



LIBRARY JOINT POWERS AUTHORITY BOARD

Monday, February 6, 2012
Downtown Branch Community Meeting Room
224 Church Street, Santa Cruz

6:30 PM PUBLIC MEETING

1. ROLL CALL
2. APPROVE AGENDA OF February 6, 2012
3. APPROVE MINUTES OF JANUARY 9, 2012
4. ORAL COMMUNICATIONS
5. CONSENT AGENDA
 - A. Closure of Library for Staff In-Service Day
 - B. Affirm Alcoholic Beverages Policy
6. WRITTEN COMMUNICATIONS
 - A. Articles about Santa Cruz and California Libraries (PG 35-44.)
 - B. Patron Written Comments (PG 45-49.)
 - C. Articles on Libraries Nation Wide (PG 50-56.)
7. REPORTS OF ADVISORY BODIES
 - A. Friends of the Santa Cruz Libraries, Inc. (oral)
 - B. Finance Committee Report (oral)

8. MEMBER REPORTS

A. Capitola Report (Storey)

9. STAFF REPORTS

- A. Monthly Narrative Reports January 2011 (PG 12-18.)
- B. Monthly Statistical Report – December (will be provided at the meeting)
- C. Financial Report: December Financials (PG 19-28.)
- D. Update on transition (oral)
- E. Report back on meeting locations for 2012 (PG 29)
- F. Revised budget for 2011/2012 (PG 30-33.)
- G. Budget priorities for 2012/2013 (PG 34.)

10. OTHER BUSINESS

- A. Report out from Study Session January 23, 2012
- B. Elect Board Chair and Vice-Chair
- C. Finance Committee assignment

11. NEXT MEETING

The next regularly scheduled meeting is Monday, March 5, 2012 at 6:30 p.m. at the Aptos Branch Library

12. ADJOURN

The Library Joint Powers Authority Board will adjourn from the regularly scheduled meeting of Monday, February 6 to the next regularly scheduled public meeting on Monday, March 5 at 6:30 pm in the Community Meeting Room of the Aptos 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.

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SANTA CRUZ PUBLIC LIBRARIES
A CITY-COUNTY SYSTEM

LIBRARY JOINT POWERS BOARD

MINUTES

Downtown Branch Community Meeting Room
224 Church Street, Santa Cruz

January 9, 2012

6:30 PM Reception for Barbara Gorson, retiring Chair

7:00 PM PUBLIC MEETING

I. ROLL CALL

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

Staff: Teresa Landers, Director of Libraries

II. APPROVAL OF MEETING AGENDA OF JANUARY 9, 2012

Supervisor Pirie moved, seconded by Councilmember Storey

That the Board approve the Agenda of January 9, 2012

UNAN

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III. APPROVE MINUTES OF DECEMBER 5, 2011

Supervisor Pirie moved, seconded by Citizenmember Poitinger

That the Board approve the Minutes of December 5, 2011

UNAN

Abstain: Reed

IV. ORAL COMMUNICATIONS

David Terrazas suggested that the 2012 Board meeting schedule be rotated throughout the County among all the branches with adequate meeting facilities. Director Landers will provide a schedule accordingly.

V. CONSENT AGENDA

Supervisor Pirie moved, seconded by Councilmember Terrazas

that the Library Joint Powers Board approve the acceptance of the \$12,269 pecuniary gift from the Estate of James Morton Morley and that it amend the FY 2011-12 Budget. (Resolution # 2012-01)

UNAN

Supervisor Pirie moved, seconded by Councilmember Terrazas

that the Library Joint Powers Board approve the acceptance of the \$70,000 pecuniary gift from the Dorothy A. Hale Trust and that it amend the FY 2011-12 Budget. (Resolution # 2012-02)

UNAN

V. WRITTEN COMMUNICATIONS

- A. Articles About Santa Cruz and California Libraries
- B. Patron Written Comments
- C. Articles on Libraries Nation Wide
- D. Calpers article

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VI. REPORTS OF ADVISORY BODIES

- A. Friends of the Santa Cruz Public Libraries (oral)
Pete Cullen reported that a Santa Cruz Chamber of Commerce Holiday mixer resulted in over \$2000 for a number of non-profit organizations. Also received was a \$5000 donation from Julie Packard through the Packard Foundation. The Friends Board is in transition right now and new members are welcomed.
- B. Finance Committee Oral Report
No meeting of the Finance Committee – no report

VII. MEMBER REPORTS

- A. Capitola Report (Storey)

Councilmember Storey reported that Capitola has been impacted by the Supreme Court decision to terminate RDAs. All assets will be subject to an oversight committee. At this time Capitola is holding off on spending any further money toward the new Capitola Library.

VIII. STAFF REPORTS

- A. Monthly Narrative Reports- December 2011
- B. Monthly Statistical Report- November 2011. Director Landers noted that the Circulation Statistics for November are incomplete as reports are not yet available. Reports should be available by the February meeting.
- C. Financial Report
Director Landers reported on the current financial status of the library and the Board reviewed revenues, expenditures and cash flow for the library system.
- D. ILS update (oral)
Director Landers reported that the majority of weak spots have been worked out. Currently staff is identifying areas where development work is needed.
- E. Update on Transition (oral)
Director Landers reported that the public appreciates the new hours. The volunteer situation is making great strides under the leadership of Laura Whaley. Staff is adjusting to the new service model.
- E. Approval of Library Information Technology Reclassification
The Board discussed the proposed LIT reclassification.

Councilmember Terrazas moved, seconded by Supervisor Stone

That the Board approve the Library Information Technology Reclassification.

UNAN

IX. OTHER BUSINESS

A. Parking Lot Review (no pending items)

B. Appointment of citizen member

Dick English was voted in unanimously as the new citizen member.

X. NEXT MEETING

A Special Session is scheduled for Monday, January 23, 2012 at 5:30 pm.

XI. ADJOURN


The regular meeting adjourned at 7:40 p.m.

Respectfully submitted,

Helga Smith, Clerk of the Board

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

STAFF REPORT

DATE: January 31, 2012
TO: Library Joint Powers Board
FROM: Teresa Landers, Director of Libraries 
RE: Closing the Library for Staff In-Service

RECOMMENDATION: Approve closure of the Library on Friday April 27 for a staff in-service day

SUMMARY

The Library has a tradition of closing one day in the Spring so that all staff can gather together for staff development.

BACKGROUND

Staff has gone through a lot of change in the past year. The new service model was implemented in January. Public service staff has had very little time to interact with each other and share their successes and concerns. Management's communication has been limited to emails and serial conversations.

DISCUSSION

By the end of April, the new service model will have been in effect for four months and plans for the next fiscal year will be better known. Gathering together for a day to reflect on the changes and prepare for the next phase will be very valuable.

The intent is to focus the staff day on developing a common customer service philosophy. This will include taking an in-depth look at the single point of service concept and how we can better implement it to ensure the success of the new service model.

One of the faults of the new model is that it does not leave any time for front line public service staff to interact beyond their own facility, and in some cases that means only two people.

Having an in-service day is always a good way for all staff to get together and hear the same message, share with each other and build the Library as a cohesive team. It is particularly important this year after all they have been through.

A Friday was selected as it is traditionally the slowest day of the week. The end of April gives us ample time to advertise the closure to the public.

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STAFF REPORT

DATE: January 31, 2012
TO: Library Joint Powers Board
FROM: Teresa Landers, Director of Libraries
RE: Alcoholic Beverages Policy

RECOMMENDATION: Reaffirm Alcoholic Beverages Use Policy.

SUMMARY

This is a regular review of Library policies for which no changes are being recommended.

BACKGROUND

Library policies do not appear to have been updated once they were adopted. This means many policies are now about 15 years old.

In 2010 a policy revision schedule was adopted and a few policies were updated. Other priorities intervened, however, and the schedule was not able to be followed. The schedule has been revised and a staff committee is taking on the responsibility of following this schedule and working through the policies. Some need revising, others will be combined into more comprehensive policies. The regular revision cycle will be three years.

The Alcoholic Beverages policy was first adopted in ____ and no records exist to indicate it has been reviewed since then..

DISCUSSION

No revisions are recommended. Board action is requested to reaffirm the policy so we can indicate it has been reviewed with no updating needed.

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Policy Title: ALCOHOLIC BEVERAGES POLICY

Policy Statement:

1. Permission to serve alcoholic beverages on library premises must be approved by the Director of Libraries, and be for a designated area only.
2. During regular library hours, the serving of alcoholic beverages is permitted in meeting rooms and lobby areas only. Other areas may be designated when the library facility is closed.
3. The following conditions must be satisfied before permission to serve alcoholic beverages will be granted:
 - a. The applicant must represent a local, not-for-profit group that will directly conduct and benefit from the event.
 - b. Permission must be requested in writing at least 21 days in advance of the proposed event.
4. Selling alcoholic beverages further requires:
 - a. That an Alcoholic Beverage Control License be obtained from Alcoholic Beverage Control
 - b. That the Police or Sheriff's Departments determine staffing levels required for security services. These services will be provided at the group's expense.
 - c. The group must demonstrate that it has complied with the requirements in a. and b. above.
5. Restrictions:
 - a. Alcohol is not permitted at youth activity events or at public hearings, nor may alcohol be served to minors.
 - b. No leftover food or beverages may be left on library premises.
 - c. The applicant is responsible for all additional maintenance and personnel costs resulting from use of alcoholic beverages.

Review Schedule: This policy will be reviewed every three years
Adopted: 1981
Revised: 07/97
Revised: 2/6/2012

SANTA CRUZ PUBLIC LIBRARIES
A CITY-COUNTY SYSTEM

LIBRARY JOINT POWERS BOARD
FINANCE COMMITTEE

MINUTES

November 28, 2011

Downtown Branch Meeting Room
224 Church Street, Santa Cruz

5:00 PM PUBLIC MEETING

I. ROLL CALL

Present: Citizenmember Gorson, Councilmember Storey and Councilmember Terrazas

Staff: Teresa Landers, Library Director; Jack Dilles, Finance Director

II. APPROVAL OF MEETING AGENDA OF NOVEMBER 28, 2011

Citizen Gorson moved, seconded by Councilmember Storey

that the Board approve the agenda of November 28, 2011.

UNAN

III. APPROVAL OF MINUTES OF AUGUST 22, 2011

Councilmember Storey moved, seconded by Citizen Gorson

that the Board approve the minutes of August 22, 2011.

UNAN

IV. ORAL COMMUNICATIONS

None

V. STAFF REPORTS

A. Mid Year Budget Review and Financial Reports through October

Director Landers reported that revenues are slightly up, and expenditures are right where they should be. Combined fund balance is \$1.6 mil.

The Finance Subcommittee discussed different formats of recording and presenting the budget.

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Councilmember Terrazas moved, seconded by Councilmember Storey

that the Finance Subcommittee recommend to the Library Joint Powers Board that no changes be made to the 2011/12 budget at this time.

UNAN

B. Library Audit

Finance Director Jack Dilles discussed the Independent Auditor's Report for the year ended June 30, 2011. The numbers are consistent with the Library Director's Budget Review. The auditors did not see any problems.

C. PERS rate projections

Finance Director Jack Dilles discussed the PERS rate projections and explained possible implications for the future. Santa Cruz will soon have more retirees than active employees in the miscellaneous unit (Public Safety already does), which causes a problem since not enough money has been set aside and the risk is borne by the employer.

VI. NEXT MEETING

The next regularly scheduled meeting will be held Monday, January 23, 2012 at 6:00 p.m. in the Downtown Branch Library meeting room.

VII. ADJOURN

The regular meeting adjourned at 6:05 p.m.

Respectfully submitted,

Helga Smith
Clerk of the Board

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

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MONTHLY REPORT FOR JANUARY 2012

1. READING, LISTENING AND VIEWING FOR PLEASURE

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

Branciforte branch library has been lucky to have a volunteer, Linda White, a retired employee, do the Toddler storytimes here once a week. It has gotten off to a slow start with the new year, but picks up every week.

Brenda McIlroy has taken over the weekly Storytime from Cathy Landis at LSB. Brenda brings an engaging program full of music (and her ukulele), books, early literacy and other information to a delighted audience. There were 26 people attending each of Brenda's Storytimes!

Programming Division is currently offering Toddler Storytimes at five branches: Live Oak, Aptos, Boulder Creek, Scotts Valley and Downtown. The families have been very happy to have so many programs available, even though a few families would prefer a later start time or a different age group. With the variety of programs for young children being offered, we're hoping that the majority of families can attend the program most suited to them without traveling any great distance.

Attendance at the Boulder Creek Toddler Storytime presented by Kari Gunn has increased from the first week in January. Word is getting out about this program which is sure to be a popular weekly event. Staff in the building were busy with training and unable to help with the large group of adults and children checking out books and needing help with library accounts.

Kari Gunn has done a great job taking over the toddler storytime at Aptos. We are getting a bigger group when compared to the first week and we expect the crowd to grow a bit more as families learn of the new day and time.

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.

Teen and Senior programs continued uninterrupted as the new service model took effect. Early literacy programs - baby storytimes (1 weekly), toddler storytimes (5 weekly), preschool storytimes (4 weekly), and family storytimes (2 weekly) began the week of January 9. A Programs for Families flyer for January 9 - March 30 was published and available to the public the last week of December 2011. Families were so anxious for us to resume these programs that some of them actually showed up at both Scotts Valley and Downtown the first week in January.

Staff gently told them that we would begin on January 9. We have developed a short questionnaire to evaluate programs. We are asking attendees at all programs in January. We have developed a short questionnaire to evaluate our programs. We are asking attendees to fill it out at all programs in January and will repeat it in March.

The Homework Help program (funded by a grant from COE) has begun at Boulder Creek, Branciforte, Live Oak, and Garfield Park. All Homework Help sites are staffed with a California-certified teacher as a site supervisor, and 1 or 2 volunteer assistants.

Capitola opened its doors on the new year with a mini face-lift. There was bold new signage for the collection as well as "in shelf" display areas to highlight particular titles.

The new books were moved to front and center as well as a revolving monthly display. For January the theme was a DIY new year's resolution display, with colorful bookmarks to be filled out by patrons stating any new year's resolutions they might have, and placed in the appropriate books for others to check out. A couple of the more intriguing resolutions were: *I resolve to be more "INUITIVE"* in a book on INUIT art, and *I resolve to EAT THE CUSTARD* in a book on desserts.

There were also fresh displays in the children's area, as well as a new guardian gargoyle keeping an eye on things, thanks to Laura Whaley's wonderful Heloise on loan from her previous perch in Boulder Creek. A big hit with the kids!

Following examples at Capitola and Live Oak, La Selva Beach staff shifted books in the adult section to create shelves on which to place books facing out so patrons can see the covers. Our Library Aide, Lucy Corrales, created a New Year's Resolutions book display that included not only diet and exercise books but ones on learning Spanish, dance and travel among others. In our children's room we have been creating displays that correspond with the weekly Storytime themes such as Snow, Chinese New Year's and Peace. Lucy also made a Martin Luther King Jr. display.

Boulder Creek Branch added signage and shelving for a display of new children's books. It is more difficult to recognize when a new book is routed in from Collection Management Services, so staff is taking extra care to look for new items to be labeled and displayed. Staff also created a specific display area and signage reading "Santa Cruz Public Libraries: Volunteer Opportunities and Programs". Boulder Creek has received many fliers about library programs and volunteer opportunities and felt it would be beneficial to post at least one copy of each flier in a designated area where it is more likely to be seen.

Aptos had a book display in January for Adults. The theme was healthy living. In our young adult room, staff is gearing up for a MLK display.

Garfield Park had a Chinese New Year's display in the children's area and the items were quickly checked out.

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

Bobbi Wolner is the new point person for Tales to Tails. Thanks to Melanee Barash all her hard work developing this well-loved program.

Branciforte is attempting to reorganize parts of the collection to make it more intuitive for patrons looking for materials. We've moved the "Parenting" collection to another location in the children's area, and combined it with pamphlets and other materials of interest for parents and caregivers. We have decided to interfile new nonfiction children's books with the regular nonfiction children's books. The "new" stickers will remain on them, to set them apart. We are looking to update the signage at the Branciforte branch. Right now, there isn't the time/staff to do that, although it needs to be done.

At Garfield Park, we have left all non-fiction items interfiled, whether juvenile or young adult or adult. It does make for quicker searches that allow for all abilities. We have also made sure to keep the bulletin board up to date as well as keeping hours information and database information tidy and easy to access. The Library aides have also been a big help with whatever is needed.

2. LIFELONG LEARNING

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

People seem to be slowly getting used to the idea of downloading materials from our website onto various e-Readers.

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.

Aptos continues to host an ongoing Chess Club lead by master chess player Dana McKenzie. There is usually a turn out of 10 children ranging from 7-13 years old. This is a weekly club, held on Tuesdays from 3:30-4:40pm.

The ACT (teens) group continues to meet monthly at Downtown. Topics at the January meeting included summer reading program, program PR, Book Club Kits, and summer programming (BOTB, Book sale, shadow puppet theater, photography, movie series @ 5 branches)

Gaming @ the Library and Teen Movie Matinee continue at Live Oak. January's movie was Mr. Popper's Penguins starring Jim Carrey.

Bobbi Wolner signed up 5 more homebound patrons for the Book Buddy program. She will facilitate matches with several volunteers who have been inactive for a few months.

BIG READ 2012-2013

Janis is working with Jory Post of Santa Cruz Writes and Friends' grantwriter Mary Nelson to write a Big Read proposal to the National Endowment for the Arts for a Santa Cruz Reads based on John Steinbeck's Grapes of Wrath. The Museum of Art and History has agreed to be the venue for the Launch and Finale and we have agreements to participate from the Santa Cruz City Schools, the Steinbeck Center, and several artists in the community. Our themes will expand from the Steinbeck book to immigration in Santa Cruz County. Our programs and discussions will draw comparisons between the 1930's and 2012/2013. We are especially excited about plans to involve teens in an oral history project and the whole community in documentation project using black/white photography. The best news of all is that the Friends of SCPL are so committed to this project that they have voted to underwrite the entire proposal if we are not funded by NEA. The project will run from 2/27/13 (Steinbeck's 111th birthday) to 3/31/13, (Cesar Chavez's 86th birthday).

FIRST FRIDAY

The Downtown Branch's successful participation as a First Friday venue continued on January 6 when 112 people came to enjoy Paul Titangos' photography in the meeting room. In February, we will introduce artmaking during the First Friday evening with a mother/daughter exhibit of photography, printmaking, and painting. During the February event, families and viewers of all ages will be invited to make cards together. The exhibit will be an example of how the practice of families making art together can be important even after the kids grow up. The work of Ana Schechter and Janis O'Driscoll will serve as a catalyst.

Emily and Janis are making plans for SCPL to participate in the international Inside Out movement. We will be working with Mariah Roberts and hope to make it part of First Friday this summer.

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.

We continue to have issues with inconsistent connections at some of the branches. We are currently working with Cruzio to reconfigure the network at all locations. The upcoming strategic plan for IT will address this as well as other public service issues related to our use of technology

At Garfield Park, patrons seem to appreciate having the Gates computers to use. They do slow down at times, but they at least offer word processing, which is of great use for people typing up resumes or children typing up reports.

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.

16 members of the Friends of La Selva Beach Library met with Janis O'Driscoll, Gale Farthing, and Cathy Landis at LSB to discuss programming for children and adults at LSB.

GB Kirby volunteer "pod": Kirby School, meets regularly with Sandi Imperio. They are working on a PSA for the Homework Help program to post on Library's Facebook and YouTube page. They will use Kirby's audio studio for voice overs. The Spanish class will be recording Telecuentos, the Spanish version of Dial-A-Story.

Let's Play Program is a new program starting this month with Brenda McIlroy, to provide more resources for fathers of young children. We will be partnering with PAPAS in Watsonville to run a series of workshops at different branches in the county between now and July, focusing on creative, constructive play and to encouraging Dads to use the resources in the library to engage with their kids. Interactive, bilingual, Read-to-me kits called "Let's Play" kits will be developed and added to the collection. These will have some books, some craft tools, and an interactive project to build together. A father can grab a bag from the library and take it home, knowing they will have some fun with their kids that evening. This project is funded by an LSTA grant as a result of Brenda's participation in the Eureka Leadership program.

Members of Leadership Santa Cruz Class 27 got a tour of the new Scotts Valley Library as part of Government Day.

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

Book discussion groups are wonderful ways for people to come together and discuss recent books and favorite authors they have read and enjoyed. Most of our members have been in the group for several years. We run into each other at other cultural events in Santa Cruz, as Live at the Met. This group provides an patrons a way to be actively involved in the broader conversation on books and ideas. The Downtown Library Book Discussion group meets monthly throughout the year. The January book will be *The Tennis Partner: a Doctor's story of Friendship and Loss* by Abraham Verghese.

The Aptos Branch hosted two ongoing events for adults this month. On January 14th, Magdalena Montagne hosted the Community Poetry Circle. On January 18th, Jean Wolff lead her monthly writing group. Both events had a good turnout and serves to strengthen our ties to the community at large.

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

Library materials (handouts, bookmarks, etc.) were updated to include changes for the new service model and were re-worked to include the new library logo and put into a consistent format.

At Garfield Park, patrons have been very appreciative of the extended hours and mention it quite frequently. They enjoy coming to the library and it is starting to become more of a community meeting place because of more open hours.

D. Volunteers will be used effectively.

Tales to Tails flyers have been updated with the new sign-up information. Megan Aufdermaur and Laura Whaley are busy finding volunteers for the program, and Megan is working on ways to streamline sign up procedures. Janis is contacting Furry Friends to apply for certification for the Aptos, Scotts Valley, and Garfield Park Branches.

Collection Management Services volunteers now contribute four hours weekly to book covering. We will be looking for volunteers for other tasks as we reorganize and take on new jobs.

Capitola has a wonderful group of Friend's Volunteers who have opted to stay on despite the change in staff and hours. We have volunteers for several hours most days of the week. They do routing in of materials, the daily pulls list and some shelving, as well as assisting in periodicals processing. Their support is imperative in accomplishing all the daily tasks needed to keep the branch running smoothly.

Branciforte has had several potential volunteers come in wanting to work. Until they can "processed in" there are volunteers from before, who know how to do a lot of the work that needs doing. One of our volunteers takes care of the magazines, we have a wonderful volunteer who takes care of the plants in this branch, and several young volunteers are adept at shelving, taking care of donations, and now, taking care of the bulletin board.

The volunteers at Aptos continue to do a great job on completing the pull list each morning. We have 5 regular volunteers who cover six mornings a week, all of whom have been volunteering at Aptos for at least 2 years. We have also added 3 volunteers for branch operations during the day. Their main duty so far has been to tackle the shelving needs at our branch. We hope to add one more volunteer in the near future which would bring us to 8 hours a week of additional volunteer help.

Garfield Park's volunteers are a great help. We are grateful for their assistance.

4. WELCOMING PLACE

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

Janis and Diane are working with Liquid Space to outsource meeting room sign-ups across the system. This partnership will allow everyone on the Programming Team to see where available meeting room space is in all branches and reserve rooms during the program design process.

The Board and jurisdictional managers participated in a study session on facilities improvement.

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The Friends of the Scotts Valley Library selected and met with the landscape architect who will be transforming the area behind the library into a usable and welcoming extension of the main part of the library.

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

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

Patrons are thrilled with the increased hours. They have expressed some dismay at the lesser staffing but have been willing to wait patiently for staff to help them find items, place requests or pay fines.

The Aptos Branch has received many positive comments regarding our new open hours. We are open on Fridays now for the first time in almost three years and we are seeing a steady increase in patronage.

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.

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

The Downtown circulation office was re-purposed (and CLEANED-UP) for the new staffing model. Work areas were re-organized to be more efficient. All workstations are now shared amongst the many regular staff and library aides. New sorting procedures were put in place to reduce the handling of materials and to get items to the outgoing courier crates directly.

6. ORGANIZATIONAL READINESS

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

Collection Management Services is reorganizing to meet the challenge of a smaller work force. We are subscribing to Baker & Taylor's Customized Library Services, which will allow us to receive fully processed items, and quickly deliver them to the public. Staff is training on skills needed in their new positions as well as continuously learning more efficient ways to use our new ILS, Evergreen.

Branch staff at Aptos have been very busy learning their new assignments. We have been accomplishing a lot of in house training in order to take on new duties at our new locations. Everyone has transitioned very gracefully to date. We have used sound teamwork skills to communicate and be as efficient as possible with the new workflow.

At Garfield Park, the aides have a pretty good handle on using Evergreen, but ask questions when they need to and they've been encouraged to read the greenbook when possible. Patrons have also been patient with us, which makes the learning process a little less stressful.

Due to the heavy work flow at Capitola , it is difficult to meet with staff for any uninterrupted length of time, so Jonell has created a staff blog. There are weekly posts that let staff know of procedural changes, branch needs, work issues that need addressing, as well as a place for staff to post their own comments or concerns. There is also a calendar showing staff schedules as well as a twitter feed to which they may get tweets about sub hours available and social events of interest.

Teresa participated in a session for Department Heads on how best to prepare for press interviews.

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

Teresa attended a Public Library Director's summit in Sacramento which focused on the future of CLSAs which were recently defunded by the State although the legislation requiring them still exists.

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

Collection Management Services staff are taking leadership and workflow efficiency workshops offered through the City. These classes have given them good skills that they have brought into the workplace. Their suggestions for how to reorganize effectively have been excellent.

Downtown Branch Library Aides launched the new service model with a new zone staffing schedule. Each Aide is scheduled in a particular zone of the library each hour. The idea is to provide better coverage and security throughout the building. This will also provide opportunities for the aides to interact and learn new tasks from the regular staff at each public service desk.

Brenda, Sandi, and Janis began learning Adobe In-Design at Studio Holladay on January 26. The team will then be able to start using the new flyer/bookmark templates incorporating the new logo and colors.

Paula T. has been working with Hui-Lan and Jeff learning how to catalog the adult book discussion kits so they will soon be available for requests. She was also taught how to clean up the MARC record on the kits so the catalog matches the website. Brenda has also been learning so she can catalog some new Read-to-me kits for a new program called Let's Play.

Jeanne O'Grady attended a PLA Webinar on Digital Media Labs in the Library.

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

Garfield Park patrons have consistent positive feedback with the friendly and resourceful customer service provided, however, they have also continuously noted that they prefer "people" to self-check out machines, and regularly need assistance with using the self-check to check-out their items.

LIBRARY JOINT POWERS AUTHORITY		
COMBINED BALANCE SHEET		
JPA FUND AND ACCOUNT GROUPS		
DECEMBER 2011		
		JPA
		Total
Assets		
Pooled cash	1,083,487	
Pooled cash interest receivable	2,428	
Other interest receivable	371	
Taxes receivable - current	612,305	
Accounts receivable	428,530	
Internal investment & loan receivable	8,952	
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	3,585,172	
Liabilities		
Accounts payable	86,127	
Sales tax payable	1,241	
Deferred grant revenue - unearned	3,098	
Unclaimed funds	596	
Payable to the County - noncurrent	80,586	
Other intergovernmental payable-noncurrent	350,179	
Total Liabilities	521,827	
Equities		
Unreserved, undesignated fund balance	1,549,082	
Committed - cash flow/unexpected expenditures	495,929	
Investment in capital assets - Library	1,449,099	
Reserved for long-term debt	(430,765)	
Total Equities	3,063,345	
Total Liabilities and Equities	3,585,172	

LIBRARY JOINT POWERS AUTHORITY									
COMBINED BALANCE SHEET									
SPECIAL FUNDS									
DECEMBER 2011									
	Fund #	955	956	957	960	961	Spec Funds		
Fund Description		Contingency	Technology	Projects	Felton	Vehicle Replacement	Total		
Assets									
Pooled cash		-	4,770	-	1,134	-	5,904		
Pooled cash interest receivable		-	10	-	2	-	12		
Internal investment and loan receivable		-	43	-	10	-	53		
Total Assets		-	4,823	-	1,146	-	5,969		
Equities									
Unreserved, undesignated fund balance		-	4,823	-	1,146	-	5,969		
Total Equities		-	4,823	-	1,146	-	5,969		

000020

LIBRARY JOINT POWERS AUTHORITY COMBINED BALANCE SHEET TRUST FUNDS DECEMBER 2011										
Fund #	931	932	933	934	935	935	935	935	935	Trust Funds Total
Fund Description	McCaskill Loc His	McCaskill Vis Imp	Finkeldey	Whalen	Leet-Corday	Morley	Hale			
Assets										
Pooled cash	254,650	235,460	9,316	144,085	89,095	12,283	70,035			814,924
Pooled cash interest receivable	535	495	20	303	187	9	21			1,570
Internal investment and loan receivable	2,317	2,191	85	1,257	737	-	-			6,587
Total Assets	257,502	238,146	9,421	145,645	90,019	12,292	70,056			823,081
Equities										
Net assets held in trust-library prog	257,502	238,146	9,421	145,645	90,019	12,292	70,056			823,081
Total Equities	257,502	238,146	9,421	145,645	90,019	12,292	70,056			823,081

000021

Revenue Status Report
 Library JPA
 CITY OF SANTA CRUZ
 12/1/2011 through 12/31/2011

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 Periods: 6 through 6

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951 Library Joint Powers Authority

Account Number	Adjusted Estimate	Revenues	Year-to-date Revenues	Balance	Prct Rcvd
951-4-1000 TAXES					
951-00-00-0000-41211 Sales and use tax	5,501,530.00	612,304.91	3,091,578.67	2,409,951.33	56.19
Total TAXES	5,501,530.00	612,304.91	3,091,578.67	2,409,951.33	56.19
951-43000 INTERGOVERNMENTAL					
951-36-00-0000-43210 State operating grants and contributions	0.00	0.00	5,000.00	-5,000.00	0.00
951-36-00-0000-43310 Local operating grants and contributions	0.00	0.00	14,671.00	-14,671.00	0.00
951-36-00-0000-43311 Maintenance of effort contributions	5,146,100.00	428,530.10	2,571,180.59	2,574,919.41	49.96
951-36-55-3531-43210 State operating grants and contributions.	2,500.00	0.00	889.49	1,610.51	35.58
951-36-55-3560-43190 Federal grants - other	9,000.00	3,956.00	3,956.00	5,044.00	43.96
Total INTERGOVERNMENTAL	5,157,600.00	432,486.10	2,595,697.08	2,561,902.92	50.33
951-44000 CHARGES FOR SERVICES					
951-36-00-0000-44613 Internet use fee	4,100.00	288.85	2,255.05	1,844.95	55.00
951-36-00-0000-44630 Room rentals-library JPA	2,500.00	25.00	1,185.00	1,315.00	47.40
951-36-00-0000-44901 Photocopy fee	7,000.00	525.68	3,443.04	3,556.96	49.19
Total CHARGES FOR SERVICES	13,600.00	839.53	6,883.09	6,716.91	50.61
951-45000 FINES AND FORFEITS					
951-36-00-0000-45131 Library fines	200,000.00	10,749.39	87,667.17	112,312.83	43.84
951-36-00-0000-45132 Lost library items	25,000.00	732.00	7,521.30	17,478.70	30.09
Total FINES AND FORFEITS	225,000.00	11,481.39	95,208.47	129,791.53	42.31

000022

Revenue Status Report
Library JPA
CITY OF SANTA CRUZ
12/1/2011 through 12/31/2011

506

951 Library Joint Powers Authority

Account Number	Adjusted Estimate	Revenues	Year-to-date Revenues	Balance	Prct Rcvd
951-46000 MISCELLANEOUS REVENUES					
951-00-00-0000-46110 Pooled cash and investment interest	0.00	1,085.19	5,193.36	-5,193.36	0.00
951-00-00-0000-46190 Interest earnings - other	4,096.00	370.60	1,458.63	2,637.37	35.61
951-00-00-0000-46620 Internal investment & loan int receipts	0.00	0.00	50.04	-50.04	0.00
951-00-00-0000-46910 Miscellaneous operating revenue	8,500.00	2,215.00	4,573.64	3,926.36	53.81
951-00-00-0000-46990 Miscellaneous non-operating revenue	0.00	0.00	22,303.44	-22,303.44	0.00
951-36-00-0000-46303 Donations - library	12,000.00	-8,429.50	16,035.50	-4,035.50	133.63
951-36-00-0000-46309 Donations - library - Friends of the Lib	100,000.00	2,574.55	24,694.10	75,315.90	24.68
951-36-00-0000-46916 Cash over/short	0.00	5.15	172.20	-172.20	0.00
Total MISCELLANEOUS REVENUES	124,596.00	-2,179.01	74,470.91	50,125.09	59.77
951-49000 OTHER FINANCING SOURCES					
951-00-00-0000-49122 From Library Private Trust Fund	15,190.00	0.00	15,190.00	0.00	100.00
951-00-00-0000-49191 Intra-entity fund transfer in	9,959.00	0.00	10,036.41	-77.41	100.78
Total OTHER FINANCING SOURCES	25,149.00	0.00	25,226.41	-77.41	100.31
Total Library Joint Powers Authority	11,047,475.00	1,054,932.92	5,889,064.63	5,158,410.37	53.31
Grand Total	11,047,475.00	1,054,932.92	5,889,064.63	5,158,410.37	53.31

Expenditure Status Report
 Library JPA
 CITY OF SANTA CRUZ
 12/1/2011 through 12/31/2011

expstat.rpt
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 Periods: 6 through 6

Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
951-52000						50%
SERVICES						
951-36-50-3510-52135	7,644.00	0.00	6,960.52	919.48	-236.00	103.09
Financial services - outside						
951-36-50-3510-52199	110,000.00	0.00	7,000.00	3,000.00	100,000.00	9.09
Other professional & technical services						
951-36-50-3510-52240	4,020.00	65.40	1,130.29	0.00	2,889.71	28.12
Office equipment operation/maint						
951-36-50-3510-52248	16,000.00	0.00	10,100.00	0.00	5,900.00	63.13
Software maintenance services						
951-36-50-3510-52302	4,000.00	267.62	514.91	0.00	3,485.09	12.87
Travel and meetings						
951-36-50-3510-52402	42,600.00	3,550.00	21,300.00	0.00	21,300.00	50.00
Telecommunications service - internal						
951-36-50-3510-52403	3,300.00	156.45	406.65	0.00	2,893.35	12.32
Telecommunications service - outside						
951-36-50-3510-52933	14,774.00	0.00	10,440.00	0.00	4,334.00	70.66
Liability insurance/surety bonds-outside						
951-36-50-3510-52961	17,250.00	1,200.00	13,551.00	0.00	3,699.00	78.56
Dues and memberships						
951-36-50-3510-52971	100.00	0.00	30.24	0.00	69.76	30.24
Printing and binding-internal						
951-36-50-3510-52972	3,900.00	0.00	2,066.09	0.00	1,833.91	52.98
Printing and binding-outside						
951-36-50-3540-52135	550,000.00	40,769.36	273,492.22	0.00	276,507.78	49.73
Financial services - outside						
951-36-51-3520-52131	10,000.00	207.44	2,211.89	8,380.05	-591.94	105.92
Claims management services - outside						
951-36-51-3520-52199	37,440.00	0.00	0.00	0.00	37,440.00	0.00
Other professional & technical services						
951-36-51-3520-52244	1,680.00	0.00	0.00	0.00	1,680.00	0.00
Other equipment operation/maintenance						
951-36-51-3520-52248	46,320.00	280.90	36,195.86	0.00	10,124.14	78.14
Software maintenance services						
951-36-51-3520-52302	100.00	17.00	17.00	0.00	83.00	17.00
Travel and meetings						
951-36-51-3520-52972	2,500.00	0.00	482.83	0.00	2,017.17	19.31
Printing and binding-outside						
951-36-52-3530-52240	1,500.00	0.00	248.00	0.00	1,252.00	16.53
Office equipment operation/maint						
951-36-52-3530-52244	2,180.00	0.00	610.42	0.00	1,569.58	28.00
Other equipment operation/maintenance						
951-36-52-3530-52302	2,150.00	35.32	380.98	0.00	1,769.02	17.72
Travel and meetings						
951-36-52-3530-52972	4,000.00	449.58	3,277.37	0.00	722.63	81.93
Printing and binding-outside						
951-36-53-3515-52201	66,640.00	5,497.85	28,420.48	0.00	38,219.52	42.65
Water, sewer and refuse						
951-36-53-3515-52211	125,000.00	7,603.32	42,605.83	0.00	82,394.17	34.08
Janitorial services						
951-36-53-3515-52223	111,000.00	2,958.96	33,582.69	0.00	77,417.31	30.25
Vehicle operation charges - internal						
951-36-53-3515-52246	183,800.00	7,531.46	94,895.05	20,468.04	68,436.91	62.77
Building and facility o & m - outside						
951-36-53-3515-52247	17,000.00	77.72	1,245.78	0.00	15,754.22	7.33
Landscaping maintenance services						
951-36-53-3515-52261	312,530.00	25,938.11	157,478.90	9,250.00	145,801.10	53.35
Equipment, building and land rentals						
951-36-53-3515-52302	150.00	0.00	0.00	0.00	150.00	0.00
Travel and meetings						
951-36-53-3515-52932	17,050.00	1,420.83	8,524.98	0.00	8,525.02	50.00
Liability insurance/surety bonds-interna						
951-36-53-3515-52933	36,506.00	0.00	25,714.00	0.00	10,792.00	70.44
Liability insurance/surety bonds-outside						

000024

Expenditure Status Report
 Library JPA
 CITY OF SANTA CRUZ
 12/1/2011 through 12/31/2011

expstat.rpt
 01/18/2012 1:19PM
 Periods: 6 through 6

Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Subs Prct Used
951-36-54-3550-52199	28,000.00	125.00	2,958.00	13,042.00	12,000.00	57.14
951-36-54-3550-52248	169,835.49	1,601.15	57,532.08	11,750.00	100,553.41	40.79
951-36-54-3550-52249	91,700.00	13,973.59	22,764.07	1,005.30	67,930.63	25.92
951-36-54-3550-52302	1,350.00	275.28	552.79	0.00	797.21	40.95
951-36-54-3550-52403	73,234.00	14,319.96	68,468.29	44,225.23	-39,459.52	153.88
951-36-55-3560-52304	36,650.00	241.07	33,922.35	1,478.50	1,249.15	96.59
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	247.91	1,849.17	0.00	4,650.83	28.45
Total SERVICES	2,170,403.49	128,811.28	970,930.73	113,518.60	1,085,954.16	49.97
951-53000						
SUPPLIES						
951-36-50-3510-53101	8,000.00	110.80	2,045.49	0.00	5,954.51	25.57
951-36-50-3510-53102	2,400.00	156.25	1,631.23	0.00	768.77	67.97
951-36-51-3520-53106	769,269.00	67,976.68	351,776.38	0.00	417,492.62	45.73
951-36-51-3520-53107	75,000.00	288.55	6,012.43	0.00	68,987.57	8.02
951-36-51-3520-53112	113,550.00	9,069.04	22,415.74	8,680.39	82,453.87	27.39
951-36-52-3530-53102	12,300.00	475.35	7,745.24	444.26	4,110.50	66.58
951-36-52-3530-53109	6,630.00	0.00	1,558.70	0.00	5,071.30	23.51
951-36-53-3515-53108	2,370.00	0.00	678.87	0.00	1,691.13	28.64
951-36-53-3515-53113	18,360.00	834.05	5,865.14	0.00	12,494.86	31.95
951-36-53-3515-53311	167,748.00	8,352.00	80,834.86	0.00	86,913.14	48.19
951-36-53-3515-53312	26,133.00	2,616.54	5,934.82	0.00	20,198.18	22.71
951-36-54-3550-53110	22,000.00	1,705.27	5,677.96	4,000.00	12,322.04	43.99
Total SUPPLIES	1,223,760.00	91,584.53	492,176.86	13,124.65	718,458.49	41.29
951-54000						
OTHER MATERIALS AND SERVICES						
951-36-50-3510-54990	3,445.00	0.00	584.00	0.00	2,861.00	16.95
951-36-52-3530-54990	7,000.00	47.18	3,135.90	0.00	3,864.10	44.80
951-36-55-3531-54990	0.00	209.00	1,254.00	0.00	-1,254.00	0.00
951-36-55-3560-54990	18,927.52	108.83	13,830.15	0.00	5,097.37	73.07
Total OTHER MATERIALS AND SERVICES	29,372.52	365.01	18,804.05	0.00	10,568.47	64.02
951-56000						
OTHER CHARGES						

000025

Expenditure Status Report
 Library JPA
 CITY OF SANTA CRUZ
 12/1/2011 through 12/31/2011

expstat.rpt
 01/18/2012 1:19PM
 Periods: 6 through 6

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951 Library Joint Powers Authority

Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
951-36-52-3630-56995 Refunded fees and fines	2,000.00	81.00	916.00	0.00	1,084.00	45.80
Total OTHER CHARGES	2,000.00	81.00	916.00	0.00	1,084.00	45.80
951-57000 CAPITAL OUTLAY						
951-36-55-3660-57401 Office furniture/equipment	25,000.00	0.00	6,972.47	0.00	18,027.53	27.89
Total CAPITAL OUTLAY	25,000.00	0.00	6,972.47	0.00	18,027.53	27.89
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
951-59000 OTHER FINANCING USES						
Total OTHER FINANCING USES	0.00	0.00	0.00	0.00	0.00	0.00
Grand Total	3,554,890.01	220,841.82	1,530,507.39	126,643.25	1,897,739.37	46.62

Expenditure Status Report
 Library Personnel Costs
 CITY OF SANTA CRUZ
 12/1/2011 through 12/31/2011

expstat.rpt
 01/18/2012 1:20PM
 Periods: 6 through 6

951 Library Joint Powers Authority

50%

Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Pct Used
951-51000 PERSONNEL SERVICES						
Total Regular full time	4,219,805.00	294,153.14	1,950,496.05	0.00	2,269,308.95	46.22
Total Regular part time	747,294.00	57,399.18	362,200.98	0.00	385,093.02	48.47
Total Overtime	3,000.00	268.49	1,519.04	0.00	1,480.96	50.63
Total Termination pay	0.00	25,293.07	59,095.68	0.00	-59,095.68	0.00
Total Temporary	555,298.00	50,401.01	271,462.67	0.00	283,835.33	48.89
Total Other pay	0.00	534.18	1,058.13	0.00	-1,058.13	0.00
Total Special vacation pay	4,400.00	874.18	11,133.05	0.00	-6,733.05	253.02
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	35.00	970.00	0.00	830.00	53.89
Total Salary savings	0.00	0.00	0.00	0.00	0.00	0.00
Total Retirement contribution	754,846.00	54,231.68	355,863.69	0.00	398,982.31	47.14
Total F.I.C.A.	0.00	2,489.19	13,596.03	0.00	-13,596.03	0.00
Total Group health insurance	1,119,068.00	42,940.69	503,760.27	0.00	615,307.73	45.02
Total Group dental insurance	107,422.00	3,961.61	47,016.02	0.00	60,405.98	43.77
Total Vision insurance	18,242.00	663.03	7,928.37	0.00	10,313.63	43.46
Total Medicare insurance	64,309.00	5,757.14	35,099.96	0.00	29,209.04	54.58
Total Group life insurance	2,744.00	106.51	1,291.23	0.00	1,452.77	47.06
Total Disability insurance	73,078.00	2,891.90	19,231.72	0.00	53,846.28	26.32
Total Unemployment insurance	23,622.00	2,092.20	12,765.97	0.00	10,856.03	54.04
Total Workers' compensation	208,640.00	16,871.33	108,761.52	0.00	99,878.48	52.13
Total Intrafund labor - credit	0.00	0.00	0.00	0.00	0.00	0.00
Grand Total	7,903,568.00	560,963.53	3,763,250.38	0.00	4,140,317.62	47.61

000027

Library - Fund 981
Month-End Cash Balances

	July	August	September	October	November	December	January	February	March	April	May	June
FY 2012 Pooled cash	894,190.39	994,042.19	759,933.36	925,760.72	911,230.93	1,083,486.87						
FY 2011 Pooled cash	72,541.96	250,794.12	312,607.59	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	806,095.53
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	(380,345.22)	(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

2012 LJPB Meeting Dates: All are Mondays

January 9

February 6

March 5 Aptos

April 2 Downtown

May 7 Downtown

June 4 Scotts Valley

July 9 Downtown

August 6 Downtown

September 10 Aptos

October 1 Downtown

November 5 Downtown

December 3 Scotts Valley

STAFF REPORT

Date: February 1, 2012

To: Library Joint Powers Board

From: Teresa Landers, Library Director

Subj: FY11/12 Mid Year Budget Projection and Request to Revise Budget

RECOMMENDATION: Adopt the attached resolution to revise the FY12 budget to increase expenditures by \$118,500

SUMMARY

The January 9, 2012 County financial estimates indicate an additional \$230,801 for SCPL for FY11/12. Several areas have been identified as in need of additional support: collection management, capital maintenance, information technology and staff development and recognition. All these expenditures are onetime costs and the total requested is \$118,500.

BACKGROUND

Every year the County provides updated year end projections in January. It is based on actual receipts for the first two quarters which indicates an additional \$230,801 for SCPL. No additional revenues are expected for January to June 2012.

The Library has a healthy fund balance. The LJPB has authorized using this fund balance, if necessary, to mitigate negative effects on the staff resulting from the transition to the new staffing plan as well as cover reasonable, yet unknown, expenses related to implementing the new service model.

DISCUSSION

The County provided year end projections of revenue from sales and property taxes. The SCPL share of sales taxes is estimated to be \$287,654 more than originally anticipated and maintenance of effort at \$56,853 less. Interest earnings are projected to be a neutral net increase.

Some revenues seem to be lower than expected and a few slightly higher. For example: revenues from fines and lost books could be as much as \$35,000 lower than expected

000030

due to the complications resulting from the migration to the new computer system. Pooled cash and investments, however, are projected to be about \$10,000 more than anticipated. This net loss of about \$25,000 is quite manageable but deducted from the \$230,801 increase, there is still a projected net increase of \$205,801.

Expenditures appear to be on track. We got official notification for the current year's e-rate funding of about \$98,000. This will come in slowly but will offset the current overage on the telecommunications- outside line.

The materials budget is increased this year over what was allocated the past two years. Events have conspired to create a situation where even though we are receiving many new materials we are not able to process them quickly enough and have developed a significant backlog. The first was the implementation of the new ILS. Initial efforts were directed at making the public facing features function as smoothly as possible. Unfortunately, due to limited staff resources, we have only recently started to focus on the back end technical services aspects. Staff have had to learn a whole new system for acquiring, cataloging and processing materials. The new service model assumed certain efficiencies in the collection management function which are not yet being realized due to the need for staff training in their new roles and issues such as automatic interaction with vendors and receiving items shelf ready still being worked on.

The recommendation is, therefore, to provide additional funding through this fiscal year to hire staff on a temporary basis to work on reducing the backlog from the current 6-8 months to an acceptable 2 weeks maximum. The estimated cost for this is about \$20,000. If we catch up sooner, we can discontinue the use of this temporary staff.

Additional recommendations for collection management are the purchase of books for book kits instead of relying solely on donations. This will make more kits available sooner and will allow us to create kits of greater interest to the public than those we currently have. We would also increase the number of read-to-me kits. These are wonderful tools to support early literacy. About \$7,500 is requested for these two items.

We would like to get all our online databases synchronized in terms of renewal to make management of these contracts more efficient. To accomplish this we need to pay in advance for partial renewals for several databases that are off schedule. The estimated cost for this is \$20,000.

We recommend the purchase of about 20 e-book readers. Staff would be able to use these to demonstrate their use to the public while helping staff to be better prepared to

assist the public with the growing number of questions we are receiving about such devices. An allocation of \$4,000 is recommended for this project.

This year's budget allocated \$40,000 to start making a dent in the backlog of capital maintenance projects that need to be done. The value of projects listed in the budget document totals \$62,000. The recommendation is to allocate the additional \$22,000 so that this list can be satisfied.

We were fortunate last fiscal year to have a \$40,000 LSTA grant for staff development. We were able to focus our attention on providing staff with the skills to deal effectively with change as well as some specific training for new responsibilities. Our regular "training budget" is about .016% of our payroll while the American Society for Training and Development states that 1-3% is the national average. The new learning systems coordinator has determined that allocating an additional \$15,000 for staff development for the remainder of this year would allow us to take advantage of a variety of training opportunities to support staff in their new roles as well as sending two staff members to the Evergreen Users Conference; our new ILS. The focus of our training will be on customer service including developing a system wide customer service philosophy that reflects the new service model. This will also provide funding for staff recognition which is an important piece of the transition to the new service model.

With so many of our IT resources being devoted to the new ILS, there are other important areas of IT that have not received attention. We have new equipment that we do not have the staff to configure and install. We need to implement receipt printers at check in to print holds slips. This was a planned on efficiency to help the new service model work and we do not have the staff resources to configure and install them. We need to start thinking about revising our web site. To facilitate these initiatives I am requesting up to \$30,000 to contract for assistance.

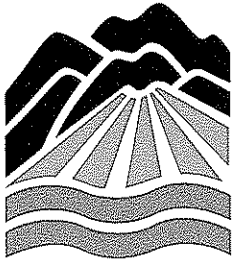
The total additional allocation requested is thus:

Collection Management	\$ 51,500
Capital maintenance	\$ 22,000
Staff development	\$ 15,000
Contract assistance for IT	\$ 30,000
TOTAL REQUESTED	\$ 118,500

While a final decision of what to do with the remaining net gain is still a few months, in light of recent discussions regarding facilities improvement planning, it may be time to start considering the establishment of a capital projects fund.

The resolution authorizing this budget revision is attached.

000033



SANTA CRUZ • PUBLIC
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RESOLUTION # 2012-03

**RESOLUTION OF THE SANTA CRUZ LIBRARY JOINT POWERS
AUTHORITY BOARD AMENDING FY 2011-2012 BUDGET**

WHEREAS, the Santa Cruz Library Joint Powers Authority Board authorizes the following budget adjustments

WHEREAS, the budget will be amended to increase expenditures by \$118,500

NOW THEREFORE, be it resolved by the Library Joint Powers Authority Board

Amend the FY 2011-12 Budget to increase expenditures in the following areas:

Collection Management \$51,500

Capital Maintenance \$22,000

Staff Development \$15,000

Contract Assistance for IT

Totaling \$118,500

PASSED AND ADOPTED this 6th day of February 2012 by the following votes:

AYES: Board Member(s):

NOES: Board Member(s):

ABSENT: Board Member(s):

DISQUALIFIED: Board Member(s):

APPROVED

ATTEST

Chair

Board Clerk

MEMORANDUM

DATE: February 1, 2012
TO: Joint Powers Board
FROM: Teresa Landers, Director of Libraries
SUBJECT: Budget Priorities

RECOMMENDATION: The LJPB affirm these priorities and provide direction for the preparation of the FY12/13 budget.

The Community Service Model provides clear direction for budget priorities for the next few years. The following are priorities to consider for the FY12/13 Budget

1. Maintaining the cash flow reserve: The early achievement of the cash flow reserve will have a major impact beginning in FY13/14 when the recommended allocation of \$100,000 per year to build the reserve was to have started and will now, most likely, not be necessary. The goal now should be to maintain the reserve we have succeeded in building.
2. Achieving the increase in hours as recommended in the Community Service Model. An estimate of the total cost to achieve this increase and timeline to do so will be available for the March Board meeting.
3. Honoring the other recommendations in the Community Service Model with respect to technology, vehicles, capital maintenance and small capital improvements.

With these priorities in mind, work can begin on building the FY12/13 budget.

000034

Santa Cruz Sentinel.com

JobScout: New online resource to help digitally illiterate apply for jobs online

By JONDI GUMZ -- Santa Cruz Sentinel

Posted: 02/01/2012 08:09:03 PM PST

SANTA CRUZ - Chantel Van Pelt, 24, a UC Santa Cruz graduate, would like to find a job that relates to her major, history of art and visual culture. With local unemployment at 12.2 percent, that's a challenge.

So Van Pelt was pleased to discover a new resource for job hunters at the Santa Cruz public library downtown.

It's JobScout, a website developed by San Francisco firm Realpolitech with \$100,000 in seed money from the California State Library.

The Santa Cruz library system is one of the four in the state selected to pilot JobScout, the flagship initiative of iCalifornia, a state-funded campaign for digital literacy that kicked off at a community college in Sacramento on Wednesday.

"As a culturally diverse coastal community, Santa Cruz was determined to be a great fit for the JobScout pilot," said Stephanie Margossian of Realpolitech.

She said JobScout's target audience is Californians looking for work with little or no digital literacy skills. She estimates one in five Californians fall into this category.

"More and more jobs require you apply online," said Diane Cowen, virtual services specialist at the Santa Cruz library. "People who don't know how to fill out an application online are at a disadvantage."

JobScout, at <http://jobscouts.caltrail.com> and on the Santa Cruz public library website, features step-by-step lessons on how to set up a Gmail account, how to use Google and other search engines to research employers and how to create a resume.

It uses a quiz format to check your knowledge, with a toothy chipmunk offering "merit badges" and responding with encouragement about the number of questions answered correctly. It generates a list of jobs from the Indeed.com website matching your interest.

Developers have been responsive to feedback since JobScout went live in December, according to Cowen. For example, a problem with a link was fixed within 24 hours.

Doing all of JobScout's lessons on using the Internet would take more than an hour, so library staff direct job hunters to computers without a one-hour time limit. There was no line Wednesday afternoon.

Local reaction to JobScout varied.

"This site is a great idea," said Blaire Ward, a senior at Scotts Valley High School. "Simple to use and not hard to work with."



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Santa Cruz Sentinel.com

Mike Hartrich, who founded the Santa Cruz Construction Guild to help contractors find work in the downturn, was skeptical.

"Use of cartoon merit badges for adults is absurd and demeaning," he said, suggesting Cabrillo College as a good place to become digitally literate and learn trade skills.

Ken Winters, who runs the Staffback recruiting company, was dubious as well. But he said would bring it up at the free HireWire.org workshop for job hunters Feb. 14.

Beth Hollenbeck, a music teacher and musician who organized a job fair for the San Lorenzo Valley Chamber of Commerce last year, found the chipmunk "a bit juvenile" but she appreciated having another resource for job hunters.

She noticed "music" generated a listing of music teacher jobs over the hill while "musician" produced a job in a music retail store.

"It would be great if just 'music' or 'musician' popped all potential jobs in the market for the searcher to decide which one might be the best fit," she said.

"Whether this site will help job seekers is unknown," said David Lundberg of Workforce Investment Board Santa Cruz County, a federally mandated agency at www.workforcescc.com dedicated to helping job hunters and employers.

Lundberg suggested the state library coordinate with the nonprofit representing the 49 work force investment boards in California.

The state Employment Development Department plans to launch a new job and work force website July 2, he added.

Van Pelt, a first-time JobScout user, found it interesting.

"It's got a great resume builder," she said. "It

formats everything for you and you can access it anywhere."

She appreciated the lessons on LinkedIn.com, a professional networking site that is new to her, using the Internet to research companies and prepare for interviews. She didn't mind the chipmunk.

"It's there to encourage you," she said.

"I think I'll try it," said Mary Ann Heine of Boulder Creek, overhearing the conversation.

A volunteer who works with senior citizens, veterans, people with disabilities and the homeless, Heine, 59, she admitted she is technologically illiterate.

"I'm the perfect candidate to give it a test," she said, and in a few minutes, added, "It's working so far."

AT A GLANCE

Santa Cruz Public Libraries have several new resources for job-seekers on its website, www.santacruzpl.org.

Click on Internet Resources, then click on Careers & Jobs in the lefthand column.



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BRAINFUSE HELPNOW: Free academic help, live online tutoring for elementary, middle school, high school, college, adult education, SAT/ACT/GED/Citizenship test. Maestros en español disponible.

CAREER TRANSITION: A step-by-step approach to help people explore careers, assess interests and experience, write a resume, search and apply for jobs.

JOBNOW: Resume assistance, live interview preparation and career coaching.

JOBSCOUT: Lessons for job-hunting online, how to upload a resume, and job listings.



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Santa Cruz Sentinel.com

Education Digest: Jan. 29, 2012

Posted: 01/29/2012 01:30:06 AM PST

COUNTY

Libraries offer homework help

Branches of the Santa Cruz Public Libraries offer free homework assistance.

Help is available from 2-4 p.m. Tuesdays at the Boulder Creek Branch, 13390 W. Park Ave.; 3:30-5:30 p.m. Tuesdays at the Branciforte Branch, 230 Gault St., Santa Cruz; 3:30-5:30 p.m. Mondays at the Garfield Park, branch, 705 Woodrow Ave., Santa Cruz; and from 3-5 p.m. Tuesdays at the Live Oak branch, 2380 Portola Drive, Santa Cruz.

Certified teachers provide the homework help as part of the partnership with the county Office of Education. There is at least one bilingual tutor at each location, and no appointment is necessary.

For more information, contact Sandi Imperio at 477-7700, ext. 7665.

LIVE OAK

Tierra Pacifica hosts info nights

Tierra Pacifica Charter School is hosting information nights 6:30-8 p.m. Monday and Feb. 22 for prospective families at its Live Oak campus, 986 Bostwick Lane.

For information and to reserve a space for free child care, call Kitty Hansen at 462-9404 ext. 0. Also visit the school's website at www.tierrapacifica.org.

The deadline for applications to be included in

the lottery for 2012-13 enrollment is 3 p.m. on March 15.

SAN LORENZO VALLEY

Association gets new president

The Santa Cruz County School Boards

Association has a new president.

The association voted George Wylie, San Lorenzo Valley Unified School District trustee, to the post at its Jan. 19 meeting.

Wylie replaces Judy McGooden, the Soquel Union Elementary School District trustee who served as the association's president for the past two years.

SANTA CRUZ

School to host information night

Coastal Community Preschool is hosting a Kindergarten Information Night 5:45-7 p.m. Tuesday for families researching the educational options available for kindergarten age children in Santa Cruz.

Representatives from local private and public



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Santa Cruz Sentinel.com

schools will be on hand to answer questions about programs, enrollment process and readiness.

The meeting will be at Coastal Community Preschool's campus, at 900 High St. in Santa Cruz. The school is behind First Congregational Church.

For information, call the Coastal Community Preschool office at 462-5437 or send an email to info@coastalcommunitypreschool.org.

MOUNT MADONNA

Students learn by doing

Mount Madonna School students are practicing learning a second language through the Total Physical Response Storytelling method, which integrates physical actions and cues with vocabulary, speaking and listening skills.

This method helps students who learn best by "doing" use a combination of physical activity and speaking out loud to increase their comprehension when learning a new language.

SANTA CRUZ

Get to know Spring Hill

Spring Hill School is gearing up for the first of a series of three informational evenings, titled "Know Your School," at 6:30 p.m. Tuesday, 250 California St., Santa Cruz.

The first presentation will be to discuss the "Mission and Philosophy of Spring Hill."

For information, call 427-2641.

LIVE OAK

IHOP fundraiser to aid school

International House of Pancakes will help Green

Acres School raise funds for classroom materials.

From 7 p.m. until closing time on Wednesday, 20 percent of purchases will be donated to the school.

This is an ongoing fundraiser, with IHOP accepting donations the first Wednesday of each month.

Participating customers simply have to mention Green Acres School to contribute. For information, call 475-0111 ext. 204.

SANTA CRUZ

Family math night a success

Math magic tricks, a fraction race and estimating the number of M&Ms in a jar were just a few highlights of Spring Hill's recent Family Math Night event.

The annual event drew families from the school and the community, as well as visitors looking to learn more about the school's award winning program. The event's goal is to help families realize that math is fun.

LIVE OAK



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Good Shepherd hosts open house

Good Shepherd Catholic School's open house is planned for 5:30-7:30 p.m. Wednesday at its 2727 Mattison Lane campus in Live Oak.

Parents of prospective students will be offered a tour of the school, visit classrooms, view the all-school art exhibit in the gym, and ask questions of the current faculty and parents.

For information, go to www.gsschool.org or call 476-4000.

SANTA CRUZ

Store to help schools go solar

New Leaf Community Markets' customers are helping bring solar power to local schools with the purchase of \$2 "Solar for Schools" certificates sold at store registers.

The first school to benefit from this program is Bonny Doon Elementary, where solar panel installation is to wrap up this spring using local companies and installers.

All the money raised through the sale of the certificates goes to the Monterey Bay Fund.

APTOS

Retired teachers group to meet

The California Retired Teachers Association of Santa Cruz County will host Mas Hashimoto, a renowned historian of Japanese American experiences during World War II, at its meeting Wednesday.

Hashimoto will present, "Lessons in Loyalty" during the 11:30 a.m. to 2 p.m. event at Seascape Golf Club.

Lunch reservations are \$14. Mail payments to G. Hastings, 6013 Thurber Lane, Santa Cruz, 95060.

CORRALITOS

Salesian accepting applications

Salesian Elementary and Junior High School is accepting applications for the 2012-2013 school year. The K-8 school is hosting an Open House 5:30-7 p.m. Thursday at its campus, 605 Enos Lane in Corralitos.

For information or to schedule a tour on another date, call 728-5518. Learn more about the school online at salesianschool.org.

WATSONVILLE

Moreland accepting applications

Moreland Notre Dame School is accepting applications for the 2012-13 school year.

An open house will be held 5:30-7 p.m. Thursday, and school tours will be 10:45 a.m. to noon Feb. 14 and 23, as well as March 14 for potential families to check out the campus, 133 Brennan St., Watsonville.

For information, call 728-2051 or go to www.mndschoool.org.

APTOS



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Santa Cruz Sentinel.com

School hosts open house

Aptos High School invites parents of prospective students to attend an "Eighth Grade Parent Night/Open House" 6-8 p.m. Thursday at the school, 100 Mariner Way.

Prospective students may attend but this event is designed for parents and members of the community.

For information, call Melani Davis at 688-6565 ext. 230.

SOQUEL

Career Center reopens

Soquel High School's Career Center in room 101 is open again and open for business.

The center provides information about universities and colleges here and afar, military options, financial aid, career choices, Regional Occupation Program opportunities and Career Technical Education information.

A celebration was held Jan. 13.

SANTA CRUZ

Enrichment courses to start

Monarch Community School will begin offering hour-long "Friday Courses" on Friday.

Taught by parents, community members, teachers and students, the Friday afternoon courses are an integral part of the school's alternative, hands-on curriculum.

The courses are offered each semester to mixed-age groups of students. The courses offered were selected by the students through a ballot system.

For information, go to www.monarch.santacruz.

k12.ca.us/.

SANTA CRUZ

Sale, e-waste event slated

The Westlake Elementary School PTA is holding its annual rummage sale from 9 a.m. to 3 p.m. Saturday, in the school's multipurpose room at 1000 High St., Santa Cruz.

Proceeds will help support school programs.

Meanwhile, donated E-waste will be processed by GreenMouse Recycling.

SANTA CRUZ

School hosts info meeting

Pacific Collegiate School, a public charter school for grades 7-12, is hosting an information meeting 9-11 a.m. Saturday for families interested in applying to the school's entrance lottery on Feb. 23.

The meeting will take place in the gymnasium, at 255 Swift St., Santa Cruz.

Applications are due by Feb. 17.



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For information and to apply, go to <http://www.pacificcollegiate.com/> and click on the "Admissions" tab.

LIVE OAK

Students prepare for science fair

Middle School Students at Good Shepherd Catholic School will fine tuning their projects as they gear up for the science fair.

Students will enter their projects in the fair Feb. 7.

The public will be able to view the projects 10 a. m. to noon Feb. 8 in the school gym, 2727 Mattison Lane in Live Oak.

For information, go to www.gsschool.org.

SANTA CRUZ

School holds open house

Santa Cruz Children's School is hosting an open house 4-5 p.m. Feb. 7 at its 366 Gault St. campus in Santa Cruz's Seabright neighborhood.

The event provides prospective parents with an opportunity o meet the kindergarten teacher and tour the school. For information, call 429-8444 or go to <http://www.sccchildrensschool.com>.

CAPITOLA

3PENS fundraiser at Shadowbrook

Dining out at Shadowbrook Restaurant the evening of Feb. 7 will support programs offered by Santa Cruz's three Parent Education Nursery Schools, also known as 3PENS.

From 5-8:45 p.m. that day, diners can mention 3PENS and have 30 percent of their purchase be donated to the group.

To make a reservation, call Shadowbrook at 475-1511.

LIVE OAK

Bezos Scholars candidates named

Cypress High School has nominated Marcus Mathews and Zachary Elliot, both juniors, as Bezos Scholars candidates.

The scholars are paired with an educator from their school and join 12 other high school students from around the country for a year-long leadership development program hosted by the Aspen Institute.

The group of Bezos Scholars will travel to the Aspen Ideas Festival, a gathering of thinkers and change agents from around the world for an all-expenses-paid week of seminars and informal meetings with international leaders, journalists, arts and entrepreneurs from diverse backgrounds.

To submit an item for Education Digest, email educationdigest@santacruzsentinel.com. The deadline for Sunday's paper is noon Wednesday. If you would like to attach a photo for consideration, please include a caption and a photo credit. Questions, call education team



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Santa Cruz Sentinel.com

Library workers adjust to new duties while patrons rejoice in longer hours

By Cathy Kelly

Posted: 01/09/2012 01:30:15 AM PST

LIVE OAK -- Increased library hours instituted this month have patrons feeling grateful and library employees adjusting to new job duties.

Earlier this month, the Santa Cruz City-County Public Library system expanded hours in its 10 branches by 24 percent. The expansion was part of a new service model approved by the library board last spring that focuses on increasing access to the libraries while directing more funding toward rainy-day savings and improved technology.

In December, 13 employees were laid off, some of whom retired and some of whom took temporary jobs within the system.

"Expanding the hours is great," said Phil Shima of Capitola, who was one of many patronizing a crowded Live Oak library Sunday. "I just don't know how they can do that while cutting staff. I feel real bad for the staff."

Librarian Heather Norquist on Sunday was writing new reference hours on a chalkboard at the Live Oak branch. Norquist said that while library hours might have increased, the number of librarians has not.

Before the January changes, there was a librarian at the reference desk and at a desk in the children's area in Live Oak, she said.

Now, one librarian is stationed at the main circulation desk at certain high-use times, she said. There, the librarian fields all reference and other questions and provides back-up

circulations services, Norquist said.

"It's called single point of service," she said. "Most people have gotten

completely different jobs. We're trying to be optimistic, but it's hard because the level of staffing is so diminished."

She said a community survey showed that people wanted the libraries to be open more hours, and did not want branches closed.

Liz Starkey, a 17-year-old Harbor High student, was at the library Sunday working on a research project for her government class.

"It is hard to get stuff done when it's not open," she said. "There are not many others in this area. And this branch is closed Friday and Saturday. The hours have been cut at the school library, too.

"Its a super nice library. I wish it was open more."

Most of the branches are open five days per week.

This month's increase in operating hours added 61 hours spread among the branches, with the busiest getting the most increase.

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After new data on circulation, visitors and staff workload is evaluated in coming months, the board will consider increasing hours by another 24 percent this summer, library officials said earlier this month.

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Teresa Landers <landerst@santacruzpl.org>

Fwd: SCPL Patron Comment or Suggestion: THANK YOU

WEBMASTER SCPL <webmaster@santacruzpl.org>

Thu, Jan 12, 2012 at 10:46 AM

To: System Managers <managers@santacruzpl.org>

positive feedback from the public via the website

diane

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

From: <webmaster@santacruzpl.org>

Date: Thu, Jan 12, 2012 at 7:15 AM

Subject: SCPL Patron Comment or Suggestion: THANK YOU

To: webmaster@santacruzpl.org

The following message has been received from:

NAME: Helen Klee

PHONE NUMBER: [8314625829](tel:8314625829)

EMAIL ADDRESS: hkleester88@yahoo.com

Thank you for getting the pick up notification up. Great help and thanks again for the new items feature. I love the 3 day notice when a book is due, too!

000045



Teresa Landers <landerst@santacruzpl.org>

Exhibit a success!

Paul Titangos <titangos@pacbell.net>
To: landerst@santacruzpl.org

Wed, Feb 1, 2012 at 2:09 PM

Dear Director Teresa Landers,

I am writing just to thank you for opening up your library to First Friday Santa Cruz, enabling me to hold two successful First Friday exhibits at your Downtown Branch, December 2011 and January 2012, as part of the 20th anniversary celebration of my studio establishment.

The two exhibits have been a very rewarding experience. They provided me with a direct dialog with the public through my photographs taken in more than four decades around the world. The attendance has remained consistently high and diverse. Notable visitors, include well-known artists like Franz Lanting and Bob Bowman, to budding photographers like Roberto from Watsonville; from local leaders like Cynthia Matthews and Chip, to elderly Dominican Oaks residents and their accompanying families; from renowned Dr. Gene Moriarty of San Jose State University, to numerous art students and visiting AmeriCorp workers. The fact that my studio has been in business for twenty years has boosted strong confidence in younger generations: there is a future in the pursuit of art, change is the order of the day and the key is to transform it into opportunities.

The success of these two First Fridays would not be possible without your support. Library managers Emily Galli and Janis O'Driscoll have not only made detailed and meticulous overall arrangements for the library art tours, but also submitted materials on time, making and displaying effective signs in and outside the library. In addition, other managers like Gale Farthing and Jeanne O'Grady, gave up their First Friday nights to oversee the tours. In addition, Shantel, your library aide, has been a wonderful art reception specialist. She arranged food and drinks tastefully; she made sure all the signs were properly displayed and taken back. I have also received warm support and enthusiastic attendance from your staff members such as Brenda, Paula (T), Kari, Barbara, Jason, Catherine and Gary.

Thank you again for the great opportunity you have rendered to the art community of Santa Cruz County.

Sincerely,

000046

Paul Titangos

Owner

Titangos Photography Studio

216-Fern Street

Santa Cruz, CA 95060

(831) 423-8786

titangos@pacbell.net

www.titangos.com

000047

JAN 17 0 2012

MEMO

9 January 2012

**To: Teresa Landers
Director
Santa Cruz Public Library**

From:

**Mary Parker
Santa Cruz Genealogy Society
Office Manager**



I just want to let you know that when I was speaking with a patron, Bernice Ferguson, in December, she wanted me to express her enthusiastic gratitude to Fred Ulrich for his exemplary service to her recently in researching an American Ohlone Native man in the Fresno area. Apparently Fred had taken the information and called her back the next day. She very much appreciated his time and effort on her behalf.

I am passing word of this on to Fred as well.

Cc: Fred Ulrich

000048



Teresa Landers <landerst@santacruzpl.org>

Fwd: SCPL Patron Comment or Suggestion: new library schedule

WEBMASTER SCPL <webmaster@santacruzpl.org>

Wed, Jan 11, 2012 at 3:41 PM

To: System Managers <managers@santacruzpl.org>

I thought you might like to hear something positive!

Diane

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

From: <webmaster@santacruzpl.org>

Date: Wed, Jan 11, 2012 at 1:58 PM

Subject: SCPL Patron Comment or Suggestion: new library schedule

To: webmaster@santacruzpl.org

The following message has been received from:

NAME: Jeanne Chaikin

PHONE NUMBER: 831/684-2215

EMAIL ADDRESS: jeannechaikin@yahoo.com

I really like the new library schedule!!

It always made sense to me if the library was to be open 5 days a week, the best days to close were Sunday & Monday; as is the case at many of the branches now. Thank you!

000049

Libraries begin lending out Chromebooks

December 15, 2011 By *Jeff Hughes*

Google is getting the word out there on its Chromebook product, working with libraries to gain more support from consumers.

Google has been working with public libraries recently in order to circulate its Chromebook concept. At least three libraries have been working towards lending out Chromebooks to patrons for a period of time.

Most notably, the Palo Alto, California Library will begin making Chromebooks available for loan in January; patrons will be able to check-out the Google devices for up to one week. The pilot project is a first-of-its-kind, though the library had previously made Windows laptops as well as Chromebooks available to patrons in the Downtown, Main and Mitchell Park libraries for two-hour checkouts with library cards.

Along with Palo Alto, September brought Chromebooks to New Jersey's Hillsborough Library where patrons were allowed to use the netbooks for four-hour time slots, with an additional two-hour renewal period. Also, Wired points out the Multnomah County Library has been testing 10 Chromebooks at five libraries in Portland, Oregon, though patron's access has been limited and supervised.

Google got in touch with the library a few months ago, and Palo Alto tested out 21 of the devices over a month's time before deciding on its upcoming January lending program. "A whole new kind of computer," says the Chromebook terminal sign. The library's program aims to highlight how the devices are perfect for sharing, as Chromebooks cloud allows user's to make each device their own once logged-in.

However, Palo Alto patrons still shy away from the novelty of Google's laptops, gravitating instead to the more comfortable Windows devices. A senior librarian pointed out that the typical response to Chromebooks would be, "that was pretty cool. I wish I could do word processing with that." The library itself has had a hard time acclimating itself to the devices, finding problems getting Chromebooks to print on the pay-to-print system.

Aside from the libraries, Google has been doing its best to get its product into consumer hands through the Chrome Zone, as well as pilot programs like the one for Virgin America fliers where Chromebooks get handed out for the duration of a flight.

The Coming End of the DVD

There's a continuing pattern that gives us clues about the end of the DVD format. Of course, there are still niche markets for vinyl and tape. They're very small markets.

Internet Braces For Stream-Only Netflix

"The U.S. Postal Service is cutting back on one-day delivery, and the decision has many wondering if the days of shipping and receiving those red Netflix envelopes are nearly over.

Netflix is downplaying any rumors of its imminent DVD demise. Spokesman Steve Swasey said the company is going to work, somehow, with the Postal Service to "minimize impact on Netflix members who receive DVDs by mail." But the company will go streaming-only in the U.S. "at some point in the future," Swasey says. He just won't say when. CEO Reed Hastings recently described the DVD business as being in "a slow decline over the next, well, many years."

So, we need to ask ourselves:

1. Many public libraries have significant circulation in DVDs. What scenario would ensure public library success? Can they acquire the right to downloads and circulate hard copy DVDs? Can they offer streaming databases of collections?
2. Is there any scenario that offers a positioning for public libraries to thrive? What actions would be necessary – public policy, licensing, collaboration, consortia, metadata, recommendations, reviews, etc.?
3. Is there a metaphor here for e-books with a slightly longer timeline? Many public libraries have their primary circulation in print fiction. What scenario would ensure public library success? Can they acquire the right to downloads and distributed access? Can ALL publishers of fiction be brought on side? With key library cardholder market niches adopting e-books faster than others, what scenario offers a positioning for public libraries to thrive? What actions would be necessary – public policy, licensing, collaboration, consortia, metadata, recommendations, etc.?

2012 will be tipping point year for all e-content access.

Will the Internet go through another bottleneck issue for access – like the old AOL issues of memories past – because of increased media streaming?

Stephen

Posted on: December 20, 2011, 6:54 am

000051

Taking shelter in the library stacks

By Ernie Suggs and Johnny Edwards

The Atlanta Journal-Constitution

5:00 a.m. Wednesday, January 11, 2012

It is 8:30 a.m., around 22 degrees in downtown Atlanta, and workers are scurrying into offices for their first day back at work after the holidays.

Outside one large concrete building along Peachtree Street, a crowd of around 50 men and women — most of them in tattered clothing and unraveling shoes, carrying motley possessions in multiple bags — stand quietly in the freezing cold.

At exactly 9 a.m., the door opens. They all rush in, soaking up the new-found warmth. Some have been on the streets for hours, some all night. But this isn't a homeless shelter or a soup kitchen.

“Good morning,” shouts another security guard, lining them up to check bags. “Welcome to the Central Library.”

For many of them, it's the beginning of a 12-hour shift, where they will sit and read newspapers and magazines, or surf the Internet, from the time the library opens to the time it closes. Some will just sit and stay warm and safe.

Hope Pitts, 22, sits in a chair in the back of the fourth floor. She has come to the library every day it has been open for the last four years.

Avoiding shelters, she sleeps in the streets and under bridges at night. She said she has been assaulted and raped several times. With absolutely nothing else to do, she sits in her chair all day. Hardly moving. Rarely speaking.

“I just wanted to find a place to feel safe. It is tough being a woman out there,” Pitts said. “Sometimes I read romance novels. Because they are telling stories about love and being wanted.”

The Central Branch of the Atlanta-Fulton Public Library, like others across the country, has a serious homeless issue. Metro Atlanta patrons also have complained about the homeless in DeKalb, Cobb and Gwinnett county libraries.

The American Library Association considers the homeless pouring into public libraries to be a nationwide concern, particularly for urban systems. But whether it is a problem for the Atlanta-Fulton system — which has a projected 2012 budget of \$29.97 million for more than 30 branches — or not, depends on whom you ask.

000052

Marty Reed, a Friends of the Central Library board member who has been volunteering there for about five years, estimates that, on any given day, about 20 to 25 percent of the library's visitors are homeless. At a recent literary event, he watched attendees leave early, obviously uncomfortable being around other patrons in ragged clothes with foul body odor. He said he's certain the homeless are causing others to stay away.

Like Jeff Skodnik, a 53-year-old Atlanta resident.

"As a taxpayer we are spending a lot of money for wonderful library resources. But from a practical perspective, it looks like a good percentage of what is going on is warehousing vagrants," Skodnik said. "The library is not being used as a library. It is being abused and taken over by the homeless."

Skodnik, a regular user of the library who has checked out books, videos and DVDs for the last 18 years, said it is also a problem at his neighborhood branch — Ponce De Leon. At the Auburn Avenue Research Library, he said he once, "saw a guy practically taking a shower in the bathroom."

But James A. Taylor, who has been a librarian in Fulton County for 29 years, sees things differently.

"I used to think we had a homeless problem, now I don't," Taylor said. "In the last three years I have had two friends — who otherwise are like me and you, college graduates, with a house and family — who have fallen through the social net and are now homeless."

Even if officials wanted to do something, like ban or limit access to the homeless, the chances of it happening are slim. ALA President Molly Raphael said legal and philosophical reasons prevent it.

"That would be absolutely diametrically opposed to what libraries stand for, which is open to all people," said Raphael, who dealt with the issue herself as a former libraries director in Portland, Ore., and Washington, D.C. "The answer is not to get the homeless out of the library. The answer is to deal with homelessness within the community."

Atlanta-Fulton libraries Director John Szabo said he knows many taxpaying cardholders are put off by the large numbers of homeless milling around the Central Library.

"The perception is something that we're aware of, and it's challenging," Szabo said. "But we're a public building, and we welcome everyone."

Most directors would consider driving out a class of people unthinkable, Raphael said, especially during a recession when those down on their luck need resources — such as public access computers — to look for jobs. The association suggests libraries adopt clear rules of conduct that can be fairly applied to all patrons and work with social services to find help for those who need it.

Anyone who comes to any Atlanta-Fulton branch must adhere to a conduct code, which prohibits panhandling, bathing, bedrolls and blankets, sleeping, bringing in more than two bags, poor hygiene, disruptive behavior and “infested personal items.”

Szabo said the libraries have had only minor incidents occur, such as patrons entering intoxicated, people sleeping or people caught bathing in restrooms. For the most part, the homeless seem to be using resources, such as reading books and magazines and surfing the Web, he said.

“It’s a safe place,” Szabo said. “It’s a welcoming place.”

Shortly after the library opens, Kent Ruffin, 47, makes his way to the periodicals on the second floor. The area — used mostly by the homeless — is segregated behind a giant staircase and can’t be easily seen from the elevator. There are no comfortable sofas there, just hard stools.

Ruffin, who wears a black patch over his left eye, usually sleeps at the Atlanta Union Mission, before leaving at 4:30 a.m. to roam the streets, find food and wait for 9 a.m.

“This is the most decent place you can come. I can just come here and read the paper or a book,” Ruffin said. “And you ain’t around all the craziness, chaos and the stupid stuff going on.”

Most of the activity is on the fourth floor, where the library houses public computers and people can get information about jobs, training and educational opportunities. There is also an office of the Fulton County Workforce Development.

Taylor, who also hosts the popular Writers-in-Focus television show on Fulton County Government Television, said it remains important to “bring services to people who wouldn’t be able to use them.”

“We are getting more and more people, which is a direct reflection of the economy. The social net is smaller, jobs are few, people become more dependent,” said Taylor, who as the system’s outreach services manager, goes to homeless shelters and senior centers to encourage people to come to the libraries.

Usage statistics don’t suggest patrons are staying away from branches with visible homeless.

The Central Library had about 644,500 visits in 2011, a 3 percent increase over 2010 visits. The Ponce de Leon branch had almost 263,500 visits last year, a 32 percent increase over the previous year, a trend partly attributable to the downward economy as people are using the facility to search for jobs.

Libraries issue three-month “courtesy cards” to patrons who want a library card, but don’t have a permanent address. The Central Library has 861 cards issued, while Ponce de Leon handed out 17. Library spokeswoman Kelly Robinson said the courtesy cards make up only a fraction of the 500,000 library cards issued system wide.

000054

Sidney Muchene is using the library to print copies of his resume and use the free Wi-Fi for his laptop. He is not homeless, but is in desperate need of a job. He is not bothered by the homeless men and women beside him.

“The only place they can come is here, so I understand their reason for being here,” Muchene said. “In order to make a proper turnaround they have to have proper exposure and options.”

Nearby, Negussie Andargie, 58, is trying to do just that. He reads over a pamphlet that includes educational and social service programs throughout the county. Occasionally, he peers over at the computer section. He is next in line to sit at station 16.

“You come to the library to get away from it all for a little while,” said Andargie, who has been homeless on and off for a decade and without a job for two years. “And I have never felt unwanted here.”

Find this article at:

<http://www.ajc.com/news/atlanta/taking-shelter-in-the-1293821.html>

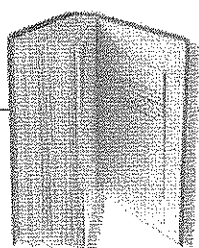
The January 2012 *60 Minutes/Vanity Fair* Poll

Americans can accept getting rid of the national symbol. But our religious beliefs are sacrosanct.

To answer the questions yourself, visit the [60 Minutes homepage at CBSNews.com](http://60Minutes.com).

‘Nostalgia isn’t what it used to be,’ Peter De Vries once noted. Americans, given the opportunity to go all sepia-toned when asked which decade of the last eight we think was best to live through, all but ignored the 1930s and 1940s and instead got misty over the 80s and 90s. Nor are we nostalgic for the George W. Bush presidency: the current president, says our poll, would defeat W. today by 9 percentage points. Locally produced food might suggest the future, but it also conjures the past—and our interest in returning to that simpler, pre-processed time is limited, with nearly half saying we’ll buy local only when convenient.

What American symbol—or, anyway, what American symbol with long primary feathers—carries more cultural impact than the bald eagle? And yet, only 20 percent of us would renew the bird’s contract as our national emblem; a third would prefer to see the grizzly in that role. (Fine. But good luck getting a large bear to soar over a ballpark during “The Star-Spangled Banner.”) As for visits to one’s local public library, they fairly drip long-gone-era ... and two-thirds of us partake no more than once or twice a year. One question did bring out some of our latent retro attitudes: what would we outsource in a marriage? But it wasn’t so much the fact that “household chores” are what we overwhelmingly chose. Rather, it’s how many more men than women would like to outsource “long conversations.” And, just like that, we’re all seeing sepia. Or is it red?



In general, how often do you visit your local public library?

	ALL	MEN	WOMEN	PARENTS	NON-PARENTS
Every week	15%	10%	20%	22%	12%
Once a month	18	17	20	20	17
Once or twice a year	31	31	31	31	30
Never	35	41	29	26	39

000056