Busch
Assistant County Administrative Officer

cc: Director of Libraries, Santa Cruz City/County Library System
Library Director, Watsonville Library
County Administrative Officer

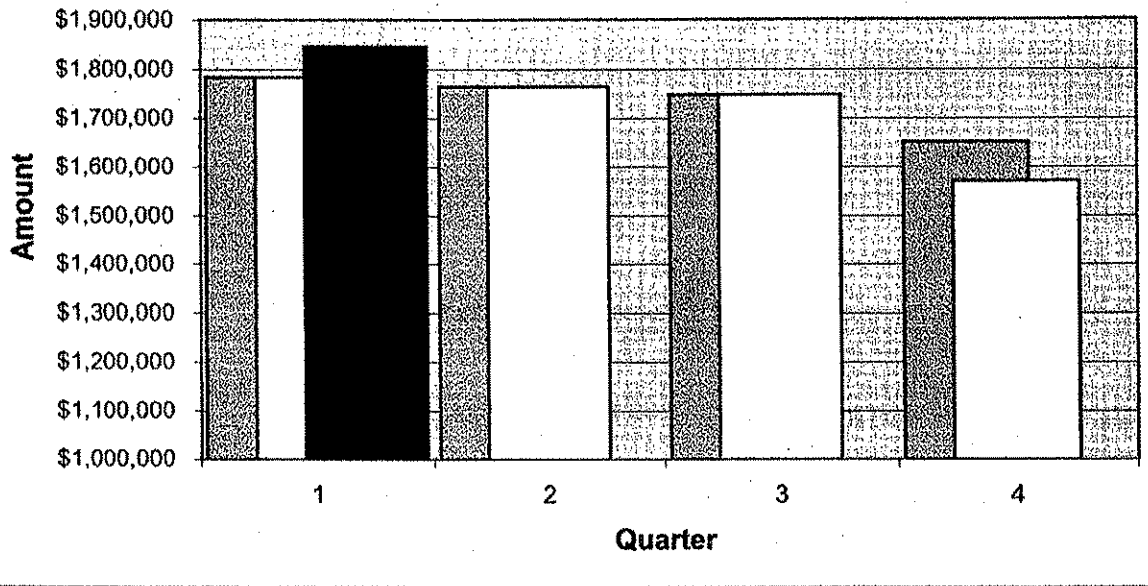
SERVING THE COMMUNITY - WORKING FOR THE FUTURE

Each Member of the Board of Directors
October 12, 2010
Page 2

Assistant County Administrative Officer
Santa Cruz City Manager
Watsonville City Manager
Auditor-Controller
Santa Cruz Director of Finance
Administrative Services Director, City of Watsonville

Library Sales Tax - Quarterly Receipts

■ 2009-10 Actual □ 2010-11 Budget Estimate ■ 2010-11 Actual




Library Sales Tax Receipts - Quarterly and Annual

Year	Quarter	Quarterly		Annual		
		Actual & Estimate	Estimate	Actual/ Est. Act.	Change	% Change
1997-98	1	\$1,460,903				
1997-98	2	1,533,626				
1997-98	3	1,582,188				
1997-98	4	1,358,294		\$5,935,013		
1998-99	1	1,623,813				
1998-99	2	1,690,893				
1998-99	3	1,525,948				
1998-99	4	1,561,793		\$6,402,447	\$467,434	7.88%
1999-00	1	1,741,273				
1999-00	2	1,862,384				
1999-00	3	1,859,563				
1999-00	4	1,756,389		\$7,219,609	\$817,162	12.76%
2000-01	1	1,986,572				
2000-01	2	2,051,736				
2000-01	3	2,035,286				
2000-01	4	1,789,860		\$7,863,454	\$643,845	8.92%
2001-02	1	1,940,315				
2001-02	2	1,978,436				
2001-02	3	1,787,984				
2001-02	4	1,784,248		\$7,470,984	(\$392,470)	-4.98%
2002-03	1	1,826,667				
2002-03	2	2,032,714				
2002-03	3	1,833,704				
2002-03	4	1,686,660		\$7,379,745	(\$91,239)	-1.22%
2003-04	1	1,843,988				
2003-04	2	1,988,615				
2003-04	3	1,787,501				
2003-04	4	1,712,421		\$7,330,725	(\$49,020)	-0.66%
2004-05	1	1,959,607				
2004-05	2	1,911,909				
2004-05	3	1,983,125				
2004-05	4	1,800,041		\$7,664,682	\$333,957	4.56%
2005-06	1	1,912,226				
2005-06	2	2,298,089				
2005-06	3	2,080,642				
2005-06	4	1,878,281		\$8,149,218	\$484,536	6.02%
2006-07	1	2,124,038				
2006-07	2	2,318,897				
2006-07	3	2,098,577				
2006-07	4	1,998,430		\$8,539,942	\$390,724	4.70%
2007-08	1	2,182,286				
2007-08	2	2,182,886				
2007-08	3	2,035,609				
2007-08	4	1,953,174		\$8,353,946	(\$185,997)	-2.18%
2008-09	1	2,112,168				
2008-09	2	2,125,649				
2008-09	3	1,795,098				
2008-09	4	1,570,743		\$7,603,658	(\$750,287)	-8.98%
2009-10	1	1,763,988				
2009-10	2	1,764,882				
2009-10	3	1,747,693				
2009-10	4	1,660,856		\$6,947,419	(\$656,239)	-8.80%
2010-11	1	1,845,994	1,783,988			
2010-11	2		1,764,882			
2010-11	3		1,747,693			
2010-11	4		1,570,743	\$6,867,306	(\$80,113)	-1.15%

* The amount for the 1st quarter includes the cost of the Measure R Election.
 Estimated cost of the election was \$275,000. Actual cost of the election was \$198,267.
 * Bold Amounts are Estimated Actual.

STAFF REPORT

DATE: October 26, 2010
TO: Library Joint Powers Board
FROM: Teresa Landers, Director of Libraries 
RE: La Selva Beach Pilot Project- 6 month report

RECOMMENDATION: Continue with the LSB volunteer project until the Library JPA Board sets a service model direction based on the Task Force on Sustainable Service Model's report. At that time, with knowledge of the system service model, reevaluate the volunteer model.

SUMMARY

A pilot project began in June 2010 at the La Selva Beach branch using volunteers along with library staff in order to extend open hours at the branch. The branch hours were increased by six (from eight to 14) per week with a volunteer present along with one library staff person during all open hours. The volunteer is present to assist with branch security and to help library users with self checkout and other "back of the house" tasks.

As of October 2010, library staff, volunteers and library users are pleased with the success of this project. Library staff, does not, however, recommend applying this model at other branches at this time. The success of the LSB project is dependent on the strong community commitment, the efforts of one individual in particular, and the low volume of circulation and busyness at this branch. It does not lend itself to be replicated in a larger branch where circulation and visitor statistics are significantly higher thereby necessitating a larger staff presence even if the same level of community commitment is present.

BACKGROUND

In fiscal year 2009-2010 hours were significantly reduced at all branches due to staff reductions and a reorganization of the library system. The hours at La Selva Beach Branch were reduced from 21 to eight hours per week. They went from being open five days per week to two. The management of the La Selva Beach Branch was delegated to the branch manager at the Aptos Branch and open hours at La Selva Branch were staffed by Aptos Branch staff. Staff was reduced to the minimum level of two as dictated by library policy regarding employee security.

This model was replicated throughout the system with the smaller branches becoming "satellites" of larger branches. Ultimately this model proved unmanageable and in June 2010, the responsibility for La Selva Beach branch was combined with the operation of the Capitola Branch. Management duties were assigned to a single branch manager for both

branches who divides her time between the two branches. A full time clerk also divides her time between the two branches.

Staffing assignments are the same from week to week allowing for consistency in staffing at the branch. This is a response to county wide complaints about floating staff and unfamiliar faces staffing branches. Library users clearly indicated that they wanted to see familiar faces when they use their branch.

With strong community support, a volunteer program was established at the La Selva Beach in which all open hours would be staffed with one library employee and a volunteer. The volunteer would be present to meet the minimal staffing level required for security purposes. The volunteer thus provides security and assists library users with the new self check machines. Volunteers also do a range of other tasks which allow the library staff person to provide library public services which require library skills and experience, including reference and information, readers' advisory, and programming. In addition to helping with self check, the volunteers work on non-request route-ins, search lists, placing new library phone number labels on library cards, rebarcoding items, pulling items that are on discard or reassignment lists and other projects as available. In other branches these tasks are performed by volunteers and/or library clerks.

Volunteers do not undertake the full range of tasks performed by a staff person. In accordance with the Library's Volunteer Policy their presence is intended to supplement and not replace staff. Volunteers do not access the library's computer system due to Library privacy policies and the need to maintain patron security and confidentiality.

DISCUSSION

Much of the success of this project is directly related to the commitment of Cindy Jackson, a LSB resident and La Selva Beach Friends Chapter President, who has taken on the role of volunteer coordinator. The original agreement negotiated between Cindy and the library director, Teresa Landers (and agreed to by the LJPB), was for three volunteers to cover the 14 open hours. Once recruiting began, Cindy requested that the number be increased to 10 volunteers to provide sufficient backup. Ultimately the number agreed to was five. A couple of months ago there was a request to increase this to six in order to help with coverage during volunteer absences.

Cindy has been solely responsible for recruiting and scheduling volunteers. She estimates that the initial recruitment of volunteers took about 5 hours. While most volunteers let her know if they need time off or make changes in their schedule, she states she currently spends very little time on scheduling the volunteers. The shifts are either 2.5 hours or 3 hours with some volunteers working once a week and others working every other week. Cindy would like to expand the pool of volunteers so that most will only need to work one shift a month.

Staff reports that there has been no turnover in volunteers and considers the group to be very stable and reliable. Aside from a couple of miscommunications in the beginning, all volunteers have covered their assigned shifts. It was agreed in the beginning that if a volunteer did not show up to work and no replacement could be found by Cindy then the branch would not open. This has not happened during the last 5 months.

All the volunteers are trained and supervised by full-time library staff. Training time varies with the volunteer and the nature of the task. Some learn faster than others but all are willing to learn new tasks and make themselves useful. Staff estimates that the initial training took two hours for each volunteer and ongoing training takes approximately eight hours total for all volunteers per month. With most volunteers currently fully trained, very little time is dedicated to training right now.

For this report, two of the volunteers were interviewed and both expressed satisfaction in what they do and for the overall project. Both commented that they loved working in the library and with their community members and neighbors. They feel the staff has been welcoming and open to the volunteers' presence; patient and thorough in their training. Overall the volunteers are quite satisfied with the pilot project.

There were comments about an interest in expanding the number of volunteers. While coverage has not been a problem in the past 5 months, there is concern about possible conflicts with the holidays or as people's schedules and lives change in the future.

They also expressed an interest in expanding their range of duties because, at times, there is not much to do. They also are interested in a further expansion of library hours. Both volunteers are sensitive to not taking jobs away from library staff, but would like to contribute in significant ways to the operation of the branch. Suggested duties would include reshelving books, working on craft projects, assisting in programming, creating book displays, keeping up the community bulletin board. With training, these tasks could possibly be done by those who have no prior library experience but are currently staff responsibilities.

Reshelving is currently the responsibility of library pages, at a relatively inexpensive salary. Library pages are student workers who gain valuable work experience while in high school or college by working at the Library. Affording young people the opportunity to work in libraries often results in creating lifelong library supporters. Many professional librarians got their start as a page and found their career niche.

CONCLUSION

From the perspective of staff and the La Selva Beach volunteer coordinator, this pilot project is a success.. Satisfaction is high. There are key elements unique to the La Selva Beach branch that contribute to its overall success.

- Circulation figures are significantly lower at La Selva Beach than at any other branch. The FY 09/10 annual circulation of 9,032 items is less than half of the circulation at the next lowest branch . The gate count numbers at La Selva Beach are the lowest in the system with the next lowest gate count twice the La Selva Beach number of visitors. With such low branch activity, one staff member is all that is required, with the additional person there primarily for security purposes. .
- There is a tight-knit and motivated community in La Selva Beach which may not be present in other communities.
- La Selva Beach utilizes 6 volunteers to cover 14 open hours resulting in 2-3 hour volunteer shifts. The 7th volunteer performs the role of volunteer coordinator. In order to replicate the success at La Selva Beach in another branch, there would need to be a committed, responsible volunteer coordinator and a significantly larger number of volunteers to cover more hours. The volunteer coordinator could not be a staff person

unless additional staff hours were added for recruiting , scheduling, training and ongoing supervision.

All other branches have enough activity to warrant a minimum of two library staff on duty at all times. To extend open hours using volunteers would require more analysis, review and development of a different volunteer model. It is important to note that the use of volunteers to extend hours at other branches would be more complicated as well as potentially involve a much larger number of volunteers. Therefore, this would require additional resources to recruit, train, schedule and supervise the volunteers. To use Garfield Park as an example: the branch is currently open 18 hours per week (as of Oct 16, 2010) and is staffed by two staff. To extend hours by 6 hours per week (18 to 24 hours) would still require two staff to be present during those additional 6 hours.

Developing a different volunteer model would best be undertaken once the LJPB has determined the overall library system service model. The LJPB will set the direction for the future after reviewing the report from the Library Service Model Task Force in January 2011.

Issues which will need to be addressed at that time include:

- Replacing staff with volunteers.
- The large numbers of volunteers potentially required to cover additional hours in busier branches. Branches, where the minimum staffing is two or more, will result in an exponential increase in volunteers needed. For example; two volunteers on site for 40 hour per week open hours would require a minimum of 34 volunteers plus additional recruitment and training based on a volunteer standard of a 33% turnover rate.
- The need for additional investment in library resources to accommodate the work involved in developing, maintaining, and evaluating the volunteer program.
- Consideration of the type of tasks appropriate for people who have no library experience or skills and how much training can be accommodated.
- Balancing the value of the page program with the value of the volunteer program.
- If volunteers take on additional "mission critical" tasks, added screening and training requirements will be necessary, e.g. background and fingerprint checks; mandatory training in workplace policies such as sexual harassment, emergency preparedness and cultural diversity.
- Ongoing training and supervision would be required to ensure communication of policy, procedural and process changes.
- Thorough review of the impact of permitting volunteers access to confidential information in light of the strong patron privacy value held by public libraries.

A truly successful volunteer program requires a significant investment in staff time and resources. Additionally, the program needs to ensure that volunteers feel they are making significant contribution to the success of the library's operation and that they are valued by the staff and community. Staff, as well, must continue to feel valued for the service they provide to the community.

Finally, we laud the citizens of La Selva Beach for their dedication and commitment. Library staff continue to look for ways for volunteers to contribute to the overall success of the

System and recognizing the uniqueness of the situation in La Selva Beach, are happy to continue with the current approach; at least until the Task Force on fiscally sustainable alternative service models completes its work and the LJPB makes a decision on the long term structure of the System.



420 Capitola Avenue
Capitola, California 95010
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FAX: (831) 479-8879
Website: www.ci.capitola.ca.us

October 14, 2010

Ms. Teresa Landers, Director
Santa Cruz Library Joint Powers Authority
Administration Headquarters
117 Union St., Santa Cruz, CA 95060

Dear Ms. Landers:

The City of Capitola is an active member of the Santa Cruz Library JPA and strongly supports its mission. The City appreciates the services our local librarians at the Capitola Branch provide to residents of the City and adjacent communities.

As stated in the City's response to the 2010 Grand Jury Report: *Saving the Branches May Kill the Tree*, the City of Capitola does not believe Capitola Branch library is a suitable candidate for conversion to a reading room. However the City does appreciate the difficult budget situation the JPA currently faces.

Acknowledging the JPA's recent expansion of hours at the Capitola branch Library from 20 to 22 hours per week, the City suggests that an expanded volunteer program, similar to the model used at the La Selva Beach branch library, is one way the JPA could further increase Capitola branch hours and services to City residents. On October 14, 2010, the City Council unanimously approved submitting this letter to encourage the expansion of the volunteer program to the Capitola branch.

The City suggests the La Selva volunteer-model should be employed at the Capitola Branch in the near term to expand library hours. Because of the already existing pairing between the Capitola and La Selva Beach branches we believe Capitola is the next logical step in applying and continuing to refine the volunteer program. Should the JPA consider such a model, the City would support efforts to recruit additional volunteers necessary to make the model function.

In addition, the City residents have indicated willingness to spearhead a fundraising effort to help the JPA provide the necessary infrastructure to implement a self-checkout program at the Capitola Branch.

While the City is requesting implementation of the La Selva volunteer program at Capitola in the near term, as an interim step, the City would appreciate a status report regarding that volunteer program, which includes a summary of open hours and staff/volunteer ratios. Knowing the details of the program will assist us in developing it for Capitola.

I appreciate your attention to this matter, and as always, I am available to meet to discuss this matter. I can be reached at (831) 475-7300.

Sincerely,

Jamie Goldstein, City Manager
City of Capitola

cc: Capitola City Council
Barbara Gorson, Chair Library JPA

Jamie Goldstein
City Manager
City of Capitola
420 Capitola Avenue
Capitola CA 95010

Dear Jamie,

I am in receipt of your letter dated October 14, 2010 which makes several requests of the Santa Cruz Public Library System and the Library Joint Powers Board (LJPB). I have reviewed this letter with the LJPB and their response is reflected in this letter.

1. **Request for self checkout and offer to assist with its purchase:** The Friends of the Library generously donated funds to allow us to implement self checkout throughout the system. We are currently in the process of doing so. Before we can install self checkout we need to re-barcode the branch collection so that barcodes are on the outside of the materials. Capitola is currently about 80% re-barcoded and we expect completion sometime in early November. Installation of the self checkout equipment should occur in November or early December depending on the availability of our IT staff. Typically we do use volunteers to assist the public with the transition to self checkout so your offer to assist in identifying volunteers could be useful for this project. Physical changes are also often recommended to achieve maximum efficiency. We do not have funds currently available for this so your offer of community support may also be accepted as we move to a second phase of enhancing the self checkout and circulation efficiency aspects of this project.
2. **Request for report on the La Selva Beach volunteer pilot project:** The LJPB requested such a report for delivery on November 1 at the monthly Board meeting. A copy of that report is attached and should address the issues raised in your letter.
3. **Request for replication of the La Selva Beach (LSB) volunteer project in Capitola resulting in more open hours for Capitola:** We respect the concern the Capitola City Council has for the limited hours at the Capitola branch. This concern is echoed throughout the library system and is an unfortunate effect of the greatly reduced revenues from sales and property taxes over the past two years. The LJPB is dedicated to finding a long term structural solution to the issue of declining revenues and increasing expenditures. To this end, a task force was formed in August with a report due to the LJPB in late January providing a range of feasible models which create financially sustainable service models. This is a system approach to a system problem. We anticipate a final decision on a recommended model in early Spring 2011 in time to plan the FY11/12 budget. As you can see from the LSB report, there are many factors that prevent the LSB project from being easily replicated. Until a system approach is decided upon

based on the task force recommendations, there will not be any major changes in how the library system functions other than the implementation of self checkout.

If the Council is interested in details on the use of volunteers in the library system, I refer them to a report I prepared for the LJPB in June 2010 which I have included with this letter but can also send electronically if you prefer. It is likely that after the future direction is set that a revised volunteer model for the library system will be developed.

Please assure the Council that their concerns are acknowledged and the LJPB is doing all it can to provide quality library services to the residents of Capitola and the entire service area of the Santa Cruz Public Library System.

Do not hesitate to contact me if you have further questions or concerns.

Sincerely,

Teresa Landers
Library Director
Santa Cruz Public Libraries

DRAFT