



LIBRARY JOINT POWERS AUTHORITY BOARD

Monday, November 7, 2011
Central Branch Community Meeting Room
224 Church Street, Santa Cruz

6:30 PM PUBLIC MEETING

1. ROLL CALL
2. APPROVE AGENDA OF NOVEMBER 7, 2011
3. APPROVE MINUTES OF OCTOBER 3, 2011
4. ORAL COMMUNICATIONS
5. WRITTEN COMMUNICATIONS
 - A. Articles about Santa Cruz and California Libraries (PG 31-51.)
 - B. Patron Written Comments (PG 52-58.)
 - C. Articles on Libraries Nation Wide (PG 59-71.)
6. REPORTS OF ADVISORY BODIES
 - A. Friends of the Santa Cruz Libraries, Inc. (oral)
 - B. Finance Committee Report (oral)
7. MEMBER REPORTS

- A. Capitola Report (Storey)
8. STAFF REPORTS
- A. Monthly Narrative Reports October 2011 (PG 7-11.)
 - B. Monthly Statistical Report – September (PG 12-14.)
 - C. September Financials (PG 15-30.)
 - D. ILS update (oral)
 - E. Update on transition (oral)
 - F. Performance Indicators for new service model (materials to be distributed 11/4 or 11/7)
9. OTHER BUSINESS
- A. Parking Lot Review
 - B. Appointment of citizen member (oral update)
10. NEXT MEETING
11. ADJOURN

The next regularly scheduled meeting is Monday, December 5, 2011 at 6:30 p.m.

The Library Joint Powers Authority Board will adjourn from the regularly scheduled meeting of Monday, November 7 to the next regularly scheduled public meeting on Monday, December 5 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, we ask that you attend fragrance free. Upon request, the agenda can be provided in a format to accommodate special needs. Additionally, if you wish to attend this public meeting and will require assistance such as an interpreter for American Sign Language, Spanish, or other special equipment, please call the Library Administration Office at 427-7706 at least five days in advance so that we can arrange for such special assistance, or email subfinders@santacruzpl.org.

SANTA CRUZ PUBLIC LIBRARIES
A CITY-COUNTY SYSTEM

LIBRARY JOINT POWERS BOARD

MINUTES

Central Branch Community Meeting Room
224 Church Street, Santa Cruz

October 3, 2011

6:00 PM CLOSED SESSION

Labor Negotiations (Government Code §69967.6) and Library Staffing, Transition
Up-date,

Teresa Landers, Library Director
Lisa Sullivan, City of Santa Cruz Human Resources Director
Employee Organizations – Service Employees International Union
Supervisory Employees, Operating Engineers,
Mid-Management, Operating Engineers.

7:00 PM PUBLIC MEETING

Chair Gorson reported to the public on the closed session meeting. Labor negotiations and Library staffing transition update were discussed. Input and direction was given to Director Landers regarding labor negotiations and the staffing transition.

I. ROLL CALL

Present: Citizen Nancy Gerdt, Citizen Barbara Gorson, Citizen Leigh Poitinger, Councilmember Jim Reed, Councilmember David Terrazas, Councilmember Katherine Beiers, Councilmember Sam Storey, Supervisor Pirie, Supervisor Stone

Staff: Teresa Landers, Director of Libraries

II. PROCLAMATION OF NATIONAL FRIENDS OF LIBRARIES WEEK

III. APPROVAL OF MEETING AGENDA OF OCTOBER 3, 2011

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Councilmember Terrazas moved, seconded by Supervisor Pirie

That the Board approve the Agenda of October 3, 2011, moving item 10E to the beginning of the discussion.

UNAN

IV. APPROVE MINUTES OF SEPTEMBER 12, 2011

Supervisor Pirie moved, seconded by Councilmember Terrazas

That the Board approve the Minutes of September 12, 2011 with corrections to Item 3: the minutes were in regards to *July 11, 2011* (not “June 11, 2011”); in Item 7B: The *Subcommittee* (not the “Board”); and in Item 9D: Director *Landers* (not “Landis”).

UNAN

V. ORAL COMMUNICATIONS

A member of the public commented on the change in telephone reference procedures.

VI. CONSENT AGENDA

No Consent Agenda in this meeting

X E. Approval of Transition plan

Director Landers gave a brief report on the background of the Classification and Compensation Plan and the FY 12 Budget Personnel Complement.

15 members of the public expressed their concerns regarding the layoffs and service aspects connected with the Transition plan. The Board addressed individual concerns and discussed in length the advantages and disadvantages of delaying a vote on the Classification and Compensation Plan.

Supervisor Stone moved, seconded by Councilmember Storey

That the Board table Agenda Item 10E until November. The motion did not pass.

Ayes: Gerdt, Beiers, Stone, Storey

Nayes: Pirie, Gorson, Poitinger, Reed, Terrazas,

Supervisor Pirie moved, seconded by Citizenmember Poitinger

That the Board approve the recommendation and direct staff to continue to meet with the unions, to look for ways to mitigate the impact on employees wherever possible and to bring back any ideas to the Board that will accomplish that goal and require the Board's approval.

Ayes: Pirie, Gorson, Beiers, Poitinger, Reed, Terrazas

Nayes: Gerdt, Stone, Storey

VII. WRITTEN COMMUNICATION

- A. Articles About Santa Cruz and California Libraries
- B. Patron Written Comments
- C. Articles on Libraries Nation Wide
- D. Property Tax Misallocation

VIII. REPORTS OF ADVISORY BODIES

- A. Friends of the Santa Cruz Public Libraries (oral)
No Friends Report in October
- B. Finance Committee Oral Report
No Finance Committee Meeting – no report

IX. MEMBER REPORTS

- A. Capitola Report (Storey)
No updates to report

X. STAFF REPORTS

- A. Monthly Narrative Reports- September 2011
Outreach Staff member Jeanne O'Grady reported that the Child Vaccination drive was extremely well received and this type of program could potentially be continued seasonally.
- B. Monthly Statistical Report- July and August 2011
Director Landers reported that visitor stats in the Scotts Valley Branch are now being reflected in the Statistical Report. Also, Self-check is doing very well systemwide.
- C. August Financials
- D. ILS update (oral)
Director Landers reported that all branches will be closed October 21-24 due to the change to new operating software. Flyers were distributed announcing the closure to the public.
- E. Approval of Transition plan (item moved to the beginning of the meeting)

XI. OTHER BUSINESS

- A. Parking Lot Review (no pending items)
- B. Process for appointment of citizen member position.
The Board discussed the process for appointment inclusive of avenues for advertising to reach a wide range of potential candidates.

XII. NEXT MEETING

The next regularly scheduled meeting is Monday, November 7, 2011 at 6:30 pm.

XII. ADJOURN

The regular meeting adjourned at 9:00 p.m.

Respectfully submitted,

Helga Smith, Clerk of the Board

MONTHLY REPORT FOR OCTOBER 2011

1. READING, LISTENING AND VIEWING FOR PLEASURE

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

Jenn Cockerill had a lot of fun with the storytime at B40 at the end of September and beginning of October while regular staff was on vacation. What a wonderful group of families! The age range was approximately 6 months to 2 years with most of the kids around 1 year.

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.

Senior Outreach Librarian, Bobbi Wolner took over delivery for a vacationing Book Buddy. She delivered audiobooks to one homebound BB and was delighted to see how happy she is at her assisted living facility. Next Bobbi will bring mysteries to another BB. Delivering for BB's who are on vacation offers the opportunity to see how the homebound person is doing.

La Selva Beach page, Jake Malsbury, created a paper tree on which to hang die-cut leaves with young patrons' names on them for our Young People's room. Local artist, Marcia Poms, created 2 mobiles of black birds for La Selva Beach's Big Read display.

All of the first grade teachers from Del Mar Elementary have scheduled monthly visits to Live Oak, and the Special Day Class is coming every 2 weeks.

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

Heather Norquist went to the computer lab at Del Mar Elementary to teach a class of 5th graders how to research "people who made a difference" using the library catalog and databases. Later in the week the class visited the Live Oak branch to check out the items.

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.

Live Oak: At Live Oak, our programs for children and teens are in full swing. Toddler storytime is very well-attended and Heather is pleased to note that most attendees are in the 1-3 age group the program is designed for. Cathy Landis's Craft Club is getting a new group of regulars after switching days, the Sunday DIY craft is popular with younger children and their parents. Sandi presented the 2nd in a series of monthly movie mystery matinees for the tweens at Live Oak, and Sandi also directs the Wii gaming on Sundays. The Spanish Storytime resumed this month after a 2 month break. This program for children ages 0-8 and is presented by Carolina Castillo-Trelles, a volunteer and local Spanish instructor.

Jeanne O'Grady spent Friday, October 7, at the Live Oak branch coordinating the Poe-Pourri Blood Drive. Not only was this event part of the Big Read, it was the first time the library had hosted a blood drive. The Red Cross staff was very impressed with how well the library was set up and with the volunteers from the library and city staff. Red Cross collected 18 units of blood. We want to take this opportunity to thank our Building Maintenance Crew, in particular, Ken Madonia, who came early Friday morning and moved furniture out of the Youth Services Room, and set up at least 20-30 chairs for public who would donate. He made it easier for the Red Cross to set up equipment. He also came in on his day off, Saturday and put all the furniture back, for Sunday opening. Thank you Ken!

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.

The Library migrated to a new state of the art Integrated Library System after 25 years on a legacy system that was no longer supported by its vendor. Overall the transition has been relatively smooth with several bumps that were to be expected. IT staff is working feverishly with the vendor to fix outstanding issues. Almost every member of the public has been supportive and patient as staff get used to the new system. Self check did not work for the first week. Many patrons commented on how much they missed it.

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.

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

Because of many Monday holidays in November and December, Outreach has decided to delay the start of Bookmobile service to Seacliff Highlands until January. That way we will have continuity in the service schedule from the very beginning. We will plan one or two programs there before service begins to sign residents up for library cards and tell them more about the service.

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La Selva Beach was open on Wednesday, October 19 to help Aptos branch patrons who were unable to use that branch while it was undergoing reconstruction after mold removal.

Live Oak: This month *The Seed Library* was installed in the adult area of the library. The seeds are in a cabinet, and patrons are encouraged to take and donate seeds and money to the project.

“Our mission: Santa Cruz Grows Seed Library is a free urban seed project committed to increasing the capacity of our community to feed itself wholesome food by offering seeds and education.

The Seed Library protects biodiversity through the time-honored tradition of seed saving, nurtures locally-adapted plant varieties, and fosters community resilience, self-reliance and a culture of sharing.

The Seed Library operates on the honor system. You become a member when you withdraw seeds to plant. We ask that Beginning Seed Savers grow out and return seeds from Lettuce, Tomato, Bean or Pea plants each year.

We encourage all members to learn basic seed saving techniques. Returned seed will allow us to keep the Library well-stocked.” **Bonnie Linden, Santa Cruz Reskilling Expo**

Many thanks to Rene' Belling, and the staff at Technical Services who processed, and shipped 100 Playaways to the Live Oak Branch. These items were available to patrons who came to the Blood Drive. Patrons were able to listen to and check out Playaways. Thank you for providing such a wonderful service.

The Big Read Poe project has been a huge success in the community. Discussion groups, a mystery dinner, magic shows, birds of prey presentations, cemetery tour, writing contests are just some of the special events that have drawn the public together

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

There was an excellent article about the SCPL Book Buddy program in the special Senior Section of the Sentinel on October 7. Senior Outreach Librarian, Bobbi Wolner was interviewed for the article as were a pair of BookBuddies. The two BookBuddies were very enthusiastic about the program and each other. The article included contact information and Bobbi has already received several calls from potential BookBuddies as a result of the article.

At La Selva Beach, Cathy Landis worked with the La Selva Beach Recreation District (our landlord) to protect the library's collection from roof leaks before the new roof was able to be installed. Pages Jake Malsbury and Lucy Corrales moved 14 shelves of books

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to carts and crates to prevent possible water damage. (And then moved them all back later!) We now have a new roof and protection from the coming rains.

D. Volunteers will be used effectively.

Thank you to the many Library and City of Santa Cruz staff who volunteered for the Blood Drive.

Barbara Gorson was honored as nominee for the Volunteer Center annual Make A Difference Award. Barbara was also nominated for two CLA Awards- unfortunately she did not win either but is a winner in our estimation and most deserving!

4. WELCOMING PLACE

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

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

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

5. FINANCIAL SUSTAINABILITY

A. The library system maintains a healthy and stable financial position.

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

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

The restructuring process continues on schedule with the approve of the new staffing and compensation plan in early October. Staff is now heavily involved in working out the details of the transition.

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

Staff met with our major vendor of library materials to discuss shelf ready options and other time saving options for ordering materials.

6. ORGANIZATIONAL READINESS

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

Evergreen training continues for all staff.

La Selva Beach staff helped train 2 on-call clerks.

Live Oak: Heather Norquist and Paula Contreras attended webinar classes: Integrating iPads and Tablet Computers into Library Services: Session 1 and 2, on October 13 and October 20.

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

Several staff attended the City's Employee and Leadership Development Program's Module #5, 'Performance Evaluation' on September 26.

Teresa led the Monterey Bay Area Consortium of library directors and committee chairs in a visioning/planning session on the future of the group as available funds dwindle.

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

Live Oak: Laura VanDerslice and Patty Carroll taught a two part workshop, September 22 and 29, on the circulation component of the new Evergreen system. They did an excellent job of planning, organizing and teaching the workshop. Nine staff members attended.

Staff have been invited to participate on one or more teams set up to make the transition to the new service model.

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

PER OPEN HOUR

	Circ/Open Hour			Business/Open Hour			Refill/Open Hour			Visits/Open Hour		
	FY10/11	FY11/12	%change	FY10/11	FY11/12	%change	FY10/11	FY11/12	%change	FY10/11	FY11/12	%change
July												
Aptos	147	108	-26%	341	187	-45%	28	0	-100%	73	63	-14%
Boulder Creek	15	32	114%	44	75	69%	3	0	-100%	9	22	145%
Branchforte	101	66	-35%	301	152	-49%	9	0	-100%	78	70	-10%
Capitola	112	86	-23%	294	166	-44%	15	0	-100%	59	48	-18%
Central	247	193	-22%	520	310	-40%	27	0	-100%	172	151	-12%
Felton	59	28	-52%	185	78	-58%	8	0	-100%	35	19	-45%
Garfield Park	44	29	-34%	144	71	-50%	6	0	-100%	37	28	-23%
La Selva Beach	17	13	-21%	37	32	-12%	0	0	#DIV/0!	25	23	-8%
Live Oak	110	98	-11%	185	163	-12%	0	0	#DIV/0!	56	64	15%
Scotts Valley	130	132	2%	287	199	-31%	18	0	-100%	0	0	#DIV/0!
TOTAL	982	786	-20%	2338	1433	-39%	114	0	-100%	544	489	-10%
August												
Aptos	145	108	-26%	227	191	-16%	28	0	-100%	81	60	-26%
Boulder Creek	65	34	-47%	33	76	129%	3	0	-100%	11	26	141%
Branchforte	93	65	-30%	196	152	-22%	9	0	-100%	76	64	-16%
Capitola	100	84	-15%	187	170	-9%	15	0	-100%	61	56	-8%
Central	248	194	-22%	370	315	-15%	27	0	-100%	168	160	-5%
Felton	46	24	-47%	131	70	-47%	8	0	-100%	28	19	-32%
Garfield Park	52	33	-36%	133	88	-33%	6	0	-100%	48	38	-20%
La Selva Beach	27	14	-48%	40	40	0%	0	0	#DIV/0!	21	18	-16%
Live Oak	108	104	-4%	191	179	-7%	0	0	#DIV/0!	90	72	-20%
Scotts Valley	118	140	19%	229	198	-14%	18	0	-100%	74	96	30%
TOTAL	1002	800	-20%	1738	1498	-14%	114	0	-100%	658	610	-7%
Sept												
Aptos	134	106	-21%	282	170	-40%	28	0	-100%	67	64	-4%
Boulder Creek	14	30	113%	41	64	57%	3	0	-100%	9	25	179%
Branchforte	92	65	-29%	284	143	-50%	9	0	-100%	79	58	-27%
Capitola	94	82	-12%	261	158	-39%	15	0	-100%	55	52	-6%
Central	232	162	-30%	410	260	-37%	27	0	-100%	159	141	-11%
Felton	48	23	-51%	159	68	-57%	8	0	-100%	36	17	-54%
Garfield Park	49	28	-42%	145	68	-53%	6	0	-100%	38	35	-8%
La Selva Beach	12	16	29%	31	36	17%	0	0	#DIV/0!	16	19	21%
Live Oak	103	86	-17%	174	149	-15%	0	0	#DIV/0!	58	60	3%
Scotts Valley	115	120	5%	265	187	-30%	18	0	-100%	77	90	17%
TOTAL	893	719	-19.50%	2052	1304	-36%	114	0	-100%	594	561	-6%
Oct												
Aptos	128	0	-100%	207	0	-100%	26	0	-100%	69	0	-100%
Boulder Creek	24	0	-100%	106	0	-100%	3	0	-100%	15	0	-100%
Branchforte	83	0	-100%	218	0	-100%	4	0	-100%	66	0	-100%
Capitola	90	0	-100%	233	0	-100%	18	0	-100%	56	0	-100%
Central	215	0	-100%	318	0	-100%	51	0	-100%	145	0	-100%
Felton	34	0	-100%	86	0	-100%	4	0	-100%	18	0	-100%
Garfield Park	36	0	-100%	88	0	-100%	3	0	-100%	34	0	-100%
La Selva Beach	12	0	-100%	31	0	-100%	4	0	-100%	16	0	-100%
Live Oak	102	0	-100%	165	0	-100%	22	0	-100%	75	0	-100%
Scotts Valley	103	0	-100%	219	0	-100%	35	0	-100%	67	0	-100%
TOTAL	827	0	-100%	1671	0	-100%	170	0	-100%	561	0	-100%

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	Circulation			Business*			Reference/info			Visitors		
	FY10/11	FY11/12	%change	FY10/11	FY11/12	%change	FY10/11	FY11/12	%change	FY10/11	FY11/12	%change
July												
Aptos	20321	17814	-12.3%	47311	30711	-35.1%	4684	10,134	-100%	10,134	10,307	2%
Boulder Creek	3075	2920	-5.0%	9152	6784	-25.9%	295	1,971	-100%	1,971	2,006	2%
Brancoforte	6152	5148	-16.3%	18285	11858	-35.1%	732	4,762	-100%	4,762	5,452	14%
Capitola	9711	8207	-15.5%	25497	18519	-28.1%	1469	5,133	-100%	5,133	4,606	-10%
Central	42850	39290	-8.3%	90160	63169	-29.9%	5399	29,752	-100%	29,752	30,825	4%
Felton	2031	1843	-9.3%	6417	5072	-21.0%	511	1,202	-100%	1,202	1,258	5%
Garfield Park	2265	2267	0.1%	7463	5570	-25.4%	442	1,945	-100%	1,945	2,208	14%
La Selva Beach	1005	812	-19.2%	2273	1969	-13.4%		1,532	#DIV/0!	1,532	1,391	-9%
Live Oak	13313	12895	-4.6%	22505	21224	-5.7%	2622	6,792	-100%	6,792	8,364	23%
Scotts Valley	18018	19514	8.3%	39757	29328	-26.2%	1278	N/A	-100%	994	1,436	44%
Outreach	2677	2096	-21.7%	6304	2264	-64.1%	17433	64,217	-100%	64,217	67,853	6%
TOTAL	121418	112606	-7.3%	275124	193728	-29.5%	17433	0	-100%	73410	85577	17%
August												
Aptos	20095	17711	-11.9%	47281	31470	-33.4%	4684	10134	-100%	10134	9932	-2%
Boulder Creek	3364	3102	-7.8%	9752	6944	-28.8%	295	1970.5	-100%	1970.5	2408.5	22%
Brancoforte	5640	5051	-10.4%	17721	11883	-32.9%	732	4607	-100%	4607	4981	8%
Capitola	8642	8049	-6.9%	24718	16241	-34.3%	1469	5244	-100%	5244	5356.5	2%
Central	43072	39640	-8.2%	84348	64189	-23.9%	5399	29752	-100%	29752	32543	9%
Felton	1580	1563	-1.1%	5891	4551	-22.7%	511	1202	-100%	1202	1242	3%
Garfield Park	2695	2597	-3.6%	8223	6899	-16.1%	442	1945	-100%	1945	2977	53%
La Selva Beach	945	858	-9.2%	2381	2406	1.0%		1532	#DIV/0!	1532	1074	-30%
Live Oak	13129	13487	2.7%	23634	23206	-1.4%	2622	6791.5	#DIV/0!	6791.5	9354	38%
Scotts Valley	16380	20655	26.1%	38713	31809	-17.8%	1278	10232	-100%	10232	14217	39%
Outreach	2809	2673	-4.8%	4465	2276	-49.0%	17433	994	-100%	994	1492	50%
TOTAL	118351	115286	-2.6%	267027	201874	-24.4%	17433	0	-100%	73410	85577	17%
Sept												
Aptos	18645	17478	-6.3%	39059	28068	-28.1%	4684	9,225	-100%	9,225	10,565	14.5%
Boulder Creek	2850	2717	-4.7%	8545	5662	-31.4%	295	1,900	-100%	1,900	2,285	20.3%
Brancoforte	5575	5068	-9.1%	17231	11148	-35.3%	732	4,775	-100%	4,775	4,489	-6.0%
Capitola	8171	7851	-3.9%	22620	15062	-33.4%	1469	4,781	-100%	4,781	4,945	3.4%
Central	40135	33038	-17.7%	71145	52897	-25.6%	5399	27,623	-100%	27,623	28,816	4.3%
Felton	1668	1526	-8.5%	5512	4418	-19.8%	511	1,237	-100%	1,237	1,088	-12.0%
Garfield Park	2568	2211	-13.9%	7537	5342	-29.1%	442	1,974	-100%	1,974	2,727	38.1%
La Selva Beach	703	941	33.9%	1856	2201	18.6%		996	#DIV/0!	996	1,178	18.3%
Live Oak	12517	11145	-11.0%	21142	19335	-8.5%	2622	7,024	#DIV/0!	7,024	7,759	10.5%
Scotts Valley	15949	17717	11.1%	36809	27493	-25.3%	1278	10,692	-100%	10,692	13,255	24.0%
Outreach	6958	2471	-64.5%	10247	1945	-81.0%	17433	1,238	-100%	1,238	1,567	26.5%
TOTAL	115739	102163	-11.7%	241703	173771	-28.1%	17433	71465	-100%	71465	78,674	10.1%

11/12 SELF CHECKOUT

JULY									
	#1	#2	#3	#4	#5	#6	YP #20	TOTAL	% Circ
Aptos	4146	3095	6480					13,721	77%
Boulder Creek	1342	1088						2,430	83%
Branciforte	2288	1920						4,208	82%
Capitola	3123	3764						6,887	84%
Central	3707	6969	11297				5998	27,971	71%
Felton	1276							1,276	69%
Garfield Park	686	763						1,449	64%
La Selva Beach	682							682	84%
Live Oak	4264	3908	2784					10,956	86%
Scotts Valley	4700	4537	7223					16,460	84%
Subtotal	26214	26044	27784	0	0	0	5998	86,040	76%
AUGUST									
	#1	#2	#3	#4	#5	#6	YP #20	TOTAL	% Circ
Aptos	4436	3265	6368					14,069	79%
Boulder Creek	1481	1150						2,631	85%
Branciforte	2100	2168						4,268	84%
Capitola	2836	3968						6,804	83%
Central	3528	7138	12193				5879	28,738	73%
Felton	1167							1,167	75%
Garfield Park	1007	818						1,825	70%
La Selva Beach	637							637	74%
Live Oak	4972	3878	2748					11,598	86%
Scotts Valley	5147	4618	7670					17,435	84%
Subtotal	27311	27003	28979	0	0	0	5879	89,172	77%
SEPTEMBER									
	#1	#2	#3	#4	#5	#6	YP #20	TOTAL	% Circ
Aptos	4194	3271	6313					13,778	79%
Boulder Creek	1271	993						2,264	83%
Branciforte	1982	2151						4,133	82%
Capitola	3047	3664						6,711	85%
Central	2830	6069	10771				4749	19,670	60%
Felton	1139							1,139	75%
Garfield Park	958	585						1,543	70%
La Selva Beach	690							690	73%
Live Oak	3947	3357	2130					9,434	85%
Scotts Valley	4639	4136	6447					15,222	86%
Subtotal	24697	24226	25661	0	0	0	4749	74584	73%
OCTOBER									
	#1	#2	#3	#4	#5	#6	YP #20	TOTAL	% Circ
Aptos								0	#DIV/0!
Boulder Creek								0	#DIV/0!
Branciforte								0	#DIV/0!
Capitola								0	#DIV/0!
Central								0	#DIV/0!
Felton								0	#DIV/0!
Garfield Park								0	#DIV/0!
La Selva Beach								0	#DIV/0!

LIBRARY JOINT POWERS AUTHORITY	PRELIMINARY
COMBINED BALANCE SHEET	
JPA FUND AND ACCOUNT GROUPS	
SEPTEMBER 2011	
	JPA
	Total
Assets	
Pooled cash	759,933
Pooled cash interest receivable	2,858
Other interest receivable	178
Taxes receivable - current	574,396
Accounts receivable	428,530
Due from other govt - inv principal	1,234
Infrastructure	579,683
Accumulated depreciation - infrastructure	(217,892)
Lease improvements - buildings	2,018,032
Accumulated depreciation - lease imp-buildings	(1,134,479)
Machinery and equipment	1,648,085
Accumulated depreciation - machinery & equip	(1,515,684)
Software	3,983
Accumulated depreciation-software	(3,983)
Construction in progress	71,354
Total Assets	3,216,228
Liabilities	
Accounts payable	52,131
ePayments payable	2,164
Sales tax payable	386
Deferred grant revenue - unearned	15,098
Unclaimed funds	144
Payable to the County - noncurrent	80,586
Other intergovernmental payable-noncurrent	350,179
Total Liabilities	500,688
Equities	
Unreserved, undesignated fund balance	1,201,277
Committed - cash flow/unexpected expenditures	495,929
Investment in capital assets - Library	1,449,099
Reserved for long-term debt	(430,765)
Total Equities	2,715,540
Total Liabilities and Equities	3,216,228

LIBRARY JOINT POWERS AUTHORITY						
COMBINED BALANCE SHEET						
SPECIAL FUNDS						
SEPTEMBER 2011						
Fund #	955	956	957	960	Spec Funds	
Fund Description	Contingency	Technology	Projects	Felton	Total	
Assets						
Pooled cash	9,480	4,790	472	1,139	15,881	
Pooled cash interest receivable	26	13	1	3	43	
Due from other govt - inv principal	13	7	1	2	23	
Total Assets	9,519	4,810	474	1,144	15,947	
Equities						
Unreserved, undesignated fund balance	9,519	4,810	474	1,144	15,947	
Total Equities	9,519	4,810	474	1,144	15,947	

LIBRARY JOINT POWERS AUTHORITY							
COMBINED BALANCE SHEET							
TRUST FUNDS							
SEPTEMBER 2011							
	Fund #	McCaskill Loc His	McCaskill Vis Imp	Finkeldey	Whalen	Leet-Corday	Trust Funds Total
Assets							
Pooled cash		260,769	246,534	9,547	144,700	89,480	751,030
Pooled cash interest receivable		725	686	27	402	249	2,089
Due from other govt - inv principal		362	343	13	169	60	947
Total Assets		261,856	247,563	9,587	145,271	89,789	754,066
Equities							
Net assets held in trust-library prog		261,856	247,563	9,587	145,271	89,789	754,066
Total Equities		261,856	247,563	9,587	145,271	89,789	754,066

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Revenue Status Report
 Library JPA
 CITY OF SANTA CRUZ
 9/1/2011 through 9/30/2011

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Account Number	Library Joint Powers Authority	Adjusted Estimate	Revenues	Year-to-date Revenues	Balance	2 5/8 Pct Rcvd
951-41000	TAXES	5,501,530.00	574,396.30	1,530,472.36	3,971,057.64	27.82
951-00-0000-41211	Sales and use tax					
Total	TAXES	5,501,530.00	574,396.30	1,530,472.36	3,971,057.64	27.82
951-43000	INTERGOVERNMENTAL	5,146,100.00	428,530.10	1,285,590.29	3,860,509.71	24.98
951-36-00-0000-43311	Maintenance of effort contributions					
951-36-55-3531-43210	State operating grants and contributions	2,500.00	0.00	228.00	2,272.00	9.12
951-36-55-3560-43190	Federal grants - other	9,000.00	0.00	0.00	9,000.00	0.00
Total	INTERGOVERNMENTAL	5,157,600.00	428,530.10	1,285,818.29	3,871,781.71	24.93
951-44000	CHARGES FOR SERVICES	4,100.00	405.60	1,242.75	2,857.25	30.31
951-36-00-0000-44613	Internet use fee					
951-36-00-0000-44630	Room rentals-library JPA	2,500.00	295.00	760.00	1,740.00	30.40
951-36-00-0000-44901	Photocopy fee	7,000.00	662.86	1,773.15	5,226.85	25.33
Total	CHARGES FOR SERVICES	13,600.00	1,363.46	3,775.90	9,824.10	27.76
951-45000	FINES AND FORFEITS	200,000.00	16,452.51	49,495.93	150,504.07	24.75
951-36-00-0000-45131	Library fines					
951-36-00-0000-45132	Lost library items	25,000.00	1,756.00	4,575.05	20,424.95	18.30
Total	FINES AND FORFEITS	225,000.00	18,208.51	54,070.98	170,929.02	24.03
951-46000	MISCELLANEOUS REVENUES	0.00	235.95	1,694.77	-1,694.77	0.00
951-00-00-0000-46110	Pooled cash and investment interest					

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Revenue Status Report
 Library JPA
 CITY OF SANTA CRUZ
 9/1/2011 through 9/30/2011

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Account Number	Adjusted Estimate	Revenues	Year-to-date Revenues	Balance	Prc'l Rcvd
951-00-00-0000-46190	Interest earnings - other	178.09	467.14	3,628.86	11.40
951-00-00-0000-46910	Miscellaneous operating revenue	2,215.00	2,238.64	6,261.36	26.34
951-00-00-0000-46990	Miscellaneous non-operating revenue	0.00	18,760.44	-18,760.44	0.00
951-36-00-0000-46303	Donations - library	12,000.00	40.00	11,960.00	0.33
951-36-00-0000-46309	Donations - library - Friends of the Lib	100,000.00	21,218.44	78,781.56	21.22
951-36-00-0000-46916	Cash over/short	0.00	176.45	-176.45	0.00
Total	MISCELLANEOUS REVENUES	11,121.31	44,595.88	80,000.12	35.79
951-49000	OTHER FINANCING SOURCES				
951-00-00-0000-49122	From Library Private Trust Fund	0.00	0.00	15,190.00	0.00
951-00-00-0000-49191	Intra-entity fund transfer in	9,959.00	0.00	9,959.00	0.00
Total	OTHER FINANCING SOURCES	25,149.00	0.00	25,149.00	0.00
Grand Total		11,047,475.00	2,918,733.41	8,128,741.59	26.42

Subsidiary records

Richardson

Finkelstein/McCaskill

Closed out books

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Expenditure Status Report
 Library JPA
 CITY OF SANTA CRUZ
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951 Library Joint Powers Authority

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Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Pct Used
951-52000	SERVICES					
951-36-50-3510-52135	Financial services - outside	0.00	1,048.04	6,831.96	-236.00	103.09
951-36-50-3510-52199	Other professional & technical services	0.00	7,000.00	3,000.00	100,000.00	9.09
951-36-50-3510-52240	Office equipment operation/maint	99.00	156.00	0.00	3,864.00	3.88
951-36-50-3510-52248	Software maintenance services	5,000.00	9,025.00	0.00	6,975.00	56.41
951-36-50-3510-52302	Travel and meetings	0.00	0.00	0.00	4,000.00	0.00
951-36-50-3510-52402	Telecommunications service - internal	3,550.00	10,650.00	0.00	31,950.00	25.00
951-36-50-3510-52403	Telecommunications service - outside	45.21	112.91	0.00	3,187.09	3.42
951-36-50-3510-52933	Liability insurance/surety bonds-outside	0.00	10,440.00	0.00	4,334.00	70.66
951-36-50-3510-52961	Dues and memberships	350.00	12,011.00	0.00	5,239.00	69.63
951-36-50-3510-52971	Printing and binding-internal	5.32	5.32	0.00	94.68	5.32
951-36-50-3510-52972	Printing and binding-external	0.00	430.98	0.00	3,469.02	11.05
951-36-50-3540-52135	Financial services - outside	550,000.00	137,773.77	0.00	412,226.23	25.05
951-36-51-3520-52131	Claims management services - outside	10,000.00	1,395.85	8,988.65	-384.50	103.85
951-36-51-3520-52199	Other professional & technical services	37,440.00	0.00	0.00	37,440.00	0.00
951-36-51-3520-52244	Other equipment operation/maintenance	1,680.00	0.00	0.00	1,680.00	0.00
951-36-51-3520-52248	Software maintenance services	46,320.00	7,828.94	27,500.00	10,991.06	76.27
951-36-51-3520-52302	Travel and meetings	100.00	0.00	0.00	100.00	0.00
951-36-51-3520-52372	Printing and binding-outside	2,500.00	195.30	0.00	2,304.70	7.81
951-36-51-3530-52240	Office equipment operation/maint	1,500.00	248.00	0.00	1,252.00	16.53
951-36-52-3530-52244	Other equipment operation/maintenance	2,180.00	0.00	0.00	2,180.00	0.00
951-36-52-3530-52302	Travel and meetings	2,150.00	96.57	245.87	1,904.13	11.44
951-36-52-3530-52972	Printing and binding-outside	4,000.00	613.48	830.48	3,169.52	20.76
951-36-53-3515-52201	Water, sewer and refuse	66,640.00	3,510.35	11,980.97	54,659.03	17.98
951-36-53-3515-52211	Janitorial services	125,000.00	8,683.23	17,400.97	107,599.03	13.92
951-36-53-3515-52223	Vehicle operation charges - internal	111,000.00	2,513.44	8,226.75	102,773.25	7.41
951-36-53-3515-52246	Building and facility o & m - outside	143,800.00	9,010.49	43,868.56	26,602.45	49.01
951-36-53-3515-52247	Landscaping maintenance services	17,000.00	109.95	321.91	73,328.99	1.89
951-36-53-3515-52261	Equipment, building and land rentals	312,530.00	25,938.11	79,664.33	218,065.67	30.23
951-36-53-3515-52302	Travel and meetings	150.00	0.00	0.00	150.00	0.00
951-36-53-3515-52932	Liability insurance/surety bonds-interna	17,050.00	0.00	0.00	17,050.00	0.00
951-36-53-3515-52933	Liability insurance/surety bonds-outside	36,506.00	0.00	25,714.00	10,792.00	70.44

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Expenditure Status Report
 Library JPA
 CITY OF SANTA CRUZ
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951 Library Joint Powers Authority

Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Pct Used
951-36-54-3550-52199	28,000.00	0.00	774.00	15,226.00	12,000.00	57.14
951-36-54-3550-52248	71,023.00	-2,664.94	4,600.57	20,879.47	45,542.96	35.88
951-36-54-3550-52249	91,700.00	225.00	7,779.32	5,820.04	78,100.64	14.83
951-36-54-3550-52302	1,350.00	165.95	165.95	0.00	1,184.05	12.29
951-36-54-3550-52403	73,234.00	10,999.81	21,640.05	85,713.69	-34,119.74	146.59
951-36-55-3560-52304	13,975.00	12,998.52	18,953.20	9,500.00	-14,478.20	203.60
951-36-55-3560-52306	9,000.00	0.00	0.00	0.00	9,000.00	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	6,500.00	0.00	811.89	0.00	5,688.11	12.49
Total SERVICES	2,008,916.00	146,637.02	441,299.93	224,862.26	1,342,753.81	33.16
951-63000						
SUPPLIES						
951-36-50-3510-53101	8,000.00	459.29	1,065.37	0.00	6,934.63	13.32
951-36-50-3510-53102	2,400.00	505.34	1,194.40	0.00	1,205.60	49.77
951-36-51-3520-53106	769,269.00	51,483.73	99,249.68	0.00	670,019.32	12.90
951-36-51-3520-53107	75,000.00	2,130.81	3,061.92	0.00	71,938.08	4.08
951-36-51-3520-53112	113,550.00	3,604.19	6,644.38	8,680.39	98,225.23	13.50
951-36-52-3530-53102	12,300.00	1,373.01	5,810.23	2,946.46	3,543.31	71.19
951-36-52-3530-53109	6,630.00	0.00	525.50	0.00	6,104.50	7.93
951-36-53-3515-53108	2,370.00	157.32	678.87	0.00	1,691.13	28.64
951-36-53-3515-53113	18,360.00	890.43	2,594.12	0.00	15,765.88	14.13
951-36-53-3515-53311	167,748.00	14,617.08	47,184.10	0.00	120,563.90	28.13
951-36-53-3515-53312	26,133.00	562.37	1,825.84	0.00	24,307.16	6.99
951-36-54-3550-53110	22,000.00	865.45	1,287.34	4,000.00	16,712.66	24.03
Total SUPPLIES	1,223,760.00	76,649.02	171,121.75	15,626.85	1,037,011.40	15.26
951-54000						
OTHER MATERIALS AND SERVICES						
951-36-50-3510-54990	3,445.00	404.00	498.00	0.00	2,947.00	14.46
951-36-52-3530-54990	7,000.00	0.00	0.00	0.00	7,000.00	0.00
951-36-53-3515-54992	40,000.00	0.00	0.00	0.00	40,000.00	0.00
951-36-55-3531-54990	0.00	209.00	627.00	0.00	-627.00	0.00
951-36-55-3560-54990	12,061.00	2,945.17	6,556.43	0.00	5,504.57	54.36
Total OTHER MATERIALS AND SERVICES	62,506.00	3,558.17	7,681.43	0.00	54,824.57	12.29

Expenditure Status Report
 Library JPA
 CITY OF SANTA CRUZ
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951 Library Joint Powers Authority

Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Pct Used
951-56000 OTHER CHARGES						
951-36-52-3530-56995 Refunded fees and fines	2,000.00	242.00	618.00	0.00	1,382.00	30.90
Total OTHER CHARGES	2,000.00	242.00	618.00	0.00	1,382.00	30.90
951-57000 CAPITAL OUTLAY						
951-36-55-3560-57401 Office furniture/equipment	25,000.00	0.00	0.00	0.00	25,000.00	0.00
Total CAPITAL OUTLAY	25,000.00	0.00	0.00	0.00	25,000.00	0.00
951-58000 DEBT SERVICE						
951-36-50-3540-58140 Loan principal	40,961.00	0.00	0.00	0.00	40,961.00	0.00
951-36-50-3540-58190 Other debt principal	40,293.00	0.00	40,293.07	0.00	-0.07	100.00
951-36-50-3540-58240 Loan interest	19,600.00	0.00	0.00	0.00	19,600.00	0.00
951-36-50-3540-58290 Other debt interest	3,500.00	0.00	414.21	0.00	3,085.79	11.83
Total DEBT SERVICE	104,354.00	0.00	40,707.28	0.00	63,646.72	39.01
Grand Total	3,426,536.00	227,086.21	661,428.39	240,489.11	2,524,618.50	26.32

Expenditure Status Report
 Library Personnel Costs
 CITY OF SANTA CRUZ
 9/1/2011 through 9/30/2011

Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used	
PERSONNEL SERVICES							
51000							
Total	Regular full time	4,219,805.00	473,577.13	1,063,484.08	0.00	3,156,320.92	25.20
Total	Regular part time	747,294.00	81,580.85	190,811.50	0.00	566,482.50	25.53
Total	Overtime	3,000.00	283.61	485.85	0.00	2,514.15	16.20
Total	Termination pay	0.00	13,616.31	13,663.59	0.00	-13,663.59	0.00
Total	Temporary	555,298.00	65,156.44	138,902.23	0.00	416,395.77	25.01
Total	Other pay	0.00	21.50	54.53	0.00	-54.53	0.00
Total	Special vacation pay	4,400.00	0.00	0.00	0.00	4,400.00	0.00
Total	Special sick leave pay	0.00	0.00	0.00	0.00	0.00	0.00
Total	Vehicle-phone-data allowance	1,800.00	275.00	625.00	0.00	1,175.00	34.72
Total	Salary savings	0.00	0.00	0.00	0.00	0.00	0.00
Total	Retirement contribution	754,846.00	86,131.51	192,731.37	0.00	562,114.63	25.53
Total	F.I.C.A.	0.00	3,117.90	6,857.11	0.00	-6,857.11	0.00
Total	Group health insurance	1,119,068.00	129,259.34	287,683.35	0.00	831,384.65	25.71
Total	Group dental insurance	107,422.00	12,226.67	27,054.40	0.00	80,367.60	25.19
Total	Vision insurance	18,242.00	2,064.60	4,574.98	0.00	13,667.02	25.08
Total	Medicare insurance	64,309.00	8,396.64	18,584.00	0.00	45,725.00	28.90
Total	Group life insurance	2,744.00	338.58	751.84	0.00	1,992.16	27.40
Total	Disability insurance	73,078.00	4,663.85	10,386.75	0.00	62,691.25	14.21
Total	Unemployment insurance	23,622.00	3,039.36	6,711.08	0.00	16,910.92	28.41
Total	Workers' compensation	208,640.00	26,132.45	58,668.64	0.00	149,971.36	28.12
Total	Intrafund labor - credit	0.00	0.00	0.00	0.00	0.00	0.00
Total	Accrued vacation - period 13	0.00	0.00	0.00	0.00	0.00	0.00
Grand Total		7,903,568.00	909,881.74	2,022,030.30	0.00	5,881,537.70	<u>25.58</u>

Library - Fund 951
 Month-End Cash Balances

	July	August	September	October	November	December	January	February	March	April	May	June
FY 2012 Pooled cash	911,107.41	1,058,196.68	759,933.36									
FY 2011 Pooled cash	72,541.96	250,794.12	312,807.59	1,397,052.22	604,129.15	539,173.69	1,586,968.17	875,122.12	1,076,342.48	1,227,629.78	1,164,416.13	1,265,341.98
FY 2010 Pooled cash	(908,343.59)	(797,637.50)	(752,924.76)	(597,787.31)	(558,459.72)	(707,533.76)	290,832.95	(390,345.22)	(62,933.26)	15,984.66	25,912.58	120,299.01
FY 2009 Pooled cash	(1,028,955.46)	(397,327.61)	(356,999.20)	252,949.44	(714,416.36)	(711,714.61)	(812,054.05)	(668,015.42)	(595,048.05)	(543,669.74)	222,502.65	(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

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Library Joint Powers Authority
Revised Cash Balances

Month	Previously Reported	Revised	Change
June	1,265,341.98	806,095.53	(459,246.45)
July	911,107.41	894,190.39	(16,917.02)
August	1,058,196.68	994,042.19	(64,154.49)
September	759,933.36	759,933.36	-
Total	<u>3,994,579.43</u>	<u>3,454,261.47</u>	<u>(540,317.96)</u>



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

September 29, 2011

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

LIBRARY SALES TAX AND PROPERTY 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:

- ✓ a report on the first quarter of 2011-12; and
- ✓ an update on the County Library Fund contribution to the Library Financing Authority for 2011-12.

1st Quarter Sales Tax

The attached table provides quarterly and annual data for Measure B for the period 1997-98 through 2011-12. The attached graph provides a comparison of actual quarterly receipts for 2010-11 and quarterly estimates and actual receipts to date for 2011-12.

In summary, receipts for the first quarter of 2011-12, which are based on sales for the period April, May and June, totaled \$1,977,610. Actual receipts for the first quarter exceeded the estimate of \$1,845,994 by \$131,616.

2011-12 County Library Fund Contribution

As a result of a reduction in beginning fund balance (\$35,245) and a reduction in property tax revenue (\$36,110) as a result of the final assessed value change for 2011-12, there will be a downward adjustment in the funds available to the Library Financing Authority from the County Library Fund for 2011-12 of \$73,463.

Each Member of the Board of Directors
September 29, 2011
Page 2

Conclusion

In conclusion, first quarter sales tax is \$131,616 over estimate and the County Library Fund contribution for 2011-12 will be \$73,463 under estimate. The net difference is a favorable variance for the quarter of \$58,153.

This office will provide you with an update in January when the sales tax revenue for the second quarter of 2011-12 is known.

Very truly yours,



Carol D. Kelly
Assistant County Administrative Officer

Attachments

cc: Director of Libraries, Santa Cruz City/County Library System
Library Director, Watsonville Library
County Administrative Officer
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 Receipts - Quarterly and Annual

Year	Quarter	Quarterly		Annual		
		Actual & Est.	Estimate **	Actual/ Estimate	Change	% Change
1997-98	1	\$1,460,903				
1997-98	2	1,533,628				
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	1,764,249		\$7,470,984	(\$392,470)	-4.99%
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	1,986,815				
2003-04	3	1,787,501				
2003-04	4	1,712,421		\$7,330,725	(\$49,020)	-0.66%
2004-05	1	1,969,607				
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	2,298,069				
2005-06	3	2,060,642				
2005-06	4	1,878,281		\$8,149,218	\$484,536	6.32%
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	4.79%
2007-08	1	2,182,266				
2007-08	2	2,182,896				
2007-08	3	2,035,609				
2007-08	4	1,953,174		\$8,353,945	(\$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	1,783,988				
2009-10	2	1,764,882				
2009-10	3	1,747,693				
2009-10	4	1,650,856		\$6,947,419	(\$656,239)	-8.63%
2010-11	1	1,845,994				
2010-11	2	1,944,408				
2010-11	3	1,784,248				
2010-11	4	1,738,035		\$7,312,685	\$365,266	5.26%

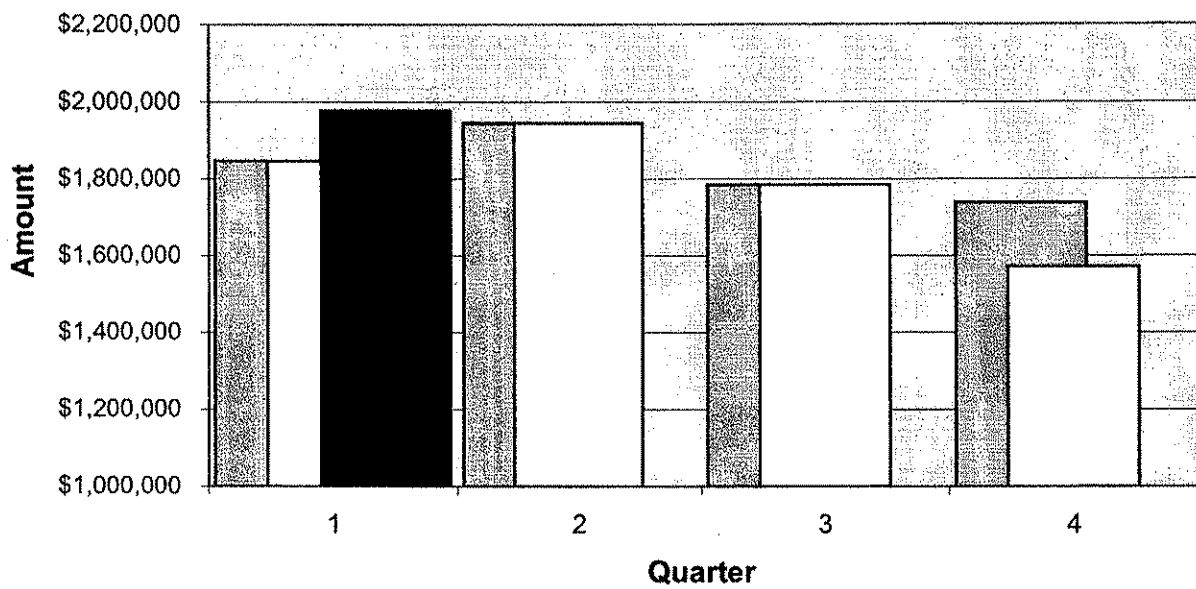
Library Sales Tax Receipts - Quarterly and Annual

Year	Quarter	Quarterly		Annual		
		Actual & Est.	Estimate **	Actual/ Estimate	Change	% Change
2011-12	1	1,977,610	1,845,994			
2011-12	2		1,944,408			
2011-12	3		1,784,248			
2011-12	4		1,570,743	\$7,145,393	(\$167,292)	-2.29%

* 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.

Library Sales Tax - Quarterly Receipts

■ 2010-11 Actual □ 2011-12 Budget Estimate ■ 2011-12 Actual



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Library fundraiser Saturday should be murder

by Press-Banner

10.20.11 - 02:54 pm

The Friends of the Scotts Valley Library are in the Halloween spirit by bringing a murder mystery to the library for their third annual fundraiser this Saturday, Oct. 22.

The Friends have partnered with Murder on the Menu, a professional mystery company that writes and acts out interactive murder plays throughout California. The group is headed by acclaimed mystery writer Janet Rudolph, the editor of the Mystery Writers Journal, who is preparing a customized murder for Scotts Valley that incorporates local history and personalities as well as the story of the new Scotts Valley Library.

Event attendees will become involved in a series of murders throughout the evening and given clues, obituaries, news clippings and other tangible items to solve the crimes. Participants will go to a number of stations within the library to get information and food provided by Mint as well as Otoro Sushi, who is preparing a sampler platter for each attendee.

Tickets are \$50 per person. The event will also have a small item live auction including:

****Santa Cruz weekend package -- a two-day stay at Dream Inn along with free passes for a whale watching, a cruise on the O'Neill catamaran, and other Santa Cruz attractions along with and multiple gift certificates for the city's finest restaurants.**

****Sleepover at the Library -- have the run of the Scotts Valley library for a Saturday night party for up to 15 adults or kids. This includes full access to nine-screen media wall and Wii gaming station. Includes dinner and dessert Saturday night and breakfast in the morning.**

****One Week Stay at Legends Whistler -- an upscale, two-bedroom, two-full bath condo with ski-in/ski-out at the world-renowned Whistler Creekside resort just steps from the Creekside gondola. More info is at www.legendswhistler.com.**

****Mystery Item -- you have to see it to believe it.**

Murder in the Library -- whodunnit mystery and mini-auction

When: 7 to 10 p.m. Saturday, Oct. 22

Where: Scotts Valley Library, 251 Kings Village Road

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Tickets: \$50 per person, on sale at Mint and Zinnia's

Contact: Debra van Brueggen at debra.vb@prodigy.net or Jim Reed at jimreedsv@gmail.com

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Santa Cruz Sentinel.com

Local digest: Oct. 16, 2011: Santa Cruz Follies searching for talent

Posted: 10/16/2011 01:30:05 AM PDT

Santa Cruz

Santa Cruz Follies searching for talent

The Santa Cruz Follies is looking for talented senior dancers for the next production called "Copacabana Finale."

It's not too late to be a Copa Girl, so bring your tap and jazz shoes, Latin ballroom shoes and high spirits to 222 Market St., 1-4 p.m. Saturday. For information, call the Market Street Senior Center at 423-6640.

SCOTTS VALLEY

Murder in the Library' fundraiser set for Saturday

The Friends of the Scotts Valley Library will host the "Murder in the Library" fundraiser at 7 p.m. Saturday.

Using clues provided by a detective, amateur sleuths will wander through the library and question suspects to identify the murderer, fueled by food and drinks from a no-host bar.

Tickets are \$50 per person, with proceeds from sales and a live auction benefiting the Friends of the Scotts Valley Library. The event is for adults only.

To purchase tickets, go to the library at 251 Kings Village Road, Mint Cafe, 4652 Scotts Valley Drive, or Zimmia's at 219C Mount Hermon Road. For information, go to www.fsvpl.org.

SANTA CRUZ

Adam Webster fundraiser planned

The Adam Webster Memorial Foundation will host a fundraiser Saturday at the Santa Cruz Yacht Club, 244 Fourth Ave.

The foundation, set up in 1999 by Tom and Judy Webster after the death of their son Adam, has raised more than \$70,000 and hosted 33 classes for

cognitive and physically challenged individuals to participate in the O'Neill Sea Odyssey program.

The dinner costs \$55 per person, and includes dinner, wine, dancing and a silent auction.

The Sea Odyssey is an award-winning ocean educational program conducted aboard a 65-foot catamaran that sails on Monterey Bay.

Donations may also be sent to the foundation, in care of O'Neill Sea Odyssey Program, 2222 E. Cliff Drive, No. 222, Santa Cruz, CA 95062.

SANTA CRUZ

United Nations Day parade, rally next weekend

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As You See It: Oct. 16, 2011: US becoming third-world

Posted: 10/16/2011 01:30:44 AM PDT

US becoming third-world

I was furious while reading the opinion of Ron Washington. He believes all the hyperbole from the government and corporations on the lack of educated people. They give that as the reason they send their jobs overseas. That is the reason HV1 visas and other ones exist. It is not for lack of intelligence. It is for being older than 40 or 50 when layoffs begin. People over 40 are not being hired now. You can't tell me these people are stupid and not able-bodied. Do your brains fall out at a certain age? I worked in high-tech in Santa Clara Valley and know this to be true. It is cheaper to bring in foreigners, house a group of four or five in a local hotel/motel than to pay local, able, qualified people. We are becoming a third world country because of the above. Think about it.

Rowena Fulk, Santa Cruz

Democracy should serve the people

To characterize the Occupy Wall Street movement as whining, aimless, lazy and more, is distressing. The one platform everyone agrees on is that democracy should serve the people and not the corporations. For instance, oil companies used the democratic process to try to eliminate the greenhouse emission cap with Proposition 23. Huge Texas companies, including our prolific Valero, contributed millions to fund this California proposal, feeding lie after lie. It's a corruption of the process and a good example of why we stand together to take back our democracy as it was intended.

Erica Aitken,

Santa Cruz

Solar energy a key to future

Solar energy production is the vital key to our success as a nation in the near and long-term future. Clean energy puts people in our community to work creating local jobs, generates power in our lives and positive cash flows for our incomes. Let's not be fooled by the inevitable problems in switching over to a whole new source of energy in our consumption-driven culture. It's time to focus on what will move us forward as a community, as a nation and as individuals -- self sufficiency in generative power production.

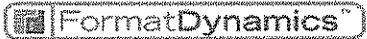
Liza Morell, Watsonville

Observe Friends of the Libraries week

Oct. 16-22 is the fifth annual celebration of National Friends of Libraries week, making it a good time to publicly thank the Friends of the Santa Cruz Public Libraries FSCPL who contribute so much of their time and expertise to significantly enhance our library services. Our Friends group supports the 10 branches, outreach and the bookmobile through advocacy,

fundraising, volunteer services and library programs. The Friends fund technology, book purchases and support Library programs such as Munching for Mozart, Book Buddies and children's literacy. There are more than 1400 Friends members and 500+ volunteers. Last year, the Friends provided \$335,000 to the library for materials, programs, branch improvements, equipment and services. If you are not already a member, go to FSCPL.org to find out how you can become a member. Thank you to the Friends of SCPL.

Teresa Landers, SCPL Library Director, Barbara Gorson, Chair, SCPL Joint Powers Board

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Santa Cruz Sentinel.com

Santa Cruz Public Libraries closed for Oct. 21-24

Sentinel staff report

Posted: 10/16/2011 11:22:26 AM PDT

SANTA CRUZ - All branches of Santa Cruz Public Libraries are scheduled to be closed Oct. 21-24 for software upgrades and there will be limited access from Oct. 17-20. Branches will reopen at regular hours Oct. 25.

As library data is moved, there will be limited check-outs and no access to library accounts to check-in items, place requests, or pay fines Oct. 17-20. Items checked from Oct. 1 will not be due until the libraries have fully reopened.

Due to limited storage space while our system is down, the libraries ask that customers do not return items Oct. 17-24.

For information, visit www.santacruzpl.org




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Santa Cruz Sentinel.com

As You See It, Oct. 14, 2011: Why bury story of Lintelle closing?

Posted: 10/15/2011 01:30:32 AM PDT

Why bury story of Lintelle closing?

Funny how a few librarians losing their jobs is front-page news multiple times. But here's Lintelle Engineering closing its doors after 22 years of business in Santa Cruz and it gets page 11 coverage? If it employed public union workers, or it was caused by something President Bush did, it would've been front-page news. But here's a company closing because of something President Obama supported being pushed under the rug. Where is the far left-leaning paper's front-page coverage? My dad's company has laid off 60 employees in the past two years and no reporter came by to ask why? We need to ask why 11 librarians are more important than anyone else out there losing their jobs or possibly closing the doors of local companies.

John Hadley Jr., Santa Cruz

Slow down and take in Nisene

To the speeding, foul-mouthed, middle-finger-waving, reckless-driving young woman in the green Mountaineer: I hope you never hit someone while racing through Nisene. I hope you never have to face a grieving family across a courtroom or wake up to the guilt and nightmares that will come. I hope the elderly man walking his dog, the young mother pushing her baby in a stroller, the high-school cross country teams running and all the others who use the park are safe from you another day. Right now you are young and arrogant and selfish, but hopefully you'll grow up someday. Slow down, wave hello with your whole hand and

a smile. You live

in a beautiful place.

Cheryl Vessey, Soquel

Library job cuts shortsighted

It seems very shortsighted of the library board to make the choice to cut jobs in favor of increased hours of operation with less trained staff. Have they never felt the frustration of being helped by some well-meaning, but untrained person who takes five times longer and never gets the job done? Wouldn't we all be willing to plan our visits to the library when they were open with educated staff rather than have more hours to go there and talk to someone on Skype or a volunteer who hasn't had the years of training of a librarian? Do public libraries really need to subscribe to the bottom-line mentality that has set our country and culture on this ruinous course?

Susan Merritt, Felton

Where's a cop when you need one?

Two weeks ago, my purse was stolen from my car as I was walking my dog in the Felton Covered Bridge Park. I immediately called the

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Editorial: Library future less murky in Santa Cruz

by Press-Banner editorial board

10.13.11 - 01:26 pm

After a year's worth of debate and planning, the future of the Santa Cruz County library system is becoming clear. There will be fewer true librarians, yet more access to information by way of electronic means and media.

It's easy to get down about the changes, but libraries in Santa Cruz are becoming information centers — essentially, hubs for public information-gathering rather than sacred places where books are kept. After a hard-fought battle last year, all the branches in the system will remain open, many with longer hours. And with the new plan, though it unfortunately cuts the number of full-fledged librarians at many branches, Santa Cruz County libraries enter the 21st century.

The Internet and gadgets such as the iPad, smart phones and laptops have, figuratively speaking, knocked down the walls of libraries. Libraries will still be a safe space to study, read, or browse magazines and books. However, they will also be a place to use 21st-century technology provided via tax money by the government. This is an appropriate use of library-allocated taxpayer money.

In our view, the only logical model for maintaining the public library system is to invest in technology and provide a place for people to access technology free or for a very low cost.

Let's be clear, the written word is in no danger of going the way the famous doomsday book "Fahrenheit 451" presented: banned from consumption. It's just the opposite. There is more written content available than ever before, and there are many ways to consume it. The library system is adapting to technology.

That is a good thing, though there will certainly be some bumps and bruises along the way.

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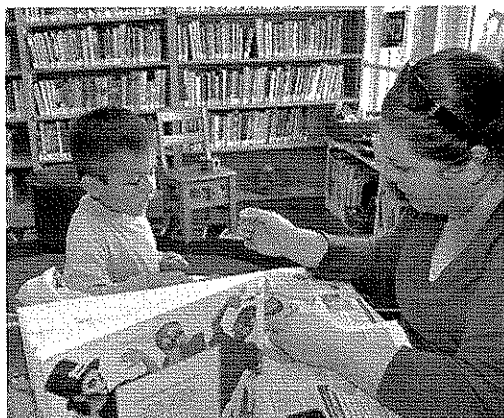
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Staff, schedule changes for libraries

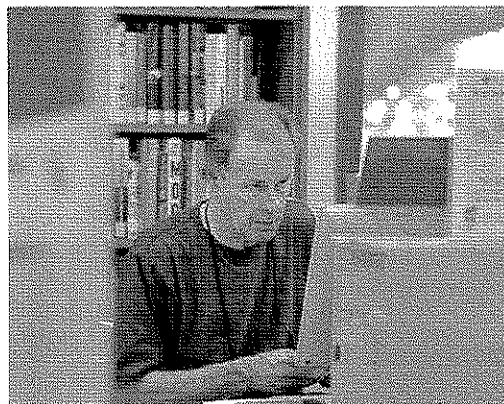
by Joe Shreve

10.13.11 - 12:54 pm



Beginning in January, major changes are set to take effect at all branches of the Santa Cruz Public Library System that will lead to longer hours and newer equipment, but at the cost of job cuts and fewer full-time library workers.

According to Library Director Teresa Landers, the decision to restructure the system's budget and staffing was proposed in April and garnered final approval in a 6-3 vote at the Library Joint Powers Board's Oct. 3 meeting.



Under the new plan, Landers said, the system will put more than \$500,000 from its estimated \$11 million budget toward replacing antiquated technology.

The plan will create a \$1 million emergency fund over the next five years. It will also maintain and replace library vehicles — including the bookmobile — and create a centrally

located reference desk in Santa Cruz that library patrons will be able to remotely contact from the smaller outlying branches via electronic means.

“The board made a commitment of 8 percent of the budget to new material,” Landers said. “We need to put some money aside just to replace what we have.”

Landers acknowledged that job cuts for library staffers — 11 are slated to lose their jobs, and others will face reduced hours — proved a tough pill to swallow, calling the decision “an unfortunate reflection of the times.”

“It's extremely unfortunate that we have to lay off people to do this,” she said. “If this is the service we want to provide, this is the staffing we're going to need to do that.”

The cuts should not translate into a noticeable difference in quality of services, Landers said, adding that for safety reasons, all branches will have at least two workers on site during hours of operation.

Valley branches see change

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Under the new plan, starting in January, libraries in Felton, Boulder Creek and Scotts Valley will all be open more hours and more days, with a second hours increase scheduled for July.

n The Boulder Creek branch will be open 28 hours over five days a week, up from 21 hours over four days. The on-site staff will be a full-time library assistant and a part-time aide, most likely a student.

n The Felton branch will increase its hours from 15 to 20 per week, opening five days instead of three. The branch will be staffed by a part-time library assistant and a temporary part-time aide.

n The Scotts Valley branch, the largest of the three, will be open six days each week for a total of 44 hours, up from five days and 34 hours. The branch will be managed by a senior library assistant, with the help of several junior library assistants and temporary aides.

Landers cautioned that library assistants, which the system will bank on to run most of the outlying branches, are not the same as librarians.

The difference being the two positions is that a librarian holds a master's degree in library science and can specialize in programming, collections and reference whereas the library assistant does not have a master's and is trained more in the day-to-day operation of a library.

The system's librarians, Landers said, will be pooled with information specialists to provide the planned remote reference section and will be sent to branches only during peak hours – more in tune with a librarian's job description.

“We're concentrating librarian time during critical times,” she said.

Landers stressed the need for modern equipment to keep the libraries relevant and useful to the community — particularly for those who rely on libraries for Internet access. She pointed out that many of the system's computers are more than a decade old and often will not support the websites and programs people need to apply for jobs online, for example.

“It all has to be in balance,” Landers said. “We can have all the staff in the world, but if we don't have the equipment — books, CDs, DVDs, vehicles — (the public) is not going to use us.”

To comment, e-mail reporter Joe Shreve at joe@pressbanner.com, call 438-2500 or post a comment at www.pressbanner.com.

Santa Cruz Sentinel.com

Santa Cruz City Council weighs condo project, OKs library staffing cuts

By J.M. BROWN

Posted: 10/11/2011 09:52:22 PM PDT

SANTA CRUZ - The City Council debated Tuesday a 70-unit condominium complex eyed for a lot left vacant since the Loma Prieta earthquake flattened much of downtown.

The five-floor, 312-foot-long Park Pacific building would sit on a 25,000-square-foot lot between Pacific Avenue and Cedar Street adjacent to Lulu Carpenter's coffee shop and Bank of the West. Property owners intend to rent the units until the housing market improves, at which point units would be set aside for low-income buyers.

The project by developer Bill Brooks and partners would add 4,500 square feet of ground-floor commercial space, with about three-quarters on Pacific Avenue and the remainder on Cedar Street. The ground floor would provide 66 parking spaces and 76 bicycle spaces.

The project at 1547 and 1549 Pacific Ave. - which would include a mix of studios, one-bedroom units, and two-bedroom units - requires variations from the city's Downtown Recovery Plan. The proposal calls for smaller dimensions in commercial space and lower setbacks for height on Cedar Street than required by zoning.

A seven-story project was approved in 2006, but was never built after the developer determined it was unaffordable. The 1989 earthquake destroyed the building that once contained Bookshop Santa Cruz and Santa Cruz Coffee Roasting Co., which have since relocated on Pacific Avenue.

The council had not voted on the project by press time.

Also Tuesday evening, the council approved on a 5-1 vote a plan to reclassify library positions to fit a new service model that creates greater reliance on volunteers and increases technology spending and reserves.

The plan will cause the layoff of 11 library clerks whose job classifications were changed. However, fewer may be let go if either retirements increase or the library management works out with a union how to trim other costs to achieve an expected \$900,000 in annual savings.

Clerk Liz Pollock urged the council to require a review in three or six months to see whether the plan is working and "look at the dedicated employees you're laying off."


Councilman David Terrazas, a member of the library board, said the new service model "is going to be closely scrutinized" after it's implemented in January. Councilman Tony Madrigal cast the dissenting vote against the cuts.

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Santa Cruz Sentinel.com

Carol Long: Reorganization axes the heart of the library

Posted: 10/09/2011 01:30:47 AM PDT

Carol Long

On Oct. 3, the Joint Powers Board of the Santa Cruz Public Library approved a plan for a Brave New World Library, one which gives us the worst of all possible Santa Cruz libraries. Most people are not aware of the new plan's drastic cuts to library personnel and how it will affect not only the workers who are laid off or cut back, but the service that is offered to the public.

Board member and Scotts Valley City Councilman Jim Reed said it well when he admitted that the plan would worsen service overall, and in particular that cutting the Scotts Valley branch reference workers from three full-time workers to one half-time position will substantially diminish service where he lives. Despite the supposed improvement of service by the extension of branch hours, the personnel reductions will produce the same diminishment in service at all branches.

To implement the plan's eventual goal of generating a \$5 million surplus for "new technology," extending branch hours and unspecified purposes, 14 part-time library clerks will get pink slips on Nov. 1, and the full-time clerks will be cut down to half-time and be unable to afford health insurance. Meanwhile, reference librarians' positions -- the people at the answer desk and phone, are being drastically reduced by attrition and management-induced early retirement to be "replaced" by electronic reference, volunteers and part-time temporary workers.

This is, as one library employee put it, part

of a national trend to target the least powerful workers for the enrichment of top-level management.

If you don't believe it's happening in Santa Cruz, take a look at these figures from a study by sociologist Paul Johnston: The 12 top executives in Santa Cruz city government now earn more than any governor in the United States, including the highest paid -- New York state's governor -- and they make more, of course, than Jerry Brown.

Salaries for the city of Santa Cruz's 63 top managers have increased 28 percent since 2003, more than twice the increase given lower-level workers, whose pay when adjusted for inflation has actually decreased 3 percent.

Besides the widening pay inequality, the downgrading of library positions is part of the recent trend in city government to replace full-time permanent positions with temporary part-time slots, resulting in impoverished workers without benefits, adequate pay or job security. This not only attacks the workers and the work force, but the social and economic fabric of our city and country.

It also violates the civil service code law, which mandates temporary and part-time positions only for work which is truly temporary in nature.

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Santa Cruz Sentinel.com

What should the Joint Powers Board do?

Be really in charge of the process instead of acceding to goals set by a wrong-headed and self-interested staff/executive process. Go back to the drawing board. Change the plan by rolling back the gross inequality in pay between lower- and upper-level employees.

The library director receives a six-figure salary for having recommended, for example, that all on-the-spot reference workers be eliminated from the central branch; a suggestion since rejected by the powers that be. Reject the notion that all reference should devolve to electronic means, and instead prioritize personal service.

Finally: Very, very, very oddly, the layoffs are coming while the library has a million-dollar surplus, and the plan is projecting a \$5 million surplus by using these anti-personnel tactics. If the staff and board have such a surplus and think they can increase it fivefold, they should not be axing the work force at the heart of the library.

At the Oct. 3 meeting, not one person, including all the board members, had a good word to say about the new plan. Let's reject it and start over.

Carol Long lives in Santa Cruz, holds a master's degree in library science and is a former reference librarian.



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Santa Cruz Sentinel.com

Library board OKs staffing cuts: Management, union will work to reduce impact

By J.M. BROWN

Posted: 10/04/2011 01:30:39 AM PDT

SANTA CRUZ -- On a 6-3 vote Monday night, the city-county library board approved a new staffing plan for the 10-branch system that cuts jobs 25 percent.

The plan, created to match a revised library service model approved by the board in April, cuts the number of jobs from 111 to 83. After unfilled vacancies and retirements are counted, the number of clerks expected to be laid off because their jobs were reclassified is 11. Others will have their hours trimmed.

Dozens of library workers and representatives from the Service Employees International Union gathered under umbrellas at the Central Branch to galvanize public support. They wore purple rain ponchos and yellow crime scene tape like sashes around their shoulders.

Cathy Bond, a 49-year-old clerk who expects to lose her job after 14 years at the library, said she doesn't know how she and her husband, who was laid off from his job in 2005, are going to survive financially. The Live Oak couple is facing increased medical expenses due to his high blood pressure, she said.

"We've cut back as far as we can at home," she said.

In approving the cuts, the board urged library management to continue talking with the union and city's human resources representative to hammer out ways to reduce the impact of the cuts on employees, who are classified as city workers. Barring any changes, layoff notices will

go out in early November.

Board member Mark Stone, a county supervisor, sought a

month's delay, but that motion failed on a 5-4 vote. Now that details about the impact of a new service model are known, he said the board should take more time to absorb them.

"This is too dramatic a step to take too quickly," he said.

After years of fiscal trouble in the \$11 million system, the board approved increasing hours at all 10 branches, as well as setting aside greater funds for technology and reserves. But the plan, which is supposed to go into effect in January, calls for cutting costs by relying on greater use of volunteers and making other efficiencies.

Staffing cuts were called for in all models studied by the board, but the exact impact wasn't outlined until this summer. The staffing plan would save \$569,000 from January to June 2012, and \$900,000 during the 2012-2013 fiscal year.

County Supervisor Ellen Pirie, another board member, said she didn't want to delay "if postponing the decision means we can't deliver


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Santa Cruz Sentinel.com

to the public by January, what we said we would deliver."

Board President Barbara Gorson agreed, saying she couldn't support a delay after four years of studying how to modernize the library system and cut costs.

Union negotiator Leslie Auerbach said the board's decision to increase hours while cutting spending created "unreasonable expectations" for staffing.

"We ask that you think again about your responsibilities as trustees -- your responsibility to each and every one of the people who relies not only on this library system, but on public servants who can see beyond blind panic and political expediency," she said. "Give us a reason to believe in you. Build, don't destroy."

Jennifer Laskin, a teacher at Renaissance High in the Pajaro Valley, urged the board not to cut staff.

"Libraries are paramount to educating youth and ensuring they become responsible leaders and good stewards of our community," she said.

Bond, who works 36 hours per week as a clerk, said her education level doesn't qualify her for the revised library assistant position that replaced clerks. She is worried she won't be considered for other city jobs.

"I don't see myself being a fire deputy chief or a wastewater chief," she said. "These things are just completely out of my reach in terms of qualifications."

Clerk Karen James, 56, who has also worked for the library for 14 years, said she can't afford to be cut from full-time hours to 20 per week.

"I was told I had to reapply for my job, and I did it, and after the fact I felt I was kind of set up for that," she said. "I was going to be cut."

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Rene Belling: Library reorganization deserves more discussion

Posted: 10/02/2011 01:30:13 AM PDT

Rene Belling

When the Joint Powers Board meets Monday to vote on staffing changes at the 10 public library branches serving Santa Cruz County, there will be a lot of discussion about "reorganization" of library positions, which is a euphemism for changing what workers do and how they're compensated.

The changes concern more than just staffing. They will fundamentally alter our community's relationship with its public libraries. And that is a change that warrants robust public discussion. Unfortunately, the community has not had a chance to weigh in, because there has been very little transparency about the new "staffing model" and its "added value services."

Let's start with what we all can agree on: Public libraries anchor a community. From early literacy programs to senior outreach services, our Santa Cruz public libraries touch lives and leave a lasting imprint. One in five residents make use of our libraries. The services they access range from checking out books and DVDs, taking computer classes offered by the reference staff, downloading e-books to their Kindles and iPads, to bringing their babies to their very first storytime.

Under the proposed model, services will be centralized. Patrons would be able to access a "virtual" branch. Need to see a reference librarian? Skype your question, or make an appointment to see a librarian in person. Library branches will be staffed mostly by temporary

workers and volunteers. In theory, quality service will not change, and the public will barely notice a difference

But there will be a difference. The public will notice that their favorite library clerk is no longer there to help them, and that they have to wait longer to get personalized service.

So, here are some questions for the library board: Why does the board want to decimate the ranks of permanent library clerks, who are knowledgeable and experienced, and replace them with temporary library aides?

There is currently a \$1 million reserve. The JPB would like a \$5 million reserve, but how can it reasonably be built up so quickly during tough times? Why would the board consider overhauling a system without asking for input from the people on the ground, the staff delivering quality services, the people who know the system best, the people with the greatest level of connection to residents in the community?

Libraries are a haven for those needing Internet access, educational materials, or help with job searches. Taxpayers prize public libraries; that is why they voted yes to Measure R in 2008, providing approximately \$6.5 million a year in

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revenues to the system before the recession hit.

Change can be good, but not when it compromises quality services. The proponents of the new library model have not shown that the changes they seek would not harm the programs, services, and staffing of the Santa Cruz public libraries.

Does the public really want mediocre library service, or do they want to continue to have the superior service currently available? Our community needs to be part of the discussion and have an opportunity to ask critical questions before our libraries are reorganized into something less than they are now.

Rene Belling is a library assistant for the Santa Cruz City County Library System.



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News Briefs

by Press-Banner
09.29.11 - 11:49 am

Training for emergency response team

San Lorenzo Valley's Community Emergency Response Team will host a free training in October for those interested in learning how to react to a disaster.

The training will prepare residents for a disaster and how to respond in the aftermath.

The 23-hour training will be from 6:30 to 9:30 p.m. Wednesdays Oct. 5 through Nov. 2 and from 9 a.m. to 5 p.m. Saturday, Nov. 5. The classes are taught by Capt. Ray Soler at Felton Fire Protection District.

For information: Mountain Community Resources, 335-6607; or rominac@cbridges.org.

Fertility support group to start Life coach Renee Waggener will host a new support group, the Xtraordinary Fertile Group, in Boulder Creek.

The group will provide a place for women dealing with infertility to find emotional support and encouragement, acquire tools to achieve better balance and learn skills to cope with the emotional stress of infertility.

The group will meet from 7 to 9 p.m. Thursdays from Oct. 13 to Nov. 3 at the Ocean Grove Charter School campus, 16900 Highway 9, in Boulder Creek. The first 10 people who register can join free.

For information: www.xtraordinarylifecoach.com.

Big Read launches this weekend

The Big Read, a national program that encourages reading for pleasure and enlightenment, will launch this weekend with an Edgar Allan Poe reading and reflection at Loudon Nelson Community Center, 301 Church St., in Santa Cruz.

Mystery writer Laurie R. King will talk about Poe, and several others prominent county figures will read and discuss. The event begins at 1:30 p.m. Saturday, Oct. 1.

A series of events connected with The Big Read and Poe is planned at local libraries. A raven art show dedicated to Poe and his works will appear at the Boulder Creek Branch Library throughout October. Then, Devik Schreiner will give a juvenile fiction talk about his book, "Search a Darker Sky," at the Boulder Creek library from 4 to 5 p.m. Oct. 12.

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Book buds also deliver cor

Two county library programs connect the homebound with fellow book lovers

By **KIRSTEN FAIRCHILDS**

features@santacruzsentinel.com

FELTON — Linnie Livingston likes to read books in the realm of magic realism.

Naomi Lantry is a mystery-book lover through and through, though she has recently branched out to autobiographies.

Despite their obvious differences when it comes to genre of choice, Livingston, 60, and Lantry, 79, have turned out to be a perfect match.

Both avid readers, Livingston and Lantry are BookBuddies. Paired six months ago because they both lived in the San Lorenzo Valley, Livingston and Lantry have not only gotten to know each other over books, they have become fast friends.

Established in 1999, the BookBuddy program is a joint venture between the Santa Cruz Public Libraries and the Friends of the Santa Cruz Public Libraries, a nonprofit that supports the branches, outreach programs and bookmobile.

The BookBuddy program matches volunteers, such as Livingston, with homebound individuals, such as Lantry, for the purpose of delivering and receiving library materials on a monthly basis.

"I was already involved in two book groups through the library," said Livingston, a Boulder Creek resident and retired preschool teacher. "At one of our meetings there was a talk about the BookBuddy program. Since there was a need for people in my community, I became very interested."

Livingston currently has two BookBuddies, both of whom live in Felton. Livingston described the first as a man who likes to read so

him 12 books at a time.

The other is Lantry, who moved to the area from her longtime home in Gonzales, La., roughly 18 months ago for both health reasons and a desire to be closer to her son Jon Lantry and his family in Felton.

"This program has meant a lot to me," said Lantry, who did volunteer work for a senior organization when living in Louisiana. "It's a connection with the outside world. If you can't get out and be with people, you lose your people skills. And I do like people."

Bobbi Wolner, a librarian who provides outreach to seniors for the Santa Cruz Public Libraries, has been with the BookBuddy program since 2000.

In an average month, Wolner said she has about 20 active volunteers who have

process by the Friends of the Santa Cruz Public Libraries that includes fingerprinting and presenting proof of a current driver's license and car insurance.

"For the volunteers, it can be flexible time each month, but they have to visit their BookBuddy at least once every four weeks," Wolner said. "The volunteers have to go to the branch to select the material, then deliver the material, then return the material they've picked up back to the library."

"Most of the people that volunteer have a library card and use the library already," Wolner continued. "They might not read in the same genre or not be familiar with the authors that the person likes, but the staff at each branch or I can help teach them how to search for the materials."

Watsonville Public Library,

which is not part of the Santa Cruz Public Libraries, has a similar program known as LibraryLink, which began in 2003.

Elder and homebound patrons residing within the library's service area of Watsonville and Freedom may be provided with in-home delivery service of library materials that include books, audio books, videos and CDs as well as reference service and special requests. Bilingual volunteers are available.

"LibraryLink is an essential outreach program that brings the library to people who cannot come to either the main library or the Freedom branch on their own accord," said LibraryLink coordinator Watonka Addison, also an adults services librarian at the library. "Our volunteers are screened by the city of Watsonville and fingerprinted and trained."



Linnie Livingston delivers library books to homebound Naomi Lantry in Felton as part of the BookBuddy

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DAN COYRO/SENTINEL

dies program.

We do try to do specialized matching according to shared interests because a lot of the time the relationship that develops can become very gratifying for both participants."

While initially Livingston and Lantry did not appear to have shared interests in terms of their reading choices, the two women found they had common interests and experiences outside of books.

"Linnie will bring me books by authors that I've never heard of before, but I'm glad when I go ahead and read them because it gives me a broader field to read from," Lantry said. "She is a very nice and uplifting person, and we have some things in common and we talk about them.

"I believe that our knowing each other will develop into a lasting friendship."

AT A GLANCE

BOOKBUDDY PROGRAM, SANTA CRUZ PUBLIC LIBRARIES

WHAT: A program that matches volunteers with homebound individuals for the purpose of delivering and receiving library materials on a monthly basis. Established in 1999, the program is a joint venture between the Santa Cruz Public Libraries and the Friends of the Santa Cruz Public Libraries, a nonprofit organization that supports the branches, outreach programs and bookmobile.

WHERE: Materials may be checked out from any branch and delivered within the library service area.

CONTACT: Bobbi Wolner
INFORMATION: 831-427-7721; www.santacruzpl.org/outreach/seniors/services/1
COST: Free

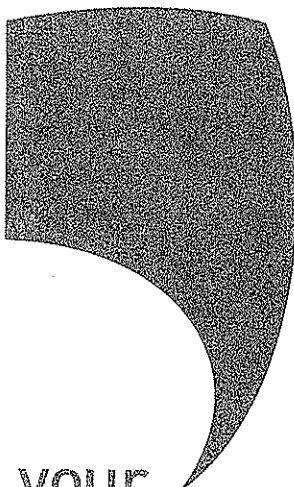
LIBRARYLINK PROGRAM, WATSONVILLE PUBLIC LIBRARY

WHAT: A program in place since 2003 that provides in-home delivery service of library materials to elder and homebound patrons residing within the library's service area of Watsonville and Freedom. Library materials available for delivery include books, audio books, videos and CDs as well as reference service and special requests. Bilingual volunteers are available.

WHERE: Watsonville Public Library, 275 Main St., Suite 100, Watsonville; Freedom Branch, 2021 Freedom Blvd., Freedom

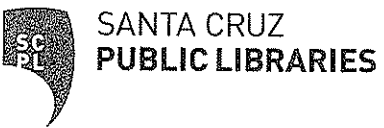
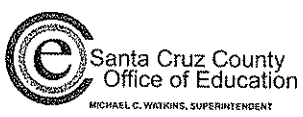
CONTACT: Watonka Addison
INFORMATION: 831-768-3400, www.watsonville.lib.ca.us/services/librarylink.shtml
COST: Free

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Do your
kids need
homework
help?

For more information contact:
Sandi Imperio
831.427.7706 x7665
imperios@santacruzpl.org



BRANCH LOCATIONS

Boulder Creek
Tuesday 2:00-4:00 | Meeting Room
13390 West Park Ave., Boulder Creek
831.427.7703

Garfield Park
Monday 3:30-5:30 | Group Study Room
705 Woodrow Ave., Santa Cruz
831.427.7709

Branciforte
Tuesday 3:30-5:30 | YA/J Area
230 Gault St., Santa Cruz
831.427.7704

Live Oak
Tuesday 3:00-5:00 | YA Area
2380 Portola Dr., Santa Cruz
831.427.7711

HOMEWORK HELP RESOURCES

- Laptops with Microsoft Office software
- Internet access
- Color Printer
- Scientific and graphing calculators
- Basic school supplies, including: protractor, compass, ruler, color pencils, paper, and pencils
- Library databases, including: Student Resource Center, Biography in Content, Opposing Viewpoints, and History in Content
- Reference books, including: English, Spanish/English dictionaries; thesaurus; math skills books; and Algebra and geometry formula books
- Online tutoring service BrainFuse

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Santa Cruz Public Libraries (SCPL) and the **County Office of Education (COE)** are sharing resources to provide free regular Homework Help sessions to students in Santa Cruz County during the school year. Homework Help sessions are free and available to students in public, private, and homeschooling learning situations.

The Homework Help sessions are supervised by a California-certified teacher. Volunteer tutors are also available to meet the needs of the students. Each site has at least one bilingual tutor.

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The 2011 Be the Difference Awards

Individual Awardees

Stephen Nelson
Michelle Goodwin

Group Awardees

Friends of Hospice
California Grey Bears
Business Awardees
Santa Cruz Community Credit Union

Individual Nominees

Branna Banks
Margaret Facchino
Brenda Lane
Deborah Elston
Keith & Mary Petersen
Jane Schwickerath
Heidi Ambiel
Debra Frey
Mary Ellen Lee
Carol Fuller
Wes Jordan
Barbara Gorson
Bill Patterson
Paul Martin
Heidi Boynton

Group Nominees

Monterey Bay Teen Challenge
Save Our shores
Avenues
Porter Memorial Library
Santa Cruz Literacy Program
African-American Community
Health Group
Young Farmers & Ranchers
Thrivent Financial for Lutherans
SC Chapter
Community Television of Santa Cruz
Santa Cruz Cancer Benefit Group
SC Govtech
Take Back Santa Cruz
Down to Earth Women Committee

The Volunteer Center is your source for the latest news, information and tools to empower you to "Be the Difference" in Santa Cruz County.

Whether you are looking for new ways to volunteer, in need of volunteers to support your cause or just interested in learning about what is going on in our community, the Volunteer Center is your partner in building a better community.



220 Wixon Avenue
Aptos, CA. 95003
September 29, 2011

Ms. Teresa Landers, Director
Santa Cruz Public Library
117 Union Street
Santa Cruz, CA 95060

OCT 3 2011

Dear Ms. Landers,

I am very aware that the library is facing budget challenges. As you are looking to cut back more staff and services, I do want you to know how appreciative I have been of the reference desk telephone line. It is a wonderful service to be able to telephone, reach a live person, request a book, and have that book sent to a convenient branch or be placed on the wait list.

Particularly for those of us seniors, less comfortable and competent with using computers it has been extremely useful. If at all possible in your deliberations, I ask that you continue to staff this position.

I am a contributor to the FRIENDS OF THE LIBRARY, both monetarily as well as in donating books. The public library is an integral part of our community and very much appreciated.

Sincerely,



Cathy Parisie

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Teresa Landers <landerst@santacruzpl.org>

Fwd: SCPL Patron Comment or Suggestion: Praise

WEBMASTER SCPL <webmaster@santacruzpl.org>
To: System Managers <managers@santacruzpl.org>

Mon, Sep 12, 2011 at 1:58 PM

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

From: <webmaster@santacruzpl.org>
Date: Mon, Sep 12, 2011 at 1:24 PM
Subject: SCPL Patron Comment or Suggestion: Praise
To: webmaster@santacruzpl.org

The following message has been received from:

NAME: Selena Clarke

PHONE NUMBER: [831-247-0576](tel:831-247-0576)

EMAIL ADDRESS: selenamarie@cruzio.com

=====
Thank you for all your fine work which has brought me hours and hours of joy and relaxation.
=====

000053



Teresa Landers <landerst@santacruzpl.org>

Fwd: SCPL Patron Comment or Suggestion: Thank you

WEBMASTER SCPL <webmaster@santacruzpl.org>
To: System Managers <managers@santacruzpl.org>

Mon, Oct 17, 2011 at 2:23 PM

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

From: <webmaster@santacruzpl.org>
Date: Wed, Oct 12, 2011 at 3:39 PM
Subject: SCPL Patron Comment or Suggestion: Thank you
To: webmaster@santacruzpl.org

The following message has been received from:

NAME: Danijela Brekalo

PHONE NUMBER:

EMAIL ADDRESS: brekalo2@gmail.com

=====

I learned about your website through an online Infopeople class and decided to check out your Readerslink feature. I am so glad I did. Your reading suggestions are just what I was looking for; something new (to me) and fresh and interesting and different from all the cookie cutter bestsellers suggestions most sites provide. Thank you so much for offering a selection that is trully worth reading. I found 2 titles that are just what I was looking for and I never even heard of these authors. Thank you. Thank you. Thank you.

=====

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Teresa Landers <landerst@santacruzpl.org>

Fw: Save Libraries & Jobs

Barbara Gorson <bagorson@pacbell.net>
 To: Teresa Landers <LandersT@santacruzpl.org>

Tue, Oct 4, 2011 at 5:01 PM

I'm still getting emails!

Barbara Gorson
 831-464-6717

----- Forwarded Message -----

From: Karen Kaplan <kaplanks@hotmail.com>
To: bagorson@pacbell.net; lpoitinger@comcast.net; nancyg@surfnetusa.com; David Terrazas <dterrazas@cityofsantacruz.com>; jimreedsv@gmail.com; Kathryn Beiers <kbeiers@sbcglobal.net>; samforcapitola@att.net; Ellen Pirie <ellen.pirie@co.santa-cruz.ca.us>; Mark Stone <mark.stone@co.santa-cruz.ca.us>; Mayor Ryan Coonerty <rcoonerty@cityofsantacruz.com>; Neal Coonerty <bds031@co.santa-cruz.ca.us>; SC City Council <citycouncil@cityofsantacruz.com>; City Council - Hilary Bryant <hbryant@cityofsantacruz.com>; City Council - Lynn Robinson <lrobinson@cityofsantacruz.com>; City Council - C Berg <cberg@ci.santa-cruz.ca.us>
Sent: Tue, October 4, 2011 2:14:41 PM
Subject: Save Libraries & Jobs

Dear Library Board, Council Members, Supervisors & Mayor:
 RE: Save Libraries & Jobs

1. Citizen Barbara Gorson (831) 464-6717 bagorson@pacbell.net
2. Citizen Leigh Poitinger (831) 429-9532 lpoitinger@comcast.net
3. Citizen Nancy Gerdt (831) 335-3130 nancyg@surfnetusa.com
4. Councilmember David Terrazas (831) 420-5020 dterrazas@cityofsantacruz.com
5. Councilmember Jim Reed (831) 461-0222 jimreedsv@gmail.com
6. Councilmember Katherine Beiers (831) 420-5020 kbeiers@sbcglobal.net
7. Councilmember Sam Storey (831) 239-9396 samforcapitola@att.net
8. Supervisor Ellen Pirie (831) 454-2200 ellen.pirie@co.santa-cruz.ca.us
9. Supervisor Mark Stone (831) 454-2200 mark.stone@co.santa-cruz.ca.us
10. Neal Coonerty bds031@co.santa-cruz.ca.us
11. Mayor Ryan Coonerty rcoonerty@cityofsantacruz.com
12. SC City Council <citycouncil@cityofsantacruz.com>
13. Councilmember Lynn Robinson <lrobinson@cityofsantacruz.com>
14. Councilmember C. Berg <cberg@ci.santa-cruz.ca.us>

Please do not approve the proposed library staffing model, that eliminates jobs.

The proposed reduction of permanent, qualified and dedicated staff and increase of part-time students or volunteers, compromises the experience, knowledge and reliability our community

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needs. At a time when poverty levels in Santa Cruz County have increased, we cannot afford adding to the unemployment rate.

The current library staff deserves a chance to suggest innovative, efficient and cost saving methods, that will save jobs and preserve services.

Libraries and an educated society are important.
Keeping libraries open with free internet access, helps prevent crime.

I have been a resident of Santa Cruz County, since 1974.

Thank you for your consideration.

Sincerely,
Karen Kaplan
Scotts Valley, Santa Cruz County

000056



Sheila Fraser <frasers@santacruzpl.org>

Fwd: SCPL Patron Comment or Suggestion: Local Ballot Measures

1 message

Teresa Landers <landerst@santacruzpl.org>

Mon, Oct 17, 2011 at 2:46 PM

To: All Staff <allstaff@santacruzpl.org>

Another appreciative patron- It's nice to hear what is working for people!

NAME: John Miller

=====

Thank you very much for creating the Local Ballot Measures page. This is a great resource for those of us elsewhere in the state trying to do research on the efforts of other local agencies...thanks again

=====

--

Teresa Landers
Director of Libraries
Santa Cruz Public Libraries
117 Union St.
Santa Cruz, CA 95060
landerst@santacruzpl.org
[831-427-7706 ext 7612](tel:831-427-7706)

"The libraries' most powerful asset is the conversation they provide--between books and readers, between children and parents, between individuals and the collective world...Turns out that libraries have nothing at all to do with silence."

Bella Bathurst, "The Secret Life of Libraries," The Guardian (U.K.), May 1, 2011.

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Co-working at the Public Library

By Phil Shapiro, PCWorld Oct 13, 2011 3:23 PM

Coworking is a modern work innovation where people in various creative professions share a common work space, synergizing their talents and making best use of fixed-cost resources. Here is a portrait of how coworking might develop in public library spaces as public libraries transform themselves in coming years. Architects, take notice.

Do you work as a computer programmer, writer, editor, animator, or graphic designer? Would you like a free desk to do work at your public library? What's the catch? The catch is that you need to contribute 10 or 20 percent of your time to serving the public in some way. You can either set aside time to answering the public's questions or teach classes or work on public-oriented digital projects of various kinds. You might also mentor a youth or an adult. You might want to cowork at the public library just three days per week, in which case you need to contribute just 10 percent of your coworking time. If you cowork at the public library five days a week, you would need to contribute 20 percent of your time.

Coworking at your public library would bring several additional benefits to the coworkers. They would have discounted access to the digital production services of the library. Digital production would include not only video production, but also animation, photography, graphic design, editing, and computer programming services.

Coworkers would have access to a meeting room in which they could choose to meet with other coworkers for a given number of hours each week. They would also have access to kitchen facilities at the library, as well as access to the library's "hackerspace," where small-scale invention projects of various kinds would take place.

The benefits of coworking at a public library would be such that they would strongly attract someone who would otherwise be working in the solitary environment of their home. What would be the upshot of having these coworkers in a public library? The upshot would be an increasingly vibrant public knowledge commons. On any given day, 20 or 30 or 50 coworkers would be spending part of their day sharing their expertise with the public. In that situation, the library would become a buzzing hive of ideas and creativity. Would librarians still be needed? More than ever. Their role would shift, though, to being the convenor of conversations--as well as their traditional role of being guides to the knowledge universe.

What would an ideal librarian in this setting look like? An ideal librarian here would speak several languages, play more than one musical instrument, dabble in several art forms -- with deep strength in at least one art form. An ideal librarian would also be very outgoing, have a nuanced understanding of the human mind, be cognizant of the many dimensions of social and political issues, have a deep understanding of power structures in society, and be engaged in one or more community service initiatives outside of the library. An ideal librarian would have unbounded curiosity. An ideal librarian would also have a very serious work ethic, being able to drink several gallons of information each day without getting waterlogged.

Getting back to coworking: How might coworking best be implemented? Perhaps the most effective coworking happens when coworkers are given many options in how they share their talents with the community. They should choose the option that works best for them. This may require some experimentation to get right. We can't expect coworking in public libraries to blossom fully the first time it is implemented.

Coworkers would need to apply for a limited number of coworking spots at each library. They might serve a term of six months. Their term might be renewed with approval of the community.

And just as the library might reserve desks for coworkers, so too might it reserve desks for retired members of the community who wished to share their time and talents with community members. Retired community members might choose to volunteer one morning or one afternoon each week. If 20 desks were reserved for retired community members, then 40 (or more) retired time slots would be available each week. Can you picture the quantity and quality of conversations going on in the library under that scenario? As you might expect, these conversations would need to happen in separate, sound-proofed small rooms. Retired community members might also choose to teach small group classes of various sorts, using team teaching to make the teaching less stressful and more enjoyable.

Where would all the new space in a library emerge from to host these coworkers and retired community members? As library holdings become more and more digital, space will become available. We should be talking about the best uses of that space before it becomes available, not afterwards.

Can such conversations start taking place in public libraries now, or are there other, better venues for such conversations to occur?

– Phil Shapiro

The blogger, a member of the Internet Press Guild, is an educator at a public library in the Washington, D.C., area and teaches an occasional graduate educational technology class at American University, in Washington, D.C. He can be reached at philshapiroblogger@gmail.com and on Twitter at http://www.twitter.com/philshapiro

What's New (and Old) at Amazon

Submitted by Christopher Harris on Tue, 10/11/2011 - 13:16

From the debut of library lending to the release of its first tablet, the Kindle Fire, Amazon has been making headlines in the ebook world recently. Now it is back in the spotlight with a new kerfuffle over exclusive content deals.

Kindle lending on OverDrive was supposed to be the answer for many of the woes libraries face regarding lending ebooks. Was this a sign that Amazon was finally going to embrace EPUB like the rest of the ebook world? Was OverDrive going to become a more open and easily accessed platform? Maybe not so much.

It isn't all bad. Even though ebooks are being lent using the proprietary Amazon .amz file type (a holdover from Amazon's acquisition of Mobipocket many years ago), libraries don't have to actually purchase the book from OverDrive in the new format. Instead, any books your library owns in OverDrive that are also available as Kindle books from Amazon will be connected and available for loaning via the Kindle. This is a great concept, but the execution of the idea is a bit confusing right now. Patrons who want to read library books on their Kindle end up going through a two-step process. They have to borrow the book from OverDrive and then go to a separate site (Amazon) to download the book and activate it for their Kindle.

While OverDrive and Amazon have made some progress, there are certainly many questions remaining. Bobbi Newman, writing at Librarian By Day, doesn't pull any punches in saying that libraries got "screwed" by this deal. Though I agree with Newman, I also can't help but wonder if OverDrive was playing outside its league when it tried to deal with Amazon. Gary Price from InfoDocket raises some alarming questions about privacy under the OverDrive/Amazon model. Lots of data in lots of places ... and the library controls none of it.

All of these questions take on new importance, however, with the latest news that Amazon and Barnes & Noble are in a bit of a tiff over Amazon signing exclusive distribution deals for DC Comics. As the tech blog Engadget reported, B&N pulled print copies of some DC comics and graphic novels from shelves in response to the four-month exclusive deal Amazon signed for electronic editions.

So we have to ask—can we really remain excited and supportive of Kindle lending in libraries when Amazon is also restricting access to electronic content through exclusive deals like this, which lock books into a single, proprietary file format that can only be read through a single company's product line? Is this the bleak future for ebook lending in libraries, with our profession and institutions constantly being trapped between competing business interests? I hope not, but Amazon's locking down content and continuing to embrace its closed file format makes me a bit concerned.

Hands-on: Checking out library books with Kindle clunky, but awesome

By [Nate Anderson](#) | Published 7 days ago

Public libraries have long lived by the "Blockbuster model": require people to drive to a physical location, pick up a physical book, then drive home, only to repeat the driving a few weeks later when the book is due. And how well did that approach work out for Blockbuster as iTunes and Netflix made digital delivery a reality?

But books haven't gone digital as quickly as music and then movies did. Early attempts at e-book lending were exceptionally clunky affairs involving special OverDrive software, few choices, and a poor browsing interface. Getting books onto devices involved downloads and USB cables.

Enter the Kindle. Amazon's hugely popular e-reader hardware and apps recently opened access to public libraries in the US, which can use the Amazon account and distribution infrastructure to control and distribute time-limited e-books to library patrons. Will we ever drive to physical libraries again? After testing the new system, it's safe to say: yes. Yes we will. But Kindle library lending provides a glimpse of the future rushing so quickly at us.

| [A sea lake of free e-books](#)

11,000 US libraries can now lend books to Kindle through OverDrive, an electronic media company that has long provided (fairly inelegant) e-book and audiobook downloads to libraries across the country. The work of providing Kindle access happens on OverDrive's end, rather than requiring something new of library IT staffers, making the whole process less painful for libraries and patrons alike.

To see what's available, visit your library's website, which will likely display an obvious link to the [OverDrive eMediaLibrary](#). Login to the system, usually by entering details like a library card number and PIN code, and you'll find a website straight out of 2002. Browsing a library's physical shelves remains far preferable to browsing the eMediaLibrary, but the site is serviceable, and finding specific books is simple enough.

An OverDrive book listing

Selection remains modest—my own library offers only 4,032 books through eMediaLibrary—and the system adheres to a "bookish" conception of lending. Each library buys access to a certain number of copies of each book, and each copy can be checked out by only a single patron at a time. If your library has four copies of *The 10 Smartest Decisions a WOMAN Can Make Before 40* and each is checked out, you can join the wait list. After limiting my search of eMediaLibrary to books my library actually has "in stock," I'm down to a mere 1,543 titles.

Find a book with an available copy, add it to your digital basket, and you're ready to check out. The system tells you when the book is due again (usually 14 days) and then displays a "Get for Kindle" button after checkout. Click it and the real magic happens that makes Kindle lending possible—eMediaLibrary integrates with your Amazon account.

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Checking out from OverDrive

Clicking the button simply alerts Amazon that a specific book has been requested. After logging in to your Amazon account, you need to click another "Get library book" button to actually obtain the text (a dropdown menu provides a simple way to deliver the book to Kindle hardware, a smartphone app, a PC, or Kindle Cloud Reader).

Just click one more button...

Fire up your Android Kindle app or Kindle hardware and bam! The book has arrived, and it looks like any other Kindle title. While the process of finding and checking out a book is still too cumbersome, with too many clicks required, the rush of instant access to all that free content is intoxicating—like poring over Project Gutenberg's catalog for the first time.

I can sit on the sofa, feel the urge to read Martin Amis' *The Information*, and have it—free of charge—in 30 seconds? Count me in. I'm halfway through a plumbing project and immediately need a book that lets me know if I put the check valve on the wrong way? Yes, please.

(Note that wireless delivery of library books only takes place over WiFi, not 3G connections, apparently because Amazon has no desire to pay the bandwidth for books it's not selling.)

Amazon preserves all notes and highlights you enter into library books. Buy the book later or check it out again, and the notes are already in place.

Three days before the loan period expires, Amazon sends an e-mail notification, then sends another once the book has expired. Books can be returned early by selecting "Return this book" from the "Actions" dropdown on the [Manage Your Kindle](#) page—important because some libraries limit the number of e-books that can be checked out to an account at once.

Managing your e-books

With more books, a better browsing interface, and less clicks to check out an item, OverDrive and Amazon could have a seriously compelling product. But for a start, this is good—and it's a huge improvement over the clunky e-book lending that preceded it.

For Amazon, this looks only like a first step. While the arrangement helps Amazon move more Kindle hardware and sell some books (checked-out books can easily be purchased for those who want permanent access), a far more compelling product might come from Amazon itself rather than a local library: pay a yearly fee and get access to *millions* of Kindle-ready books. Not surprisingly, Amazon is [working on exactly this idea](#) (and it [already rents textbooks](#)).

But for those who want free access to e-books, and who want it now, it's worth checking if your library uses OverDrive. Selection might be limited, but the price is right.

One in 6 Americans Own an eReader

By Nate Hoffelder on September 20, 2011 4:03 PM

The market research firm [Harris Interactive](#) has just finished up a long survey on how the US is reading books and what we're reading books on.

A total of 2,183 American adults were polled back in July, and the number of respondents who now own an eReader has doubled in the past year. That's fifteen percent of Americans, and another 15% plan to buy one in the next 6 months.

The survey also showed that eReader owners bought considerably more eBooks than the general population. While a third of Americans reported they have not purchased any books in the past year, only 6% of eReader owners could say the same. In fact eReader owners were almost twice as likely to buy an eBook (when compared to the general population).

They read more, too; while 16% of Americans read between 11 and 20 books a year and 20% reading 21 or more books in a year, 32% of eReader owners reported that they read 11-20 books a year and 27% read 21 or more books in an average year.

I'm not completely sure why this qualifies as news; it would seem to be common sense that an eReader owner read more and bought more books than the average American. But the increase in users is heartening; they're my peeps, yo.

For the full data from the survey, please visit [Harris Interactive](#).

Time to Kiss the Compact Disc Goodbye (Thanks, Netflix!)

By Matt Peckham on September 26, 2011

It's not something you think about most days. In fact, it's almost taken for granted: The compact disc's days as a viable medium for music are nearly over. Oh, I'm not telling you anything you don't know. You use iTunes, or something like it. You've probably purchased music online and know, for better or worse, what music-related torrent files are.

But you haven't heard it all. For instance, this editorial in the October 2011 issue of *Sound on Sound* suggests that the CD's demise has everything to do with..Netflix?

Yes, Netflix. As you know, Netflix recently hiked the price of its per-month combo streaming and DVD rental fee from \$10 to \$16. Consumers—mostly those with no sense of what they were (and still are) getting, value-wise—freaked out. But the writing's on the wall: DVD rentals are on the way out, unlimited streaming (which costs just \$8 a month with Netflix) is the way forward.

Or as *Sound on Sound's* Dan Daley puts it: "The more expensive fee for the DVD option reflects the higher cost of making, shipping and handling physical media, and now that the two formats are so distinctly delineated, it will likely hasten the death of optical discs, including CDs, as an entertainment-distribution format."

How are the two linked? Simple economies of scale. Retail disc-based rental is in permanent decline, CD sales are half what they were 10 years ago and now Netflix, which had been shipping a million video discs a day, has introduced a plan to basically put the brakes on its optical-media mailers. This, argues Daley, "will serve to further depress the optical-disc manufacturing base, which has already seen global capacity for manufacturing decline precipitously."

"While consumers angrily lambasted Netflix for upping prices," he continues, "the economics behind the move are clear: streaming a file costs far less than making and mailing a disc that will eventually wear out from handling and exposure, and nudging consumers to drop discs in favor of files will be very good for the bottom line in the long run."

And as DVD demand bottoms out, so will optical-media manufacturing plants. It's the sort of inverse compound interest that piles up at the crossing of thresholds—never neat and tidy or precisely predictable in terms of timelines, but we're well past the event horizon here and simply waiting out the protracted death spin.

In fact for some, the moment's already arrived. Auto manufacturer Ford admitted a few months ago that it would drop CD players from its fleet of vehicles entirely, switching over to—what else?—a USB-based audio interface.

Matt Peckham is a reporter at TIME. Find him on Twitter at [@mattpeckham](#) or on Facebook. You can also continue the discussion on TIME's [Facebook page](#) and on Twitter at [@TIME](#).

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Eau Claire library begins lending iPads

@ Your Library - iPads!

iPads are now available for check out at the library!

iPads are now available for check out at the library thanks to a generous contribution from the Presto Foundation. Each iPad is Wi-Fi compatible and pre-loaded with at least 1,000 classic e-book titles, 10 audiobooks and dozens of free apps and shortcuts to websites. The iPads are available for a 7-day loan period or for a 4-hour in-library use and holds may be placed on the iPads that check out for 7 days. iPads for in-library use only are on a first-come first- served basis.

The goal of the iPad lending program is to provide library customers with opportunities to gain familiarity and comfort with new technology that allows them to make use of alternative methods of enjoying the written and spoken word and to more fully explore the Internet and its vast resources.

Public Libraries: A New Type of Town Square

15 September 2011

September is National Library Card Sign-Up Month, a time to celebrate the contributions libraries make to our communities. Libraries across the country have been hosting special programs and events this month to mark the occasion.

With the nation in recession, Americans are visiting their local public libraries more often and taking advantage of the free services they provide with greater frequency. Libraries across the country are seeing significant increases in patronage compared to previous years. And the recession is showing that the role of public libraries within communities is expanding.

While their core mission remains information, literacy, and public education, today's libraries act as a new type of town square, a place where people of all ages and backgrounds seek help, connect with others, and get access to the information and services they need. In 2009, 169 million people in the United States visited a public library to find work, apply for college, secure government benefits, learn about critical medical treatments, and enjoy free access to the Internet. A recent study revealed that approximately 40% of library patrons use library computers for career and education needs.

Local governments across the country have leveraged the potential of their public libraries to assist in important strategic initiatives. The Dallas, Texas Public Library partnered with Mayor Tom Leppard to launch Every Child Ready to Read @ Dallas in March 2008, which offered classes to help parents and caregivers teach their children six essential pre-reading skills needed to succeed in school: narrative skills, print motivation, vocabulary, phonological awareness, letter knowledge, and print awareness.

The Fairfax County, Virginia, Public Library piloted Changing Lives through Literature, an alternative sentencing program aimed at reducing teenage recidivism, in collaboration with the Fairfax County juvenile and domestic relations court services and the Virginia department of corrections. Guided by a facilitator and joined by a court officer, groups of 10 to 15 teen offenders read and discuss novels, short stories, and poems that illustrate themes of friendship, values, choices, and consequences.

In June 2010, the Fayetteville, Arkansas, Public Library became a test bed for new technology in an effort to support local economic development. The purpose of the project was to create solar-generated power to reduce utility bills at the library; position Fayetteville as a leader in sustainability and an incubator for economic development; educate citizens in solar energy; and promote public-private partnerships. The Fayetteville Public Library Solar Test-Bed Project was a partnership between the city of Fayetteville, the University of Arkansas, Arkansas Energy Office, APEI, BP Solar, and others.

The Georgetown County, South Carolina, Library decided to take an active role in preparing the public to survive and recover from inevitable coastal hurricanes. The library teamed up with county and state emergency management personnel to offer traditional public lectures and

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workshops, as well as disaster game simulations, Web 2.0 communication techniques, oral-history video interviews, digital storytelling, and the creation of a digital collection of historic hurricane photographs.

The Iowa City Public Library partnered with the public works department and others to develop ECO Iowa City, an educational program providing residents with demonstration projects and up-to-date information on sustainability, particularly storm water management, local foods and compost, smart waste disposal, and energy efficiency. ECO Iowa City developed partnerships with other city departments, community groups, local businesses, and city council members.

Miami, Oklahoma, is the center of government for nine Native American tribes. To honor the heritage of their area and facilitate cross-cultural understanding, the city and the Miami Public Library partnered to provide services to this diverse community. Use of technology centered in the library, from computer literacy classes to workshops about federal and state websites for tribal staff, was a key component of the partnership.

The Pendleton, Oregon, Public Library and Police Department formed an innovative partnership, Wired for Safety, that focused on their shared mission to create a safe and productive environment for teens and the community. Using a mix of technology (a citywide wireless network and surveillance equipment) and expanded services (programs for teens and community safety, including self defense, identity theft protection, and Internet safety), Pendleton partnered the strength and security of local law enforcement with the empowering culture of the public library to make the library a comfortable and welcoming community space.

The Rockbridge Regional Library formed a partnership with the City of Buena Vista, Virginia, and the Dabney S. Lancaster Community College to help the region's unemployed and underemployed residents become more competitive for good paying jobs in the in-coming call center industry. The Training and Call Center provided residents with free, basic, or advanced training in PC usage.

City and library leaders in Santa Ana, California, set their sights on providing young people with the basic tools needed to help them advance academically and economically. The program provided teens with opportunities to assist adults who have limited English proficiency develop language and computing skills. Young adults also worked with children ages 5 to 11 on math and literacy skills.

Local government and library leaders can learn more by downloading the ICMA report, *Maximize the Potential of Your Public Library*. This free report includes case studies and strategies for developing strategic partnerships between local leaders and public libraries that address community needs.

***Parts of this article were excerpted from Maximize the Potential of Your Public Library, published by ICMA in 2011.*

E-Books, Publishers Have Rivals: News Sites

By JULIE BOSMAN and JEREMY W. PETERS

Published: September 18, 2011

Book publishers are surrounded by hungry new competitors: Amazon, with its steadily growing imprints; authors who publish their own e-books; online start-ups like The Atavist and Byliner.

Now they have to contend with another group elbowing into their territory: news organizations.

Swiftly and at little cost, newspapers, magazines and sites like The Huffington Post are hunting for revenue by publishing their own version of e-books, either using brand-new content or repurposing material that they may have given away free in the past.

And by making e-books that are usually shorter, cheaper to buy and more quickly produced than the typical book, they are redefining what an e-book is — and who gets to publish it.

On Tuesday, The Huffington Post will release its second e-book, “How We Won,” by Aaron Belkin, the story of the campaign to end the military’s “Don’t ask, don’t tell” policy. It joins e-books recently published by The New Yorker, ABC News, The Boston Globe, Politico and Vanity Fair.

The books occasionally snap up valuable spots on best-seller lists — “Open Secrets,” an e-book published by The New York Times, landed in the No. 19 spot on The Times e-book nonfiction best-seller list in February.

“Surely they’re competing with us,” said Stephen Rubin, the president and publisher of Henry Holt and Company, part of Macmillan. “If I’m doing a book on Rupert Murdoch and four magazines are doing four instant e-books on Rupert Murdoch, then I’m competing with them.”

But as much as news outlets and magazines would like a piece of the e-book market, it remains to be seen whether what they produce can match the breadth and depth of the work produced by traditional publishing houses.

“I’m doing something different than they’re doing,” added Mr. Rubin, who is in fact offering a book on the phone-hacking scandal at News of the World. “I’m going to get the book on Rupert Murdoch that is the definitive book for all time.”

The proliferation of e-readers has helped magazine and newspaper publishers find new platforms for their work, publishing executives said.

“On the one hand, a Kindle or a Nook is perfect for reading a 1,000-page George R. R. Martin novel,” said Eric Simonoff, a literary agent. “On the other hand, these devices are uniquely suited for mid-length content that runs too long for shrinking magazines and are too pamphletlike to credibly be called a book.”

Some publishers have joined forces with news organizations to produce e-books on a faster schedule. Random House, the world's largest trade publisher, is partnering with Politico to produce a series of four e-books about the 2012 presidential race.

Many of the works sold as e-books are more of a hybrid between a long magazine piece and a serialized book. Each Random House-Politico e-book will be in the range of 20,000 to 30,000 words, and the releases will be spaced out over the course of the campaign.

"We think that the nature of a book is changing," said Jon Meacham, an executive editor at Random House and a former editor of Newsweek. "The line between articles and books is getting ever fuzzier."

Part of the appeal is cost. Instead of paying writers hefty advances and then sending them out on the road to report for months at a time, publishers can rely on reporters who are already doing the work as part of their day job. Politico, for example, has assigned Mike Allen, its chief White House correspondent, to write and report with Evan Thomas, a noted political writer. The e-book will be the combination of their efforts.

"Our cost," said Mr. Meacham, "is me and Evan."

The Huffington Post, which began publishing e-books this month, is not paying its authors advances for their work, but will share profits from the sales.

Some publishers are trying a different approach — one that requires even fewer reporting and writing resources. Vanity Fair and The New Yorker, for example, have created their own e-books by bundling together previously published works surrounding a major news event.

When the phone-hacking scandal erupted at Rupert Murdoch's News Corporation in early July, Vanity Fair collected 20 articles on Mr. Murdoch, his family and their businesses and put them in a \$3.99 e-book that went on sale July 29. Graydon Carter, the magazine's editor, wrote an introduction. The articles were then grouped into six chapters, each with a theme that reflected various aspects of Mr. Murdoch's life.

"It's like having a loose-leaf binder and shoving new pages into it," Mr. Carter said. "E-books are a wonderful way to do a book and do it quickly. They don't need to be fact-checked again. They do go through copy-editing. But you're not reinventing the wheel each time."

The New Yorker created a similar e-book about Sept. 11 using content from the magazine's writing on the attacks and their aftermath — everything from poetry to reported pieces on Al Qaeda. It sells for \$7.99.

So far, sales for the handful of digital special editions that The New Yorker has released remain relatively small. Pamela McCarthy, the deputy editor, put the number in the thousands. "The question of what constitutes well in this new world is one that seems to be up for grabs," Ms. McCarthy said of the success so far.

Another problem for e-books that are not simultaneously published in print is that they pose a marketing challenge. With no automatic display space in thousands of bookstores across the country, making readers aware of a book that lives only online is a problem.

“I think one of the challenges for everybody is letting people know the material is there,” Ms. McCarthy said. “The e-book stores are tremendously deep, and what’s there is not at all apparent on the surface. It’s not like walking into a bookstore and seeing what’s on the front table.”

Authors who are using news organizations to publish their books also may have to miss the pleasure of seeing their work produced in print.

Mr. Belkin, whose e-book will be published by The Huffington Post, said he still hopes that his book will be released in print eventually. And if not, he’s content with the potential exposure offered by The Huffington Post, which draws some 25 million visitors each month.

“Even if the page itself is not as beautiful as a page from Oxford University Press,” Mr. Belkin said, “Oxford University Press would not be getting the word out to a million people on the first day my book is out.”