SANTA
CRUZ
SC **PUBLIC**
PL **LIBRARIES**

LIBRARY JOINT POWERS AUTHORITY BOARD

Monday, October 1, 2012
Downtown Branch Library Main Meeting Room
224 Church St, Santa Cruz, CA 95060

6:00 PM   WORKSHOP: FACILITIES MASTER PLAN
    1. Activity sheet sample (PG.3)

6:30 PM   PUBLIC MEETING

1. ROLL CALL

2. APPROVE AGENDA OF OCTOBER 1, 2012

3. ORAL COMMUNICATIONS

4. PROCLAMATION: FRIENDS OF LIBRARIES WEEK (PG. 4)

5. MEMBER REPORTS

6. CONSENT AGENDA

    A. Approve minutes of September 10, 2012 (PG.5-11)

7. FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES REPORT

8. STAFF REPORTS
    A. Monthly Narrative Report: August 2012 (PG.12-15)
    B. Statistical Reports - handout at the meeting
    C. August Financial Report (PG.16-25)
        i. Draft of new snapshot reporting format (PG.26)
    D. Status Update: Facilities Master Plan (PG.27)
    E. Status Update: IT Strategic Plan (PG.28)

9. OTHER BUSINESS

10. WRITTEN COMMUNICATIONS
    A. Articles about Santa Cruz and California Libraries (PG.29-33)
    B. Patron Written Comments (PG.34-37)
    C. Articles on Libraries Nation Wide (PG.38-46)
    D. Security Incidents Log (PG.47)
    E. Felton Library Land Subdivision Status Report (PG.48-49)
    F. List of current Library partnerships (PG.50-53)
    G. Answers to Questions on Current Collection Management Procedures (PG.54-55)

11. BOARD MEETING CALENDAR

The Board will consider its current meeting schedule and may revise it as necessary.

12. NEXT MEETING

The next regularly scheduled meeting is Monday, November 4, 2012 at 6:30 p.m. at the Downtown Branch Library.

13. ADJOURN

The Library Joint Powers Authority Board will adjourn from the regularly scheduled meeting of Monday, October 1 to the next regularly scheduled public meeting on Monday, November 4 at 7:00 pm in the Community Meeting Room of the Downtown Branch Library.

The Santa Cruz City-County Library System does not discriminate against persons with disabilities. Out of consideration for people with chemical sensitivities, we ask that you attend fragrance free. Upon request, the agenda can be provided in a format to accommodate special needs. Additionally, if you wish to attend this public meeting and will require assistance such as an interpreter for American Sign Language, Spanish, or other special equipment, please call the Library Administration Office at 427-7706 at least five days in advance so that we can arrange for such special assistance, or email subfinders@santacruzpl.org.

Santa Cruz Sentinel

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iPhone 72: how long will you wait in line?   x   Man bites dog   x   SCPL releases master plan   x

Santa Cruz Public Libraries Facilities Master Plan
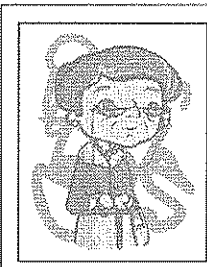
[Write your article title here]

After the master plan is released, you are interviewed about your vision of the Library and the impacts of the master plan.

Name: _____

- The master plan preserves the best things about the Library today, including:

- The master plan recommendations will benefit the community by:

- I support the master plan because:

[Character card will be distributed at meeting]

This person sees value in the master plan because:

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PROCLAMATION OF THE SANTA CRUZ PUBLIC LIBRARY JOINT POWERS AUTHORITY BOARD PROCLAIMING OCTOBER 21-27, 2012 AS NATIONAL FRIENDS OF LIBRARIES WEEK

WHEREAS, Friends of the Santa Cruz Public Library raise money that enables our library to move from good to great -- providing the resources for books and materials, additional programming such as the Big Read and special branch programming, much needed equipment including new tables and chairs for meeting rooms and digital signage, support for children's summer reading and the Festival of the Book, and special events throughout the year such as Munching with Mozart, Community Poetry Circle and Computer Clubs;

WHEREAS, the work of the Friends highlights on an on-going basis the fact that our library is the cornerstone of the community providing opportunities for all to engage in the joy of life-long learning and connect with the thoughts and ideas of others from ages past to the present;

WHEREAS, the Friends understand the critical importance of well funded libraries and advocate to ensure that our library gets the resources it needs to provide a wide variety of services to all ages including access to print and electronic materials, along with expert assistance in research, readers' advisory, and children's services ;

WHEREAS, the Friends' gift of their time and commitment to the library sets an example for all in how volunteerism leads to positive civic engagement and the betterment of our community;

NOW, THEREFORE, I, Sam Storey, Chairperson of the Library Joint Powers Board proclaims October 21-27, 2012, as National Friends of Libraries Week in Santa Cruz County, California and urges everyone to join the Friends of the Library and thank them for all they do to make our library and community so much better.

Signed this 1st day of October, 2012.

SANTA CRUZ PUBLIC LIBRARIES
A CITY-COUNTY SYSTEM

LIBRARY JOINT POWERS BOARD

MINUTES

Aptos Branch Library Main Meeting Room
7695 Soquel Drive, Aptos, CA

September 10, 2012

6:30 PM   PUBLIC MEETING

I.   ROLL CALL

Present: Citizen Nancy Gerdt, Councilmember Katherine Beiers, Councilmember David
                Terrazas, Councilmember Sam Storey, Councilmember Randy Johnson, Citizen Dick
                English, Citizen Leigh Poitinger, Supervisor Ellen Pirie

Absent: Supervisor Mark Stone

Staff: Marc Pimentel, Finance Director; Teresa Landers, Director of Libraries

II.   APPROVAL OF MEETING AGENDA OF SEPTEMBER 10, 2012

Supervisor Pirie moved, seconded by Councilmember Terrazas

> **That the Board approve the Agenda of September 10, 2012 with the following
> change: move item 8 B to the beginning of the Agenda.**
>
> <div align="center">
>
> **UNAN**
> **Absent: Stone**
>
> </div>

VIII   B. Downtown Security

Director Landers gave an update of the security patrols program that is presently being cost
shared with the City of Santa Cruz. The program has been extremely effective and both staff
and the public are benefitting from it. The Board discussed the obvious advantages in
regards to health and safety factors and agreed to the continuation of the program as a
regular service with the addition of coverage Monday through Thursday from 5-7 pm.

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Supervisor Pirie moved, seconded by Councilmember Beiers

> **That the Board approve expenditures of $12,000 for security patrols for the Downtown Branch Library for FY 2012-2013.**
>
> **UNAN**
> **Absent: Stone**

III.   ORAL COMMUNICATIONS

None

IV.   PRESENTATION: Janis O'Driscoll – the Big Read

Janis O'Driscoll, Manager of Programs, Information & Partnerships, gave a presentation on the Big Read 2013 program. The Library won a $20,000 grant from the Endowment of the Arts. The Grapes of Wrath by John Steinbeck will be the focus of the Big Read 2013 program with emphasis on the comparison between the 1930s and the present day situation. Photography exhibits will be part of the program.

Upcoming programs and events at the Libraries: September 30 – October 6: Banned Books Week.

A special evening is planned for October 4th from 7-8:30 pm: Readings from banned books at the SC High School Auditorium with 14 people reading as part of a theatrical performance. This event will conclude with a reading from the Grapes of Wrath.

V.   MEMBER REPORTS

None

VI.   CONSENT AGENDA

Councilmember Terrazas moved, seconded by Supervisor Pirie

> **That the Board approve the Consent Agenda of September 10, 2012.**
>
> **UNAN**
> **Absent: Stone**

A.   APPROVE MINUTES OF July 9, 2012

> **That the Board approve the Minutes of July 9, 2012.**
>
> **UNAN**
> **Absent: Stone**

B.   Reconfirm Volunteer Policy

> **That the Board approve LJPB Policy 106 – Use of Volunteers to Enrich Libraries.**
>
> **UNAN**
> **Absent: Stone**

C.   Resolution to appropriate Richardson Trust Funds

> **That the Board approve that $12,000 in income from the Richardson Trust be transferred and appropriated to the FY 2012-2013 Budget for the purchase of library materials that meet the criteria established for the Trust.**
> **(Resolution # 2012-14)**
>
> **UNAN**
> **Absent: Stone**

D.   Resolution to appropriate Finkeldey Trust Funds

> **That the Board approve that $190 in anticipated interest income from the Finkeldey Trust be transferred and appropriated to the FY 2012-2013 Budget for the purchase of library music materials.**
> **(Resolution # 2012-15)**
>
> **UNAN**
> **Absent: Stone**

E.   Resolution to appropriate McCaskill Trust Funds for the Visually Impaired

> **That the Board approve that $10,000 in accrued McCaskill Trust for the Visually Impaired income be transferred and appropriated to the FY 2012-2013 Budget for the purchase of library materials for this purpose.**
> **(Resolution # 2012-16)**
>
> **UNAN**
> **Absent: Stone**

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F.	Resolution to appropriate McCaskill Trust Funds for Local History

> **That the Board approve that $5,000 in accrued McCaskill Trust for Local History income be transferred and appropriated to the FY 2012-2013 Budget for the purchase of library materials for this purpose.**
> **(Resolution # 2012-17)**
>
> **UNAN**
> **Absent: Stone**

G.	Resolution to appropriate Whalen Trust Funds

> **That the Board authorize the transfer of $10,000 from the Whalen Trust, and that it amend the FY 2012-2013 Budget.**
> **(Resolution # 2012-21)**
>
> **UNAN**
> **Absent: Stone**

H.	Resolution to appropriate Dorothy Hale Trust Funds

> **That the Board authorize the transfer of $20,000 from the Dorothy Hale Trust, and that it amend the FY 2012-2013 Budget.**
> **(Resolution # 2012-18)**
>
> **UNAN**
> **Absent: Stone**

I.	Resolution to appropriate Jim Morley Trust Funds

> **That the Board authorize the transfer of $12,322.07 from the James Morley Trust, and that it amend the FY 2012-2013 Budget.**
> **(Resolution # 2012-19)**
>
> **UNAN**
> **Absent: Stone**

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J.   Resolution to accept Dorothy Hale Funds

> **That the Board accept the $3,000 pecuniary gift from the Dorothy A. Hale Trust, and that it amend the FY 2012-2013 Budget.**
> **(Resolution # 2012-20)**
>
> **UNAN**
> **Absent: Stone**

K.   2012 Holiday Closure Schedule

> **That the Board adopt the following system wide 2012 holiday closure schedule.**
>
> **Thursday, November 22, 2012 (Thanksgiving Holiday)**
> **Friday, November 23, 2012 (Day after Thanksgiving Holiday)**
>
> **Monday, December 24, 2012 (Christmas Eve)**
> **Tuesday, December 25, 2012 (Christmas Holiday)**
>
> **Monday, December 31, 2012 (New Years Eve)**
> **Tuesday, January 1, 2013 (New Years Day Holiday)**
>
> **UNAN**
> **Absent: Stone**

VII.   FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES REPORT

Nora Brink, Member of the Friends of the S.C. Public Libraries Board, gave an overview of the Friends activities, which include:

1. Participation at the Shakespeare Festival in Santa Cruz which included a brief presentation by Friends Board members
2. On November 1st the Friends will be helping at a book signing with profits going to the Friends.
3. Friends will be part of the banned books reading event on October 4th.
4. Annual Report will be published in late October.
5. The next book sale at the Civic Auditorium is scheduled for October 19th & 20th.

VIII. STAFF REPORTS

A.   LIT (Library Information Technology) update
       i.   Strategic Plan Status (Lisa Sullivan & Chris Stathis)
       Lisa Sullivan (ASD Director) and Chris Stathis (CTO) gave an update on the IT Strategic Plan. The goal for the Strategic Plan is to take a good look at where the City IT is now and where the City should be in 5 years and build a roadmap which includes evaluating skill sets, infrastructure etc. The plan includes building a

relationship with the Library IT department and the sharing of information, skill sets, services and equipment where appropriate and cost effective for both. A separate library IT consultant has been hired who specializes in Library IT needs.

Chris Stathis talked about collaborative efforts between City IT and Library IT which have been very fruitful for the last year. A pilot program for Google Chromebooks went well. Knowledge sharing and skill sharing sessions are being conducted bi-weekly. Carson Block, subcontractor to the company Nexlevel, will be the library IT consultant working on the library specific technology piece of the plan. The Board asked several questions and discussed the information presented.

ii. Review of current and planned IT projects (Emily Galli)

Emily Galli, Interim IT Manager, presented a comprehensive overview of Library IT projects. The list encompassed 24 completed projects; 13 projects in process; 19 upcoming projects and 9 ongoing projects. She emphasized that only 20% of these projects are obvious to the public, while the majority of work happens "behind the scenes". It has been an extremely active and successful year for the Library's IT staff.

B. Downtown Security (moved to the beginning of the agenda)
C. Monthly Narrative Report: July
Director Landers reported that ancestry.com has been added to the Library's internet resources and has been met with great enthusiasm by the public. It is a very popular database. The 12th annual Festival of the Book was a great success. Director Landers emphasized that the Libraries Inside Out project has gained national recognition. There is a possibility that the Santa Cruz Public Libraries will be featured in an international documentary on the project.
D. Statistical Report and Performance Indicators
The Board reviewed and discussed the Statistical Report and the Performance Indicators. The data represents the fiscal year close as of June 30, 2012. There are some areas of success and others indicate there are still challenges to be faced. This is a progress report only.
E. July Financial Report
Request for eBook classes are up, perhaps due to the summer vacation. Finance Director Marc Pimentel reported that work is being done to present data in a more concise way. The improved format will be more effective and eliminate user error. The Board reviewed the financial report and Finance Director Pimentel responded to a number of questions.
F. Annual Training Report and Plan (Heather Pereira)
Director Landers reported that all major training goals were accomplished in the last year. New employee orientation has been introduced for the recent hires.
G. Status Update: Facilities Master Plan
Director Landers reported that the project is underway, with the first site visit by Group 4 on August 16th. Additional visits are scheduled for September and October. A workshop with the architects and the Board members is scheduled for October 1st. This is a chance for the Board members to interact directly with Group 4.

IX.   OTHER BUSINESS

    A.   Donation of work of art

Councilmember Beiers moved, seconded by Supervisor Pirie

> **That the Board accept the donation of a color photograph of the Library of Congress Reading Room to be displayed in the Library Headquarters Building.**
>
> **UNAN**
> **Absent: Stone**

X.   WRITTEN COMMUNICATIONS

    A.   Articles About Santa Cruz and California Libraries
    B.   Patron Written Comments
    C.   Articles on Libraries Nation Wide
    D.   Fourth Quarter Sales Tax Revenue Update
    E.   Friends Support FY 11/12
    F.   Security Incidents Log
    G.   Felton Library Land Subdivision Status Report

XI.   BOARD MEETING CALENDAR

No schedule changes

XII.   NEXT MEETING

The next regularly scheduled meeting is on Monday, October 1, 2012 at 7:00 pm at the Community Meeting Room of the Downtown Branch Library with a Board workshop on the Facilities Master Plan preceding at 6:00 pm.

XIII.   ADJOURN

The regular meeting adjourned at 7:55 p.m.

Respectfully submitted,

Helga Smith, Clerk of the Board

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

MONTHLY REPORT FOR AUGUST 2012

1. READING, LISTENING AND VIEWING FOR PLEASURE

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

Capitola's well loved LEARN AND PLAY sandbox, on loan from Rancho Cucomonga Public Library, had to move on to the next library system where it was on loan, and though it was greatly missed, we did replace it with a wonderful set of foam blocks and other manipulatives that the Family Place program had obtained. Our children's area continues to be as well used as the wonderful Tot Lot in front of the branch, and most of the visitors leave with a large pile of picture books and videos.

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.

Capitola does not seem to experience the usual summer doldrums that might occur in some of the other branches, but regardless we did celebrate the DOG DAYS OF SUMMER this August with a special display featuring books about and/or starring dogs. Wonderful works of fiction and non-fiction housed between a pair of poodle book ends and a list of Dogs in Literature such as Crab the 'sourest natured dog that lives" from Shakespeare's Two Gentleman of Verona, as well as other notables.

PIC Cathy Landis met with Boulder Creek's new programming team member, Brenda McIlroy, to discuss possible youth and adult programs for BC including toddler storytime, an afterschool club, writing workshops and more.

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

2. LIFELONG LEARNING

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

Three nonfunctioning microform machines were removed. Two were not able to be fixed and the vendor we use for maintenance and repair took them for parts and is crediting the library for future service requests. The third machine was repaired and is available as backup should one of the remaining two need work. A survey was done during the Library's typical week of statistics gathering. This survey indicated that the two machines are in use about 12.5% of the time with three occasions out of a possible 40 when one was in use and one occasion when both were in use. Recently available statistics on the public computers indicate those machines are in use 76% of the time and there is a time limit of one hour per day. At this time, there does not appear to be a need for more than

two microform machines and if should such a need develop, then a time limit and/or reservation system could easily be instituted and it would be in line with how we deal with the public PCs as a limited resource. At the end of September the Library is undergoing a grant funded preservation assessment by the State. Hopefully, this will result in the Library being better positioned to take care of future grants for the digitization of the microform and sheet music collections

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.

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

3. COMMUNITY CONNECTIONS

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

On August 15, the Scotts Valley branch provided a meeting place for a computer club organized by the Scotts Valley Senior Center. The event was attended by eleven seniors eager to increase their knowledge of mastering the use of a computer.

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

Staff at all the branches enjoyed the City of Santa Cruz's Ice Cream Social by eating ice cream delivered by courier-drivers on July 31. Staff downtown attended the "live" social and cheered on the Library's entry in the ice cream eating contest. We are proud to announce that the Library won or more precisely, Chase McLellan, Library Assistant II, won the contest on behalf of the Library. Go Chase!

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

C. **Volunteers will be used effectively.**

Capitola continues to have a strong volunteer force who provide staff back up in shelving, checking in transits and processing periodicals as well as helping out with the

Tales to Tales program. They enjoy working in the branch and we enjoy their willingness to provide their skills.

4. WELCOMING PLACE

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

Scheduled and unscheduled building maintenance continued at Boulder Creek with septic pumping, quarterly pest control, and the replacement of the staff door lock.

Work began on the Facilities Master Plan with a conference call and the first site visit and in-person meeting of the Project Team.

Teresa began working with Susan Barisone, City Attorney's office, to revise the Library's Code of Conduct to give staff more latitude while adhering to due process.

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

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

5. FINANCIAL SUSTAINABILITY

A. The library system maintains a healthy and stable financial position.
Teresa and Marc Pimental began working on a clearer reporting system.

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.
A staff member, Christine Campbell, has been identified to work 8 hours per week on continual improvement; primarily in the area of Collection Management Services. In her first week she investigated and purchased new label printers that increase the efficiency of processing by 45%.

6. ORGANIZATIONAL READINESS

A. Staff receives adequate training to do their jobs effectively.
Cathy Landis completed 2 online courses: Infopeople's Adult Readers' Advisory (July 10 – August 6) and Google's Power Searching (July 10 – July 23)

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

Cathy Landis attended the City's Employee Development and Leadership class, Motivating Your Team, on August 23.

Teresa Landers was appointed by the City Manager as the Department Head representative to the City's Equal Employment Opportunity Committee.

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

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

LIBRARY JOINT POWERS AUTHORITY	
COMBINED BALANCE SHEET	
JPA FUND AND ACCOUNT GROUPS	UNAUDITED
AUGUST 2012	
	JPA
	Total
Assets	
Pooled cash	1,376,563.37
Pooled cash interest receivable	3,652.02
Other interest receivable	237.15
Taxes receivable – current	568,866.24
Accounts receivable	425,075.69
Grants receivable	-
Internal investment & loan receivable	8,757.08
Infrastructure	579,683.02
Accumulated depreciation – infrastructure	(217,892.43)
Lease improvements – buildings	2,018,031.67
Accumulated depreciation – lease imp-buildings	(1,134,478.51)
Machinery and equipment	1,648,085.10
Accumulated depreciation – machinery & equip	(1,515,684.36)
Software	3,983.14
Accumulated depreciation-software	(3,983.14)
Construction in progress	71,353.85
Total Assets	3,832,249.89
Liabilities	
Accounts payable	60,153.03
Sales tax payable	167.90
Deferred grant revenue – unearned	3,097.84
Unclaimed funds	595.75
Payable to the County – noncurrent	80,586.11
Other intergovernmental payable-noncurrent	307,170.11
Total Liabilities	451,770.74
Equities	
Unreserved, undesignated fund balance	1,877,883.03
Committed – cash flow/unexpected expenditures	441,254.00
Investment in capital assets – Library	1,449,098.34
Reserved for long-term debt	(387,756.22)
Total Equities	3,380,479.15
Total Liabilities and Equities	3,832,249.89

LIBRARY JOINT POWERS AUTHORITY
COMBINED BALANCE SHEET
TRUST FUNDS
AUGUST 2012

UNAUDITED

Fund #	931	932	933	934	935	936	937	Trust Funds
Fund Description	McCaskill Loc His	McCaskill Vis Imp	Finkeldey	Whalen	Leet-Corday	Morley	Hale	Total
Assets								
Pooled cash	258,115.95	238,713.54	9,443.06	128,745.34	90,234.30	12,337.10	63,551.32	801,150.61
Pooled cash interest receivable	466.49	431.34	17.06	267.66	163.19	22.48	127.99	1,496.21
Internal investment and loan receivable	-	-	-	-	-	-	-	-
Total Assets	258,582.44	239,144.88	9,460.12	129,013.00	90,397.49	12,359.58	63,689.31	802,646.82
Equities								
Net assets held in trust-library prog	258,582.44	239,144.88	9,460.12	129,013.00	90,397.49	12,359.58	63,689.31	802,646.82
Total Equities	258,582.44	239,144.88	9,460.12	129,013.00	90,397.49	12,359.58	63,689.31	802,646.82

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LIBRARY JOINT POWERS AUTHORITY

COMBINED BALANCE SHEET

SPECIAL FUNDS

AUGUST 2012 UNAUDITED

| Fund # | 956 | 960 | 961 | Spec Funds |
| | | | Vehicle | |
Fund Description	Technology	Felton	Replacement	Total
Assets				
Pooled cash	4,792.70	1,139.62	73,913.50	79,845.82
Pooled cash interest receivable	8.73	2.08	134.69	145.50
Internal investment and loan receivable	41.24	9.80	-	51.04
Total Assets	4,842.67	1,151.50	74,048.19	80,042.36
Equities				
Unreserved, undesignated fund balance	4,842.67	1,151.50	74,048.19	80,042.36
Total Equities	4,842.67	1,151.50	74,048.19	80,042.36

Revenue Status Report

CITY OF SANTA CRUZ
8/1/2012   through   8/31/2012

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951   Library Joint Powers Authority

16.7%

Account Number		Adjusted Estimate	Revenues	Year-to-date Revenues	Balance	Prct Rcvd
951-41000	TAXES	5,991,473			4,978,606.04	16.9%
951-00-00-0000-41211	Sales and use tax	0.00	568,866.24	1,012,866.96	1,012,866.96	0.00
Total	TAXES	0.00	568,866.24	1,012,866.96	1,012,866.96	0.00
951-43000	INTERGOVERNMENTAL					
951-36-00-0000-43311	Maintenance of effort contributions	5,149,416.00	425,075.69	850,151.38	4,299,264.62	16.51
951-36-55-3560-43190	Federal grants - other	3,000.00	0.00	0.00	3,000.00	0.00
Total	INTERGOVERNMENTAL	5,152,416.00	425,075.69	850,151.38	4,302,264.62	16.50
951-44000	CHARGES FOR SERVICES					
951-36-00-0000-44613	Internet use fee	4,100.00	257.51	448.16	3,651.84	10.93
951-36-00-0000-44630	Room rentals-library JPA	2,500.00	75.01	100.01	2,399.99	4.00
951-36-00-0000-44901	Photocopy fee	7,000.00	952.76	1,584.46	5,415.54	22.64
Total	CHARGES FOR SERVICES	13,600.00	1,285.28	2,132.63	11,467.37	15.68
951-45000	FINES AND FORFEITS					
951-36-00-0000-45131	Library fines	200,000.00	18,344.17	29,472.45	170,527.55	14.74
951-36-00-0000-45132	Lost library items	25,000.00	1,652.00	2,597.65	22,402.35	10.39
Total	FINES AND FORFEITS	225,000.00	19,996.17	32,070.10	192,929.90	14.25
951-46000	MISCELLANEOUS REVENUES					
951-00-00-0000-46110	Pooled cash and investment interest	9,267.00	0.00	0.00	9,267.00	0.00
951-00-00-0000-46190	Interest earnings - other	3,360.00	237.15	237.15	3,122.85	7.06

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Revenue Status Report

CITY OF SANTA CRUZ
8/1/2012   through   8/31/2012

951   Library Joint Powers Authority

Account Number		Adjusted Estimate	Revenues	Year-to-date Revenues	Balance	Prct Rcvd
951-00-00-0000-46620	Internal investment & loan int receipts	253.00	0.00	0.00	253.00	0.00
951-00-00-0000-46910	Miscellaneous operating revenue	0.00	2,145.50	2,145.50	-2,145.50	0.00
951-36-0000-46303	Donations - library	12,000.00	2,000.00	2,000.00	10,000.00	16.67
951-36-00-0000-46309	Donations - library - Friends of the Lib	70,000.00	1,316.26	1,548.26	68,451.74	2.21
951-36-00-0000-46916	Cash over/short	0.00	629.58	1,424.31	-1,424.31	0.00
Total	MISCELLANEOUS REVENUES	94,880.00	6,328.49	7,355.22	87,524.78	7.75
951-49000	OTHER FINANCING SOURCES					
Total	OTHER FINANCING SOURCES	0.00	0.00	0.00	0.00	0.00
Total	Library Joint Powers Authority	5,485,896.00 _11,477,369_	1,021,551.87	1,904,576.29	3,584,340.71 _9,572,742.71_	34.72 _16.6%_
	Grand Total	5,485,896.00 _11,477,369_	1,021,551.87	1,904,576.29	3,584,340.71 _9,572,742.71_	34.72 _16.6%_

16.7%

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Expenditure Status Report
Library Expenditure Report
CITY OF SANTA CRUZ
8/1/2012   through 8/31/2012

16.7%

951   Library Joint Powers Authority

Account Number		Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
951-52000	SERVICES						
951-36-50-3510-52135	Financial services - outside	7,800.00	0.00	0.00	7,880.00	-80.00	101.03
951-36-50-3510-52199	Other professional & technical services	21,000.00	14,212.03	14,212.03	139,620.00	-132,832.03	732.53
951-36-50-3510-52240	Office equipment operation/maint	4,020.00	115.80	115.80	0.00	3,904.20	2.88
951-36-50-3510-52302	Travel and meetings	4,000.00	- 0.00	0.00	0.00	4,000.00	0.00
951-36-50-3510-52304	Training	28,975.00	5,000.00	5,000.00	5,000.00	18,975.00	34.51
951-36-50-3510-52403	Telecommunications service - outside	0.00	580.12	580.12	0.00	-580.12	0.00
951-36-50-3510-52933	Liability insurance/surety bonds-outside	14,800.00	0.00	10,565.00	0.00	4,235.00	71.39
951-36-50-3510-52961	Dues and memberships	26,841.00	18,186.00	18,486.00	0.00	8,355.00	68.87
951-36-50-3510-52971	Printing and binding-internal	100.00	0.00	0.00	0.00	100.00	0.00
951-36-50-3510-52972	Printing and binding-outside	4,150.00	0.00	0.00	0.00	4,150.00	0.00
951-36-50-3540-52135	Financial services - outside	570,000.00	63,112.58	90,656.83	0.00	479,343.17	15.90
951-36-51-3520-52131	Claims management services - outside	17,000.00	6,015.08	6,015.08	11,484.92	-500.00	102.94
951-36-51-3520-52244	Other equipment operation/maintenance	2,500.00	0.00	0.00	0.00	2,500.00	0.00
951-36-51-3520-52248	Software maintenance services	37,535.00	16.50	16.50	5,258.65	32,259.85	14.05
951-36-51-3520-52302	Travel and meetings	250.00	0.00	0.00	0.00	250.00	0.00
951-36-51-3520-52972	Printing and binding-outside	2,000.00	0.00	0.00	0.00	2,000.00	0.00
951-36-52-3530-52240	Office equipment operation/maint	800.00	0.00	0.00	0.00	800.00	0.00
951-36-52-3530-52244	Other equipment operation/maintenance	1,000.00	0.00	0.00	0.00	1,000.00	0.00
951-36-52-3530-52302	Travel and meetings	980.00	67.16	67.16	0.00	912.84	6.85
951-36-53-3515-52201	Water, sewer and refuse	59,465.00	4,118.17	4,285.30	0.00	55,179.70	7.21
951-36-53-3515-52211	Janitorial services	117,097.00	11,617.00	11,617.00	0.00	105,480.00	9.92
951-36-53-3515-52223	Vehicle operation charges - internal	114,613.00	0.00	0.00	0.00	114,613.00	0.00
951-36-53-3515-52226	Vehicle work order charges - internal	0.00	603.47	2,537.53	0.00	-2,537.53	0.00
951-36-53-3515-52227	Vehicle fuel island charges - internal	0.00	1,404.08	2,562.38	0.00	-2,562.38	0.00
951-36-53-3515-52246	Building and facility o & m - outside	154,752.00	15,978.94	19,113.09	16,334.45	119,304.46	22.91
951-36-53-3515-52247	Landscaping maintenance services	16,645.00	734.57	1,062.00	0.00	15,583.00	6.38
951-36-53-3515-52261	Equipment, building and land rentals	312,409.00	25,933.77	53,399.54	31,650.00	227,359.46	27.22
951-36-53-3515-52302	Travel and meetings	150.00	0.00	0.00	0.00	150.00	0.00
951-36-53-3515-52932	Liability insurance/surety bonds-internal	17,050.00	1,420.83	2,841.66	0.00	14,208.34	16.67
951-36-53-3515-52933	Liability insurance/surety bonds-outside	36,506.00	0.00	26,839.00	0.00	9,667.00	73.52
951-36-54-3550-52199	Other professional & technical services	98,000.00	2,154.00	4,152.00	5,747.00	88,101.00	10.10

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Expenditure Status Report
Library Expenditure Report
CITY OF SANTA CRUZ
8/1/2012   through 8/31/2012

16.7 %

951   Library Joint Powers Authority

Account Number		Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
951-36-54-3550-52248	Software maintenance services	75,678.00	4,114.16	4,114.16	5,717.00	65,846.84	12.99
951-36-54-3550-52249	Hardware maintenance services	130,200.00	3,131.50	3,550.52	6,875.00	119,774.48	8.01
951-36-54-3550-52302	Travel and meetings	1,400.00	104.34	104.34	0.00	1,295.66	7.45
951-36-54-3550-52403	Telecommunications service - outside	69,574.00	9,449.07	19,127.60	46,939.21	3,507.19	94.96
951-36-55-3560-52199	Other professional & technical services	4,000.00	0.00	0.00	0.00	4,000.00	0.00
951-36-55-3560-52248	Software maintenance services	704.00	0.00	0.00	0.00	704.00	0.00
951-36-55-3560-52302	Travel and meetings	6,450.00	0.00	0.00	0.00	6,450.00	0.00
951-36-55-3560-52304	Training	0.00	183.75	258.75		-258.75	0.00
951-36-55-3560-52306	LSTA Tuition Reimb grant training	3,000.00	0.00	0.00	0.00	3,000.00	0.00
951-36-55-3560-52960	Advertising	5,000.00	1,000.00	1,000.00	0.00	4,000.00	20.00
951-36-55-3560-52972	Printing and binding-outside	10,500.00	527.62	527.62	0.00	9,972.38	5.02
Total SERVICES		1,976,944.00	189,780.54	302,807.01	282,506.23	1,391,630.76	29.61
951-53000	SUPPLIES						
951-36-50-3510-53101	Postage charges	4,500.00	140.67	140.67	0.00	4,359.33	3.13
951-36-50-3510-53102	Office supplies	2,800.00	1,095.15	1,142.57	0.00	1,657.43	40.81
951-36-51-3520-53106	Books and periodicals	839,826.00	162,592.24	162,592.24	0.00	677,233.76	19.36
951-36-51-3520-53107	Books and periodicals-grants & donations	70,000.00	1,895.77	1,895.77	0.00	68,104.23	2.71
951-36-51-3520-53112	Library functional supplies	188,500.00	4,382.94	4,382.94	0.00	184,117.06	2.33
951-36-52-3530-53102	Office supplies	12,700.00	706.31	1,085.66	0.00	11,614.34	8.55
951-36-52-3530-53109	Copier supplies	7,150.00	504.95	504.95	0.00	6,645.05	7.06
951-36-53-3515-53108	Safety clothing and equipment	4,710.00	0.00	20.50	0.00	4,689.50	0.44
951-36-53-3515-53113	Janitorial supplies	18,500.00	1,317.39	2,214.99	0.00	16,285.01	11.97
951-36-53-3515-53311	Electricity	173,400.00	13,755.96	35,113.24	0.00	138,286.76	20.25
951-36-53-3515-53312	Natural gas	29,200.00	485.29	991.45	0.00	28,208.55	3.40
951-36-54-3550-53110	Computer supplies	24,000.00	773.89	773.89	0.00	23,226.11	3.22
951-36-55-3560-53102	Office supplies	3,000.00	0.00	0.00	0.00	3,000.00	0.00
Total SUPPLIES		1,378,286.00	187,650.56	210,858.87	0.00	1,167,427.13	15.30
951-54000	OTHER MATERIALS AND SERVICES						
951-36-50-3510-54990	Miscellaneous supplies and services	5,545.00	0.00	0.00	0.00	5,545.00	0.00
951-36-52-3530-54990	Miscellaneous supplies and services	0.00	153.00	153.00	0.00	-153.00	0.00
951-36-53-3515-54108	Bldg repairs-Library	35,000.00	0.00	0.00	0.00	35,000.00	0.00

Expenditure Status Report
Library Expenditure Report
CITY OF SANTA CRUZ
8/1/2012   through 8/31/2012

16.7 %

951   Library Joint Powers Authority

Account Number		Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
951-36-55-3560-54990	Miscellaneous supplies and services	15,000.00	3,514.11	3,514.11	0.00	11,485.89	23.43
Total	OTHER MATERIALS AND SERVICES	55,545.00	3,667.11	3,667.11	0.00	51,877.89	6.60
951-56000	OTHER CHARGES						
951-36-52-3530-56995	Refunded fees and fines	2,000.00	193.00	193.00	0.00	1,807.00	9.65
Total	OTHER CHARGES	2,000.00	193.00	193.00	0.00	1,807.00	9.65
951-57000	CAPITAL OUTLAY						
951-36-50-3510-57401	Office furniture/equipment	18,000.00	0.00	0.00	2,865.09	15,134.91	15.92
951-36-52-3530-57401	Office furniture/equipment	35,000.00	0.00	0.00	0.00	35,000.00	0.00
Total	CAPITAL OUTLAY	53,000.00	0.00	0.00	2,865.09	50,134.91	5.41
951-58000	DEBT SERVICE						
951-36-50-3540-58140	Loan principal	45,160.00	0.00	0.00	0.00	45,160.00	0.00
951-36-50-3540-58190	Other debt principal	40,293.00	40,293.04	40,293.04	0.00	-0.04	100.00
951-36-50-3540-58240	Loan interest	15,359.00	0.00	0.00	0.00	15,359.00	0.00
951-36-50-3540-58290	Other debt interest	159.00	158.35	158.35	0.00	0.65	99.59
Total	DEBT SERVICE	100,971.00	40,451.39	40,451.39	0.00	60,519.61	40.06
951-59000	OTHER FINANCING USES						
Total	OTHER FINANCING USES	0.00	0.00	0.00	0.00	0.00	0.00
	Grand Total	3,566,746.00	421,742.60	557,977.38	285,371.32	2,723,397.30	23.64

Expenditure Status Report
Library Payroll Report
CITY OF SANTA CRUZ
8/1/2012   through 8/31/2012

16.7%

951   Library Joint Powers Authority

Account Number		Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
951-51000	PERSONNEL SERVICES						
Total	Regular full time	3,476,383.00	403,798.43	595,690.36	0.00	2,880,692.64	17.14
Total	Regular part time	1,202,045.00	95,636.02	151,586.56	0.00	1,050,458.44	12.61
Total	Overtime	0.00	1,299.87	1,401.45	0.00	-1,401.45	0.00
Total	Termination pay	0.00	397.79	397.79	0.00	-397.79	0.00
Total	Temporary	692,000.00	89,489.00	129,137.22	0.00	562,862.78	18.66
Total	Other pay	0.00	10.52	10.52	0.00	-10.52	0.00
Total	Special vacation pay	9,700.00	0.00	0.00	0.00	9,700.00	0.00
Total	Special sick leave pay	0.00	0.00	0.00	0.00	0.00	0.00
Total	Vehicle-phone-data allowance	1,860.00	275.00	361.60	0.00	1,498.40	19.44
Total	Salary savings	0.00	0.00	0.00	0.00	0.00	0.00
Total	Retirement contribution	621,270.00	72,049.10	105,422.48	0.00	515,847.52	16.97
Total	F.I.C.A.	75,039.00	4,059.89	5,852.10	0.00	69,186.90	7.80
Total	Group health insurance	1,031,454.00	108,183.92	157,325.35	0.00	874,128.65	15.25
Total	Group dental insurance	91,512.00	9,924.50	14,468.47	0.00	77,043.53	15.81
Total	Vision insurance	14,948.00	1,615.96	2,352.07	0.00	12,595.93	15.74
Total	Medicare insurance	61,120.00	7,762.49	11,529.15	0.00	49,590.85	18.86
Total	Employer-paid COBRA	0.00	0.00	0.00	0.00	0.00	0.00
Total	Group life insurance	2,319.00	266.49	390.40	0.00	1,928.60	16.83
Total	Disability insurance	76,323.00	4,263.96	6,249.84	0.00	70,073.16	8.19
Total	Unemployment insurance	24,705.00	3,046.02	4,495.62	0.00	20,209.38	18.20
Total	Workers' compensation	194,310.00	24,738.34	36,773.47	0.00	157,536.53	18.93
Total	Intrafund labor – credit	0.00	0.00	0.00	0.00	0.00	0.00
Grand Total		7,574,988.00	826,817.30	1,223,444.45	0.00	6,351,543.55	16.15

Library - Fund 951
Month-End Cash Balances

	July	August	September	October	November	December	January	February	March	April	May	June
FY 2013 Pooled cash	1,681,487.77	1,376,563.37										
FY 2012 Pooled cash	894,190.39	994,042.19	759,933.36	925,760.72	911,230.93	1,083,486.87	1,323,144.44	2,379,377.39	2,211,047.06	2,273,893.52	1,543,373.20	1,479,502.27
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	(390,345.22)	(62,933.26)	15,984.66	25,912.58	120,299.01
FY 2009 Pooled cash	(1,028,955.46)	(397,327.61)	(356,999.20)	252,949.44	(714,416.36)	(711,714.61)	(812,054.05)	(668,015.42)	(595,048.05)	(543,669.74)	222,502.65	(567,431.15)
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	686,990.25	693,402.17	260,082.00

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CITY OF SANTA CRUZ

FINANCE DEPARTMENT

TO: Finance Committee- Library Joint Powers Authority Bo?~'

FROM: Marc Pimentel, Finance Director

DATE: September 20, 2012

RE: New Monthly Snapshot Report: Library's August 2012 financial reports

Enclosed are the monthly financial reports for August 2012. Please note that we are still in the course of our annual financial audit and that these amounts could still be adjusted in the future prior to year end close or subsequent completion of the audit.

Following is a snap shot of the month's financial operations. Note that only those major revenue and expenditure lines items are shown that are key to monitoring operating trends. For example, the "Other expenditures" grouping below includes contractually obligated line items such as debt service, software licensing fees, and admin support (management, personnel, accounting, budgeting, payroll, etc).

Net operations	Actual Results (1)				Annual Budget	Percent of Budget Comparison		
(Major accounts)	July	August	YTD		FY 2012/13	YTD Actuals	Months completed	Positive / (negative)
Revenue:								
Sales Tax	$ 444,001	$ 568,866	$ 1,012,867		$ 5,991,473	16.9%	16.7%	0.2%
MOE- Member Contributions	425,076	425,076	850,151		5,149,416	16.5%	16.7%	(0.2%)
Library Fines	11,128	18,344	29,472		200,000	14.7%	16.7%	(1.9%)
Donations- Friends	232	1,316	1,548		70,000	2.2%	16.7%	(14.5%)
Other Revenue	2,588	7,950	10,537		96,745	10.9%	16.7%	(5.8%)
TOTAL REVENUE	$ 883,024	$ 1,021,552	$ 1,904,576		$ 11,507,634	16.6%	16.7%	(0.1%)
Expenditures:								
(2) Payroll	396,627	826,817	1,223,444		7,574,988	16.2%	16.7%	0.5%
Books	-	162,592	162,592		839,826	19.4%	16.7%	(2.7%)
Janitorial Services	-	11,617	11,617		117,097	9.9%	16.7%	6.7%
Building & Facility O&M	3,134	15,979	19,113		154,752	12.4%	16.7%	4.3%
Rent (Equip, Building, Land)	27,466	25,934	53,400		312,409	17.1%	16.7%	(0.4%)
Utilities	31,709	27,808	59,518		312,410	19.1%	16.7%	(2.4%)
Other expenditures	73,926	177,812	251,738		1,830,252	13.8%	16.7%	2.9%
TOTAL EXPENDITURES	$ 532,862	$ 1,248,560	$ 1,781,422		$ 11,141,734	16.0%	16.7%	0.7%
Net Gain / (Loss)	$ 353,255	$ (227,008)	$ 126,247		$ 365,900			
	July	August	YTD		Annual Budget			

Short-term assets	July	August		Key Operating Indicators	Status
Cash	$ 1,681,488	$ 1,376,563		"Current" assets vs current liabilities (Over 2 is good)	37.2
Total Current Assets	2,560,073	2,383,152		"Current" assets vs Long Term liabilities (Over 1 is good)	6.1
	July	August		Long Term Debt (City & County)	$387,756

Notes:

(1) July actuals include routine, year-end accounting accruals that were not reflected in the initial report to the board (increase of $3,092).

(2) July & August payroll costs differ due to the timing of payperiods during those months. For example, July had only 1 full payperiod with two split between June and August and August and 2 full periods with a partial from July. Total payroll for the 2 months of $1.22 Million is in alignment with budget (2 months payroll should average $1.26 Million).

Status Update for the Facilities Master Plan

September 27, 2012

Overview

Two onsite visits occurred. One was for the life cycle and capital maintenance assessments and the other for the service model assessment.

Schedule item	Item Owner	Plan date	Actual or scheduled	Comments
Capital Maintenance Assessment	Group4	October 2012	October 2012	On track
Service Model Assessment	Group4	October 2012	October 2012	On track
Stakeholder meetings	Group4	October 2012	10/1/2012	
Project Team Meeting	Group4 & Project Team	October 2012	10/25/2012	

Details

The last two Life Cycle Assessment visits were held on September 11. At this time, there does not appear to be a need for an additional in-depth assessment beyond the two identified. In addition the more in-depth analyses of Downtown and Aptos began on September 11.

The first set of stakeholder meetings were held on September 20.

- The day began with a meeting of about 25 staff in person with several others submitting comments via email. A visioning exercise was conducted.
- The next meeting was with City of Santa Cruz Department Heads where David Schnee, Principal Architect, learned about City ideas for public facilities improvements in the Downtown area.
- Next was a project team meeting with a discussion about service level targets based on the principles set forth in the Community Service Model. Service level targets include determining best practices for our library system with regard to square footage, collection size, reader seats, computers, programming space, etc.
- Last for the day was a meeting with representatives from Friends groups from Felton, La Selva Beach and the Big Friends. A representative from the Capitola Library planning committee and a Capitola city planner also attended.

The second set of stakeholder meetings take place on October 1 with the City of Capitola, the County of Santa Cruz and the Library Joint Powers Board.

Status Update for IT Strategic Plan

Overview

The City of Santa Cruz approved the overall contract with NexLevel on September 11, 2012. The library subcontractor, Carson Block is working with NexLevel to iron out the details of his relationship with them. In the meantime there was a conference call with the Library's project team: Ann Young, IT; Emily Galli, IT; Teresa Landers, Administration; Diane Cowen, Virtual Services; Richard Eberle, Circulation and ILS. During this call the schedule for the first site visit was created.

Schedule item	Item Owner	Plan date	Actual or scheduled	Comments
Site Visit I	Project Team	10/4-5/2012	10/4-5/2012	On track
Site Visit II	Project Team	End of Nov 2012		To be scheduled during first site visit
Library Report Completion	Carson Block	12/31/2012		
City report completion	Chris Stathis	March 2013		

Details

During the first visit Carson will be focusing on visiting the branches for an assessment of products, services and organization. He will also meet with the project team; senior managers; library reference staff; and Chris Stathis, City of Santa Cruz CTO. On the second visit he will meet with interested Board members and a focus group of citizens with a strong interest in and knowledge of technology.

Carson's focus is on the public facing aspect of library technology. The City has indicated their plan covers a 5 year horizon. The LJPB asked for Carson to advise a recommended planning horizon. He has indicated that 3 years is more relevant given how library technology is evolving.

Seven Santa Cruz County library branches add hours

Sentinel staff report Santa Cruz Sentinel
Posted:
9/10/12

SantaCruzSentinel.com

SANTA CRUZ - The Santa Cruz Public Library system expanded hours as of Monday.

La Selva, Garfield Park and Felton will each add seven hours. Capitola and Live Oak will add six hours and Boulder Creek and Branciforte will add four hours. Hours are unchanged downtown and in Scotts Valley and Aptos.

Here is the new schedule:

Aptos: 11 a.m. to 7 p.m. Monday through Thursday and 11 a.m. to 5 p.m. Friday and Saturday

Boulder Creek: 11 a.m. to 6 p.m. Tuesday through Thursday; 11 a.m. to 5 p.m. Friday and noon to 5 p.m. Saturday.

Branciforte: 10 a.m. to 6 p.m. Tuesday and Thursday; 11 a.m. to 7 p.m. Wednesday and 1-5 p.m. Friday and Saturday.

Capitola: 11 a.m. to 7 p.m. Tuesday through Thursday and 11 a.m. to 5 p.m. Friday and Saturday.

Downtown Santa Cruz: 1 to 5 p.m. Sunday; 10 a.m. to 7 p.m. Monday through Thursday; 10 a.m. to 5 p.m. Friday and Saturday.

Felton: 1 to 6 p.m. Tuesday and Wednesday; 11 a.m. to 6 p.m. Thursday, 11 a.m. to 5 p.m. Friday and 10 a.m. to 2 p.m. Saturday. Garfield Park: 10 a.m. to 5 p.m. Monday, 2 to 7 p.m. Tuesday and Thursday; 11 a.m. to 5 p.m. Wednesday and 1 to 5 p.m. Friday.

LaSelva Beach: 10 a.m. to 5 p.m. Tuesday and Thursday; 1 to 6 p.m. Wednesday and 1 to 5 p.m. Friday and Saturday.

Live Oak: 1 to 5 p.m. Sunday; 11 a.m. to 7 p.m. Monday through Thursday

Scotts Valley: 11 a.m. to 7 p.m. Monday through Thursday; 11 a.m. to 5 p.m. Friday and Saturday.

A Special Place for Parents and Kids

By Suki Wessling

The new Scotts Valley Library is a wonderful place for visitors from all walks of life: teens who like to hang out in the diner-like booths in the teen area, evening patrons listening to music by the fireplace, and families looking for a friendly play area.

A year ago, it occurred to two members of the Area VII Board of the State Disabilities Council, Susie Christensen and Peter McLean, that the library could serve another population: the parents of children with special needs. Christensen and McLean urged Friends of the Scotts Valley Library President Elizabeth Walch to apply for a grant of $15,000 to stock the library with resources for parents of children with special needs. Walch got the grant—and a lot of help.

"As soon as we put out a call for a parent advisory board, we had 14 people show up to help," she remembers.

The Special Needs Resource Center piggybacks on the enthusiasm Scotts Valley residents are showing for their new library, converted from the unpromising empty roller rink building into a showcase of modern library design. From the airy high ceilings to the ubiquitous streaming sunshine, the library building is the perfect place to showcase what libraries have become.

"This has become like a community center," Walch explains. "What we do here helps the schools so much—there are no more librarians in schools now. The place is packed after school."

As the economy has suffered it's a place where people come and do job searches. It's also like an art museum."

Walch is particularly fond of the art, much of which is created by kids. "This is a neat thing for special needs kids—they look at it and say, 'I can do that.'"

As for the resources themselves, the modest starting collection is already big enough to have a measurable impact on a family's budget.

"Having a child with special needs, I've probably spent $15,000 on materials myself," says Walch, who has a teenage son with autism.

The library's starting collection includes:

- all the publications of Michelle Garcia Winner, "the guru of special needs," who donated her materials
- many of the current reference books with information on special needs
- subscriptions to periodicals
- legal manuals
- iPads with special needs software, such as language software that helps non-verbal kids communicate
- games to improve eye/hand coordination, tactile sensation, and face recognition
- sign language videos

Nancy Winans, a local educator and organizer of the Special Parents Information Network, is excited about the Resource Center's offerings.

"I have volunteered time preparing several binders of resources and information—one of SPIN Handouts and one on the Mentor Program, and another large binder of print-outs on all Disability topics, but especially geared toward those parents whose children have IEP's and 504's (legal documents created within the public school system), with all the general and legal information about IEP's, etc.," Winans explains. And the voluntary donations don't stop there.

"SPIN and the Tourette Syndrome Support group for our area, additionally plan on donating materials for the center," Winans says. "I am

also hoping to have a few SPIN meetings there to introduce parents to the kinds of materials they can check out."

Plans are for the Resource Center not to stock any resources older than ten years, given the speed of change in how children with special needs are being treated and educated. The library prefers donations to come through the Friends organization, since cataloguing used materials is prohibitively expensive.

"The main way this center can help local parents is by getting all these special needs materials in one place so parents can view any of the items easily," Winans explains. "Since most of the items will be catalogued, any patron can see them listed on the library website and request them to be sent to their neighborhood library for easy pick-up."

"Just seeing the special needs section at the library brought tears to my eyes," remembers Diane, the mom of a teenage son with autism. "Having a special needs kid is such a challenge for a parent; seeing this section felt like a big hug!"

Diane says the Resource Center has already helped her.

"Prepping for his next IEP meeting, I was thrilled to find From *Emotions to Advocacy: The Special Education Survival Guide* at the library," she explains. "I had never been able to afford books such as this."

"Parents really need access to excellent, unbiased, cutting-edge information so that they can support their children in the most appropriate manner," Christensen says. "The need for reliable, accurate information regarding special education law, disability/illness/disease/difference specific information, and local resources is huge."

Walch is already acting on plans to make the Resource Center a hub for extending understanding of special needs into the wider community. In September, the Resource Center will offer a two-day workshop with presenter Laurie Neilson, who will lead parents, librarians, and educators through a wide range of topics, including basic education on disabilities, inclusive language, accessibility, materials and tools for home use, and other practical tips for working with children with special needs.

Walch says that her dedication and enthusiasm come from her experience as a parent of a child with autism. "It was so hard to find a place where he could be successful," she explains, listing off the schools and therapies that her family went through. "It will be nice to have the information here so people will know where to go."

She also says that spreading the understanding of special needs has a larger goal.

"It really is a blessing to have a child with special needs," she explains. "His brain works in a different way and it has helped me see differently. When we educate our educators to appreciate special needs kids, we become more accepting and our perspective broadens. Then we have a kinder community."

Mom Diane agrees: "My son works so hard," she explains. "He has more perseverance and dedication than any of my typical kids. He tries to be pleasant, funny and smiley. I wish I was more like him."

Resources:
- Friends of the Scotts Valley Library: fsvpl.org
- To join the mailing list for future events, e-mail friendsofthesvlibrary@gmail.com
- To RSVP for the September 18-19 event, e-mail friendsofthesvlibrary@gmail.com
- Special Parents Information Network: spinsc.org

Suki Wessling is a local writer and the mother of two children. Her book, From School to Homeschool, will be released by Great Potential Press on November 1. For more information, visit www. SukiWessling.com

ScottsValleyPatch ❄ 55°

Volunteers in the News, Arts, Local Connections

Friends of the Scotts Valley Library Throw A Sweet Fundraiser

The pARTy in the Library event was held inside the Scotts Valley Library on Saturday and was a night of raffles, auctions, chocolate and champagne.

By Juan Reyes   Email the author   4:30 am

Recommend   0 | Tweet   0   Email   Print   Comment

Related Topics: Friends of the Library, Fundraiser, and Scotts Valley Public Library
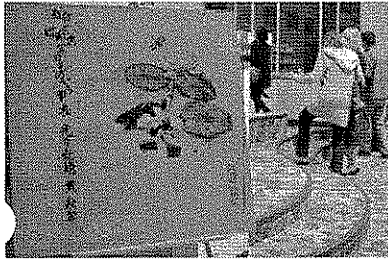
It was truly a sweet time at the pARTy in the Library event on Saturday evening where guests were able to bid on beautiful artwork, and indulge on various flavors of chocolate all at the same time.

The fourth annual Friends of the Scotts Valley Library fundraiser was an evening of a raffle, silent and live auction featuring the works of local artists, including paintings, pastels, jewelry, clay, photography, glass, fabric, and living art.

Among artists, volunteers and guests, was president of the Friends of the Santa Cruz Public Libraries Pete Cullen, who was glad to see the amount of people that showed up to the event.

"I think the turnout is great and definitely a lot of support from the community and from the artists as well," said Cullen. "What's really cool is that you got ceramics, you got photography, you got acrylics, and you've got basically all different mediums represented."

A silent auction was held in the Fireside room and included art pieces from folks like Beth Gripenstraw with her ceramic work, the Lundberg Studio with their glass, Carol Bowie with acrylic on canvas, and David Smith with photography on aluminum.

Smith is originally from Yorkshire, England but now resides in Scotts Valley and does some of his photography in nearby areas such as Big Sur, the same spot used in his picture called "Pacific Beam."

Smith's son Sebastian, 18, was also part of the annual fundraiser. However, his piece was used for the event's main artwork and put onto posters, banners, and signs throughout the library.

When the silent auction was finished, the crowd then moved on to the live auction in the homework and study area where guests were able to outbid one another for items like the photo "Sunset at Four Mile Beach" by Michele Deblock or Marilyn Kuksht's sculpture "Mystery Forest."

Mayor Donna Lind, along with event chair Sylvia Lee, helped out as models for the auction pieces and went down the aisles giving the guest a chance to look at the items for sale up close and personal before deciding whether or not to place a bid.

But before the action took place out on the floor, another group of volunteers walked around with trays of champagne and local handmade chocolates from Richard Donnelly Chocolates, Ashby Confections, Chocolate Visions, and Lula's Chocolates.

"It's so amazing that everybody's contributed to make this event what it is," said Cullen.

000032

Teresa Landers <landerst@santacruzpl.org>

Fwd: [OPEN-ILS-GENERAL] Announcement of FulfILLment testing pilot project

Emily Galli <gallie@santacruzpl.org>   Wed, Sep 26, 2012 at 9:46 AM
To: Teresa Landers <LandersT@santacruzpl.org>

FulfILLment pilot announcement to EG community via posts on the open-ils gen & dev list serves, the FF blog, & ESI's blog.

---------- Forwarded message ----------
From: **Suzannah** <slipscomb@esilibrary.com>
Date: Wed, Sep 26, 2012 at 9:33 AM
Subject: [OPEN-ILS-GENERAL] Announcement of FulfILLment testing pilot project
To: Evergreen Discussion Group <open-ils-general@list.georgialibraries.org>, Evergreen Development Discussion List <open-ils-dev@list.georgialibraries.org>

The Pacific Library Partnership, consisting of three libraries in California, has contracted with Equinox Software, Inc. to test FulfILLment. The partnership consists of Los Gatos Public Library, Peninsula Library System (the city of San Mateo only), and Santa Cruz Public Library. These libraries currently use Koha, Millennium, and Evergreen as their ILS. Lori Bowen Ayre, The Galecia Group, is serving as a consultant on this project as part of the Open Source - Open Libraries project. The partners will be testing FulfILLment to see if it can meet their requirements for managing physical item resource sharing between independent library systems. FulfILLment was developed by Equinox developers with funding from OHIONET and other development partners including: the State Libraries of Ohio, Indiana, Illinois, South Carolina, Iowa, Kansas, Missouri, and WiLS. It is anticipated that FulfILLment version 1.0-RC1 will be available in the spring/summer of 2013.

FulfILLment is generally described as an open source ILL software, but it is so much more. It is an open source, regional resource-sharing system between disparate ILS. It was designed to bridge otherwise incompatible software products so that different libraries can continue to use their current ILS while obtaining many benefits enjoyed by libraries using Evergreen in resource-sharing consortia. The development of LAIs (Local Automation Integrator) in FulfILLment makes this possible by allowing the participating libraries to obtain bibliographic and other relevant information from each library's current automation system and making this information accessible over the internet. FulfILLment is also scalable. If necessary, new custom LAIs can be developed in future versions of FulfILLment to allow even more libraries to join and enjoy all that FulfILLment has to offer.

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Suzannah Lipscomb
Project Manager
Equinox Software, Inc.
877. OPEN. ILS (877. 673. 6457)
Direct: 770-709-5590

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Emily Galli
Manager System Services
Santa Cruz Public Libraries

David Terrazas, Member,   September 22, 2012
Santa Cruz Joint Library Board
809 Center St.,
Santa Cruz, CA95060

I'm an 88 year-old resident of Santa Cruz and a user of the library system, who feels that
the library is neglecting many of the older and poorer users who do not have, or are not
familiar with computers. About a year ago, the system ceased providing telephonic notice
of overdue books while retaining Email notification. This is a significant , and sometimes
costly, inconvenience.

In considering how other library systems handle these notifications, I telephoned the San
Jose and Santa Clara Library systems and inquired about their methods of handling of
late book notification. I was informed that both of them use a method that provides Email
notification backed up by telephonic notice for those without computers.

I see that our library system is finding the financial ability for expanded hours,which is
fortunate, but shouldn't we look for the funds that will enable us to reestablish valuable
telephonic notification service. Perhaps exploring how San Jose and Santa Clara are able
to manage this would be worthwhile.

How do you feel?

                                                    William S. Hudson (signature)
                                          William S. Hudson
                                          144 Frederick St.
                                          Santa Cruz, CA 95062
                                          (831)427-1454

ccs:Other Board Members and Library Administration

September 24, 2012

Bill Hudson
144 Frederick St.
Santa Cruz CA 95062

Dear Mr. Hudson,

Thank you for your letter dated September 22, 2012 in which you request the return of the telephone notification system. Your name sounded familiar so I checked my records and found the attached letter that I sent to you in November 2011.

The situation has not changed and after 6 months, we have not determined that the restoration of telephone notification will be cost effective. We have learned that there are currently no programmers available to write the software to enable such a service as it is not currently available with our computer system as it is with the systems in San Jose and Santa Clara County.

We have registered our interest in the development of such functionality and it will be considered for future releases of the software. We are also in the midst of preparing an Information Technology Strategic Plan which will guide the development of services such as this.

In the meantime, we continue to encourage you to call the Library and staff will gladly assist you with your account.

Sincerely,

Teresa Landers
Library Director

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November 30, 2011

William S. Hudson
144 Frederick Street
Santa Cruz, CA 95062

Thank you for expressing your concern about the suspension of the automated telephone renewal and inquiry system.

Unfortunately a replacement for the phone service is not inexpensive and will cost at least $40,000. Once we have been up on the new system for a while we will assess the ongoing demand and balance that with the expense. This is not a policy change but a matter of economics.

We have a responsibility to be fiscally responsible to the community at large and must balance this with providing a convenient service for a small population of users. We do realize some people will be inconvenienced by this change.

You are still welcome to call the library and a staff member will assist you. Or, when you visit the library, staff will also be able to assist you either by looking up the information for you or by assisting you check your record on the computer. Based on your address the closest branch to you is Branciforte. Their phone number is 427-7704 or you can call the Downtown Library at 427-7707. Staff is available to assist you during library open hours.

The reality is our current computer system was 25 years old and was no longer supported by the company that produced it which means if anything went wrong we were reliant on one staff member who is the only one who could troubleshoot it. New systems require a separate service to provide phone notification and it is expensive. I do promise that we will re-evaluate in about 6 months.

Sincerely,

Teresa Landers

Re: letter from librarian Veronica Zaleha

---------- Forwarded message ----------
From: **Veronica Zaleha** <vzaleha@sccs.santacruz.k12.ca.us>
Date: Fri, Sep 14, 2012 at 1:11 PM
Subject: Re: upcoming visits to SCHS
To: Paula Turpenen <turpenenp@santacruzpl.org>
Cc: Valerie Murphy <murphyv@santacruzpl.org>, Sarah Harbison <harbisons@santacruzpl.org>, Jennifer
Cockerill <cockerillj@santacruzpl.org>

Dear Paula,
Many thanks to the wonderful SCPL Librarians who came to help inform freshmen students in 1st semester
CORE classes about the amazing resources their library makes available to them.
Hope we can do it again 2nd semester! :)
Appreciatively,
Veronica

Geek Out

By Greg Landgraf

Digital learning labs convert consumers into creators

Posted Mon, 09/10/2012 - 12:22

Teenagers are natural and voracious media consumers. But new research suggests that teens can learn more effectively in hands-on projects where they can be creative and think critically.

The Institute of Museum and Library Services and the John D. and Catherine T. MacArthur Foundation made $100,000 grants this past November to eight libraries and four museums to plan and design their own digital learning labs where teens can hang out, mess around, and geek out. In the process, these young patrons learn to create media rather than just consume it.

"Libraries and museums are part of reenvisioning learning in the 21st century," said Susan Hildreth, director of the Institute of Museum and Library Services (IMLS). "They are trusted community institutions where teens can follow their passions and imagine exciting futures."
"We aim to be a launching point in the science, technology, engineering, and math pipeline of future scientists, mathematicians, and engineers to fill 21st-century global economy jobs," said Christie Lassen, director of public relations for Howard County (Md.) Public Library, one of the grant recipients.

Mentors are key

The grant program was inspired by Chicago Public Library's YOUmedia, a space where teens create game podcasts, record music, perform poetry, and produce an online literary magazine. Naturally, it's a technology-rich space. But as appealing as that technology is, it's not the most important element.

Earlier this year, the IMLS and MacArthur grantees visited YOUmedia to confer with one another and see how teens use the space in person. "Not one of the students talked about technology," said Debbie Willms, deputy director of St. Paul (Minn.) Public Library. "They all talked about their relationship with their mentors. It was a real eyeopener for us."

YOUmedia recruits artists in fields of interest to its teens to serve as mentors, said librarian Taylor Bayless of Chicago Public Library. Those mentors also receive training through DePaul University's Digital Youth Network in how to teach and work with teens.

Other grantees have taken the mentorship lesson to heart. At San Francisco Public Library, planning for the learning lab is still underway, but the library has already hosted programming classes taught by employees of Twitter, whose offices are nearby. Nashville (Tenn.) Public Library has tapped existing relationships with a spoken-word artist and a software developer for its steering committee.

"I think that our patrons have always looked to the library to have collections and computers, but they love the idea of having staff that would help them use the tools in a more robust way," added Tricia Bengel, emerging technology administrator at Nashville Public Library.

Teens also learn from each other. Angela Brade, chief operating officer and director of Howard County Public Library's HiTech project, has observed that even teens who don't know each other work well together in a library learning lab environment. "They are very good at sharing and collaboration," she said. Since receiving the grant, the library has started hosting mentor-led technology sessions, but she has already promised three teens the opportunity to present sessions on their own passions.

Outreach needed

"I don't think you can do librarianship without an outreach component," said Crystal Faris, director of teen services at Kansas City (Mo.) Public Library. The library's plans involve a partnership with a local science museum where the lab will be housed. But for teens in the city who don't take advantage of that museum and wouldn't feel comfortable there, Faris said she hopes to incorporate a mobile component into the library's learning lab.

St. Paul Public Library also plans a mobile component, although the importance of relationships between teens and the library staff has made that a challenge to define so far. "We don't want a bunch of strangers just bringing a bunch of machines to the library buildings," Willms said.

While new relationships have to be formed to ensure the success of the digital learning labs, in many cases new skills need to be developed as well. Stacie Ledden, communications manager for Anythink in Adams County, Colorado, said the library has instituted plans to train staff on their own content creation skills this fall so they will be able to help customers when the lab opens next year.

St. Paul Public Library is examining how staffers, particularly those working in the new digital lab, can become fully confident in working with teens. "We're continually reminded that they'll have the most frequent relationship," Willms said.

The Chicago model

Many grantees have also used the grant as an opportunity to let adolescents shape the library. The Free Library of Philadelphia held an engagement summit with teens and youth organizations that the library feels embodied best practices for working with young people. "They want to be listened to, opportunities for dialogue, social opportunities, and a place of their own," said Vice President of External Affairs Sandy Horrocks. In San Francisco, Public Relations Officer Michelle Jeffers said that 80 teens applied for the 15 spots on the project's teen design board.

"YOUmedia has been very honest," added Stacie Ledden. "You can set your plans, but the community is going to make it what they want it to be."

That notion has required some transition for Chicago Public Library, Bayless said. "You have to make a few cultural shifts," she admitted, including policies about food and noise level. And because YOUmedia connects students with the library as a whole, those changes start to seep into the rest of the library. "It can start on the road to greater institutional change."

The 400–500 Chicago teens who visit the space each week have made good use of the opportunity, though. "They're connecting with professionals in fields they're interested in"—in some cases on a national level, Bayless said.

Earlier this year they participated in "What's Going On ... Now," a project from the Kennedy Center in which teens remixed Marvin Gaye's album *What's Going On* to reflect similarities and differences between the now of today and that of 40 years ago, when the album was released. Winners performed in Kansas City, and one of the Chicago teen poets was invited to perform onstage with Grammy winner John Legend. YOUmedia teens also helped to design an educational bus that went with Lady Gaga on her Born This Way Foundation tour. That work involved both business and creative work; the adolescents had multiple conversations with the foundation's senior advisor David Washington.

Many of YOUmedia's projects have demonstrated significant longevity as well. Library of Games, YOUmedia's gaming podcast, has been running for more than three years. YouLit, the center's online literary magazine, is going strong after more than a year and a half. "The programs with longevity developed from teens saying they wanted to do something or demonstrating their interest," Bayless said. "Don't develop programs without talking to teens first and determining the needs of teens who will use the space."

Variety in approaches

While the ultimate goal of creating a space for teens to engage with technology and use it to create is pretty consistent among grantees, the precise form that each library's plans are taking varies widely.

Anythink plans to repurpose the existing teen space at its Wright Farms branch, with minor construction this winter leading to a March 2013 launch. Ledden said the library has been working to "figure out how the project is scalable and how it fits into what the library is already doing." Anythink plans to adapt some of the library's existing Sidekick volunteer program into its teen mentorship initiative, and it will build on existing hands-on programming, such as Battlecars, in which participants put remote-control cars through obstacle courses to compete against one another.

Columbus (Ohio) Metropolitan Library has started "Teen Columbus" in partnership with four other institutions—the Columbus Museum of Art, the Center of Science and Industry, WOSU Public Media, and the Wexner Center for the Arts. "We're building a web, rather than a central hub and spokes," said Helene Blowers, the library's digital strategy director. She said that three or four of the partners will likely have a physical learning lab location initially and that the model allows for new locations to be created in the future.

The Free Library of Philadelphia's plans include a space dedicated to teens at its Parkway Central Library and six hot spots throughout the community that provide computer training, job search help, and basic literacy assistance. "They're meant to be outside the library walls in neighborhoods where people don't necessarily go into a public library," said Sandy Horrocks. Gena Seroogy, the library foundation's director of grants and foundation giving, added that these hot spots serve as a loose model for the lab by providing "a supportive environment where teens can experiment," particularly those who are reluctant users of the library.

Howard County (Md.) Public Library received a gift of space adjacent to its Savage branch when the business that had occupied it relocated. The branch is already using that space for its HiTech lab, although construction to adapt and improve the space won't begin until next year. "We're looking at this as a STEM lab," said Christie Lassen. Angela Brade said that sessions the library has hosted on music, multimedia, and 3D design have averaged more than 50 attendees, and she expects those numbers to grow when the library begins offering sessions on a more stable schedule.

Kansas City (Mo.) Public Library has formed a new partnership with a museum, Science City at Union Station. "The first challenge is recognizing the different missions and trying to realize how those missions can align enough for a partnership," said Crystal Faris. Both organizations want to serve teens, but as Science City has to generate revenue to sustain its facility, Faris said that service won't look exactly like it does at the library.

Nashville (Tenn.) Public Library plans to create a primary learning lab in its downtown facility adjacent to an existing teen space, said Tricia Bengel. The system is building two new locations and renovating a third, and hopes to incorporate learning labs into those facilities in some fashion, as well as creating a mobile lab.

St. Paul (Minn.) Public Library is planning a new physical space, which broke ground in July for a planned opening in the fall of 2013. "The building is a new concept, a co-located parks and recreation center and library," Willms said. Within that new building, services between the two departments will be fully merged.

San Francisco Public Library plans to design a space within its existing library building for the learning lab. But Teen Services Specialist Jennifer Collins said that the library will also follow a hive model, in which the library will have "a network of learning institutes, formed around events that provide fun learning opportunities for youth" at locations throughout the city. The library was also planning to get a sound booth that can be taken from branch to branch this summer.

IMLS will announce the winners of a second round of grants late this fall. Much has been written in recent years about the importance of libraries as a venue for patrons to create rather than just consume media. These digital learning lab projects are working to ensure that when teens need a place to support their creative efforts, a library is the first thing that comes to mind.

GREG LANDGRAF is a freelance writer in Chicago and former associate editor of American Libraries. His first book, Citizen Science for Families, is scheduled be published by Huron Street Press in spring 2013.

Update: NY Library To Adopt Ad-Supported Toilet Paper

By Meredith Schwartz on August 22, 2012

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This article has been edited to include comment from the library director.

Toilet paper printed with advertisements will appear in the bathrooms of the Port Chester-Rye Brook, NY, Public Library in October, according to *The Journal News.*

The paper is 100 percent recycled, two-ply, and printed with soy-based ink. Venues that use the paper receive it for free, making it a potentially attractive way for cash-strapped libraries to reduce spending. (Advertisers pay $99 for 20,000 advertisements that appear on approximately 160 rolls.)

Although plugging the library's number of annual visitors--180,183-- into Kimberly-Clark's professional use calculator yields more than 36,000 cases, or about $70,000 in savings, per year, the truth is not nearly so dramatic. Library Director Robin Lettieri told *LJ* that the library spends about $1000 to purchase about 1300 rolls a year. "We don't have all this money now," said Lettieri. "It would be great if we did, but we don't."

The move comes a few months after budget constraints forced the library to cut hours and eliminate two part-time positions, according to the *Port Chester Daily Voice* (though some hours were restored when Port Chester offered the library an additional $23,000 in funding).

The supplier, Star Toilet Paper, was founded by brothers Bryan and Jordan Silverman in 2010. Bryan, a Duke University sophomore, is one of five finalists in *Entrepreneur Magazine*'s College Entrepreneur of 2012 competition. (Jordan is not eligible since he graduated from the University of Michigan--Ann Arbor in the spring). Bryan did not immediately respond to *LJ*'s request for comment.

Besides costs savings, Lettieri says her motive was to support local residents with a unique idea. She's been pleased with her working relationship with Star so far. "We have final say on the advertisers; for instance, we wouldn't want a bar advertised in the children's room," she explained. Star has already "passed some of the advertisers by" Lettieri for approval.

Advertisements in libraries have been somewhat controversial in the past. The Gwinnett County Library Board recently voted against placing advertising on bookmarks, according to INFOdocket. However, the Toronto Public Library decided to go ahead with selling ads on the back of due date slips.

Lettieri was surprised to see articles on her toilet paper selection, of all things, spread across the news media: they have appeared as far afield as NPR and New Delhi television. "We did a magnificent renovation here, and we do all these programs, and we get all this publicity because of toilet paper," she said. "But they say there's no such thing as bad publicity."

Contributing Editor **LEE PRICE** is Director of Development at the Conservation Center for Art and Historic Artifacts in Philadelphia and has served as a fundraising consultant for many libraries, archives, and museums. He is the author of the blogs *Tour America's Treasures* at touramericastreasures.blogspot.com and *21 Essays* at 21essays.blogspot.com.

Contact Lee at leeaprice@comcast.net.

Lee is currently reading *Teaching a Stone to Talk* by Annie Dillard and *Lucking Out: My Life Getting Down and Semi-Dirty in the Seventies* by James Wolcott.

Bringing in the Money presents fundraising strategies for public libraries.

The Website Clinic

There is enormous potential to raise money in our new digital era. Various types of traditional fundraising (government grants, corporate contributions, and so on) may decrease over the next decade, but I think it's safe to predict that online fundraising is going to grow. Every indicator points in this direction.

On the Internet, websites are the central hubs where the heavy fundraising action occurs. Therefore, library websites should be built to fundraise. Even if the money isn't consistently flowing yet, the infrastructure should be established to ensure that funds will be able to flow in the future.

Libraries have impressively tackled the challenges of website design. I've seen dozens of well-designed, attractive, easy-to-navigate library websites. They make it easy to browse the catalogs, track upcoming events, and send a question to the reference desk. But in the area of fundraising, public library websites are weak.

Making Fundraising a Priority

The key area on a website is the section of the landing page above the "fold." If the library values fundraising, I expect to see some solicitation within this space. I look for the words *give, donate,* or *support* somewhere above the fold.

A couple of points before proceeding: (1) By fold, I'm referring to the portion of the website that's visible on an average computer monitor without scrolling downward; and (2) I am aware that people have become comfortable with scrolling and that many tests have shown that items can be effectively placed below the fold and still attract attention. However, it's my contention that the material above the fold speaks to the current priorities of the library. And if fundraising doesn't appear to be a priority for the library, why should a contribution be a priority for a potential funder?

Look at it this way: The really big libraries—institutions like the New York Public Library and Boston Public Library—have exactly the same amount of space to work with above the fold as a small library in a rural location. And those really big libraries are putting the words *give, donate,* or *support* all over their websites. My advice is to pay attention to what they're doing. I think they're onto something.

It's not only the big guys either. Smaller libraries are starting to play the online fundraising game with intelligence and enthusiasm. But I'm disappointed at the pace. The large urban libraries are moving toward long-term success in online fundraising; smaller suburban and rural library systems tend to be lagging behind.

Spot Check

For this column, I examined the fifty-five American public library websites that are currently listed in the Library Website Hall of Fame located on the "Website Design" page of *Library Success: A Best Practices Wiki.*[1]

Of the fifty-five websites, only twenty-four offered a fundraising link above the fold. I did not count either dropdown menus or revolving images in my search for fundraising links. I was looking for fundraising with such high visibility that no action was required by the viewer to see it.

Of the twenty-four websites that demonstrated fundraising is a priority, I followed the links and selected five favorites to propose as models for public library fundraising success. If these particular libraries are not realizing online fundraising success yet, I predict that they will be far ahead of the curve in the years to come. They've invested in their fundraising infrastructure—and that's a smart thing to do.

Turn-Offs

In selecting my five fave websites, I rejected most of those that did the following:

- Click, click, click . . . You lose viewers with each click that's required to reach the donation page. I want a clear and easy path to the donation. One click is best, two clicks is acceptable, three clicks is not recommended, and more than three clicks is disastrous. Ease of navigation is essential.
- I object to fundraising buttons that direct you to areas that emphasize volunteering or book donations before opportunities to give money. I understand that volunteering is important (and that time is money), but I think that volunteerism and financial contributions should be addressed as separate issues. When donation of money falls to the bottom of the list (sometimes dropping below the fold), it appears like the library is either embarrassed by its fundraising or has decided that it's a secondary function.
- Similarly, I don't like fundraising buttons that give you dropdown options of going to the Friends or the Foundation page. If viewers are showing an interest in giving money, you have to quickly move them to clear information on giving categories and how to give. Above all, you don't want to navigate them off the library website—even to go to your library foundation website.

- When making an online contribution, I want an option of making a secure donation through a credit card. It's okay to include information on printing and filling out a form, then mailing it in accompanied by a check, but that shouldn't be the only way to give.
- If there is a separate library foundation that handles the fundraising, the ties between the library and the foundation should be seamless. I looked at one website where the foundation was promoting a major event to benefit the library, but there was no mention of the event on the library website! If there are two websites, they must work together.

Five Exemplary Website Models

Most public library websites are dynamic—they are updated regularly. Therefore, these personal picks for great fundraising websites only refer to a moment in time, specifically the afternoon of April 29, 2012. But here they are! Five model websites, worthy of emulation:

1. Carnegie Library of Pittsburgh

There's a fundraising campaign in Pittsburgh, and the library isn't embarrassed to trumpet the news. Taking up an amazing one-third of the main body area of the website, the Carnegie Library of Pittsburgh (CLP) announces "The Perfect Match," with each word in a different pastel color and with a charming heart graphic between the words. Underneath the headline it reads "matching gift program," also in complementary pastel colors. Then, in italics, "Maximize your gift through May 31!" Underneath that, a bold green arrow is clearly labeled "click here to donate."[2]

I ran across very few campaigns on the fifty-five websites I studied and most of them were lackluster. CLP's is bold and at-

tractive. The May 31 deadline adds urgency, and I always like urgency. And I love the way the lively colors make it burst from the page.

And it gets even better. You click on the green arrow and you go directly to the donation page. Just one click and you get your opportunity to donate—no risk of getting lost in the navigation. You can't get better than one click.

2. Enoch Pratt Free Library (Baltimore)

There are eight tabs running along the top of Enoch Pratt Free Library's webpage. These tabs are: Home, About, Books & Media, Calendar, Locations, Research Help, Services, and Support Us.[3] That's good company for a fundraising tab to be in. So I click on "Support Us" and I'm taken to a top-of-the-page headline reiterating to "Support Us." But more prominently there's a cute children's program graphic of a bat in astronaut gear and the text, "Dream Big READ" and "help reduce summer slide." Underneath the image is the funding request, "Sponsor a child for Pratt's summer programs!" Then there are three short paragraphs (all above the fold) concluding with this excellent fundraising copy: "It costs $60 to sponsor a child for a whole summer's worth of library programs. Please sponsor one or more children and help reduce summer slide!" If you click on the word *sponsor*, you land on the donation page. Two clicks to the donation page is pretty good.

Another thing that I particularly like is that $60. They're asking for a midsize commitment with lots of warm, fuzzy thoughts attached to it. This is the type of donation that sets the stage for years of support. Of course, $60 only covers one child so the form is set up so you can choose to support up to ten children, and the form does the multiplication for you. If you're really feeling generous, you can even elect to be a systemwide program sponsor for $10,000. My guess is that they don't get many supporters at that level, but it sure doesn't hurt to ask!

3. Kalamazoo (Mich.) Public Library

I love the way the Kalamazoo Public Library (KPL) places its "Support the Library" link in the column labeled "Popular!"[4] The list of popular items is alphabetical which places "Support the Library" last (and last place is a pretty good place to fall on a list—provided it's still above the fold).

KPL's "Support the Library" page has four concise paragraphs to the left, concluding with a link to their "Wall of Honor." There's a nice photo of kids reading in the middle (you seriously can't go wrong with cute children, provided you've got all the proper permissions). There's a "Donate" button on the lower right (just two clicks to the donation page) and a series of additional "Support the Library" links forming a right column. These links deserve a little closer attention.

The first link is "Volunteer." The second is "Financial Gifts" which tells you how to donate either online or by mailing a check. The third is "Planned Gifts," which could yield the library some significant long-term funding through bequests and other deferred giving opportunities. Fourth is "Millage Renewal," which is an excellent advocacy page providing useful information on the level of tax support for the library. Fifth is "Value Calculator," which translates a patron's estimated use of the library into financial terms. And the sixth and final item is the "Donor Wall of Honor" that celebrates past major donors to the library.

All this information is valuable and intelligently presented. Nice work.

4. New York Public Library

Don't be intimidated. The New York Public Library (NYPL) has the same amount of website space available above the fold that you do. Since they have lots of high-paid professionals advising them, my advice is to borrow shamelessly from their design ideas.

The NYPL website is singularly uncluttered—perhaps the fewest words of any of the fifty-five websites I reviewed for this exercise. The "Support the Library" link is prominent, serving as the eighth tab out of nine along the top bar. Move your cursor over it and you get the dropdown menu: Donate, Membership, Monthly Giving, Honor and Memorial Gifts, Planned Giving, and More.[5] Click on "Donate" and you go straight to the donation page.

In addition to promoting direct financial contributions to the library, the NYPL website strongly encourages use of its Library Shop, with a link right above the fold and a Mother's Day–appropriate "Unique Gifts for Mom" link tastefully placed in the center of the page. It's always smart for libraries to take advantage of holidays and other seasonal events in this way—making for a dynamic website that prompts the viewer to think of the library in a different way. A visitor might think, "I came here to renew a book, but maybe I should do some last-minute shopping here, too!"

5. High Plains (Co.) Library District

Located north of Denver, the High Plains Library District (HPLD) maintains one of the finest public library websites in the country. Naturally, fundraising is prominent. On the website landing page, "Donate" is the sixth of seven tabs running across the top bar.[6] When you run the cursor over "Donate," you get a dropdown menu that offers: Follow the Foundation, About the Foundation, Support YOUR Library, Bibliophile Gifts, and Fundraising Events.

The HPLD's "Support YOUR Library" page features a thirty-second welcome video from author Sharon Draper that makes a fast yet compelling case for financially contributing to your local library. HPLD simply linked to the Facebook video produced by the American Library Association and the result was an attractive multimedia page. Underneath the video is the question: "How Can You Support Your Library? Let Us Count the Ways!" Then there are fourteen sensible ways for people to support their local HPLD branch, beginning, of course, with an online donation through a direct link to the donation form.

Conclusion

Don't let your library get left behind as other local institutions refine their online giving. Embrace online fundraising today and reap the benefits down the road. You don't need high-powered consultants to do this. You just need a little design sense and a lot of old-fashioned salesmanship. ▣

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Advertiser Index

Macmillan Poised to Test Library E-book Model
By Andrew Albanese
Sept 24, 2012

As big six publishers and librarians prepare for more meetings this week in New York, Macmillan officials have confirmed to *PW* that the publisher has developed a pilot project that would enable e-book lending for libraries—a potentially major development. However, details of the pilot remain undisclosed. "We have been working hard to develop an e-book lending model that works for all parties, as we value the libraries and the role they play in the reading community," reads a statement provided to *PW*. "We are currently finalizing the details of our pilot program and will be announcing it when we are ready, and not in reaction to a demand."

The reference to a demand, meanwhile, comes in response to an open letter written by ALA president Maureen Sullivan, which ramps up the public pressure on publishers to provide access to e-books. In the letter, which *PW* reported on in Monday's issue, Sullivan stresses that libraries can no longer "stand by and do nothing while some publishers deepen the digital divide," or "wait passively while some publishers deny access to our cultural record." She argues that readers should "rightfully expect the same access to e-books as they have to printed books," and demanded publishers explore more creative solutions.

"We have met and talked sincerely with many of these publishers," Sullivan writes. "We have sought common ground by exploring new business models and library lending practices. But these conversations only matter if they are followed by action."

Depending on the specifics, the Macmillan pilot could be a shot of much-needed good news for the library community. If Macmillan follows through and implements the program, it would leave Simon &Schuster as the only big six publisher out of the e-book game entirely.

It would also halt one negative trend: since talks between publishers and libraries began in late January, there has been no progress—and indeed, regression on the e-book issue. Penguin pulled out of the market entirely, although in June, it started a limited pilot project with vendor 3M and the New York Public Library; in March, Random House nearly tripled its e-book prices to libraries; two weeks ago, Hachette confirmed it would more than double prices on nearly 3,500 backlist e-book titles. HarperCollins continues to implement a 26-lend limit on e-books.

The news comes as librarians and publishers will meet this week in New York, including an AAP-sponsored discussion in which Sullivan will participate.

REPORTED INCIDENTS Sept 4-Sept 22,2012

Date	APT	BC	B40	CAP	DTN	FTN	GP	HQ	LSB	LO	SV	Time	General Brief Description	Police Called
09/04/12					1							1:42PM	Patron with bad hygeine	no
09/05/12										1		5:15pm	Confrontation between patrons	yes
09/06/12					1							4:20 PM	Patron ranting, yelling and aggressively responding to staff	no
09/06/12					1							2:27pm	Person with bad hygiene – verbally combative	no
09/07/12					1							3:50 PM	Patron created mess in Restroom	no
09/08/12		1										11:45am	Patron (minor) fell and scratched his back	no
09/13/12					1							11am	needle & spoon found in bathroom	no
09/20/12					1							1:40pm	two male patrons shouting loudly at each other	no
09/22/12					1							2:40pm	patron cussing loudly and drinking from a vial	Security was called, but man had left

Felton Library Status Report

25 July 2012 rev: 2 Aug 2012, 13 Aug 12, 31 Aug 12, 11 Sept 12   changes marked Blue

	Issue	Action required	Primary responsibility	Notes
1	Verutti access across library site until Kirby Street access developed	Draft agreement, easement description	County counsel	
2	Help Veruttis remove squatter on public land extension of Kirby Street	?	County counsel ?	Squatter is not there on 8/13/12
3	Septic disposal off site on public land	DPW OK; EHS OK language for GP and ordinance revisions	EHS	John Ricker will start after 8/14/12
4	Composting toilets	OK if allowed by future ordinance changes	EHS	
5	Use and maintenance easement to benefit of library on south side of Bull Creek	Easement description	County counsel	
6	Access agreement from Veruttis to allow library studies etc. on land	Done	Teresa	
7	Boundary adjustment with SLV water district to allow Veruttis access to Kirby Street	Final approval by SLVWD board	Nancy Gerdt	SLVWD board approved in concept on 6 Sept. Legal description is in process
8	Well needs future access and development agreement/easement	Easement description	County counsel	Draft MOU under review
9	The land gift is to be a restricted to use as a library and related incidental uses	Legal language	County counsel	Draft MOU under review
10	The library needs to start construction within 10 years of the gifting	Legal language	County counsel	Draft MOU under review
11	Civil engineering for lot split	Meeting to set line	Teall	
12	Archaeology report	Done	Teall	Negative result. No issues
13	Phase I environmental	Done	Teall	Completed. No significant environmental liability

14	Biotic report and restoration plan	Done	Teall	Completed. No impacts
15	Traffic study	Get proposal by Sept 5 and submit to LJPL board	Teall	Proposal from provider. Waiting for LJPB board approval
16	100 year flood plan update	Update letter	Teall	Contract in place
17	Geotechnical report update	Update letter	Teall	P.O. in place
18	Project description, narratives for application	Generate	Teall w/ planning	Rough draft

Santa Cruz Public Libraries' PARTNERSHIPS

Andy Zenczak's Gadgetbox Recording Studio
Another Bike Shop
Arrow Surf & Sport Shop
Atlantis Fantasyworld

Bank of America
Bay Tree Bookstore
Beach Bear & Company
Bill's Wheels Skateshop
Blind Pilot's Jewelers
Bonny Doon Union Elementary School District
Bookshop Santa Cruz
Branciforte Book Discussion Group

Cabrillo College
Cabrillo Stage
California Small Business Development Center
Capitola Book Café
Carolina Castillo Trelles
City of Santa Cruz Museum of Natural History
Coastal Dog Owners Association
Comicopolis
Community Foundation of Santa Cruz County
Community TV of Santa Cruz County
The Compound
Computer Placement Services
Cruzio
Cultural Council of Santa Cruz County

De Laveaga Golf Shop
Digital Sign Factory
DogJam Paddle & Surf Show
Downtown Santa Cruz Association

Early Childhood Education Center
Ecology Action
El Patio Grocery & Deli
Epic Adventure Games

Gjon Feinstein
First Five of Santa Cruz County

Friends of the Santa Cruz Public Libraries
      Friends of the Boulder Creek Branch Library
      Friends of the Felton Branch Library
      Friends of the LaSelva Beach Branch Library
      Friends of the Scotts Valley Branch Library
Furry Friends

Game a Lot
Growing Up in Santa Cruz

Happy Valley Union Elementary School District
Hartnell College
Homeless Services Center

Indigital Recording Studio

Jelli Beanz

Stacey Kyle

Lenz Arts
Logos Books & Records

LaSelva Book Discussion Group
Live Oak School District
Loose Cannon Theater

Dana Mackenzie
Mercy Housing
Mid-Peninsula Housing
Mountain Elementary School District
Museum of Art and History

National Aeronautics and Space Administration (NASA)
National Endowment for the Arts
National Steinbeck Center

Old School Shoes
O'Neill Surf Shops

Pacific Collegiate School
Pacific Edge
Pacific Elementary School District
Palace Arts & Office Supply

Pajaro Valley Unified School District
Papa Murphy's
Papas
Paradise Recording
Peet's Coffee
Penny Ice Creamery
Phoenix Ceramics
Play It Again Sports

Rittenhouse Building

Salsa Rueda
San Lorenzo Valley Unified School District
Santa Clara County Office of Education
Santa Cruz Area Chamber of Commerce
Santa Cruz Art League
Santa Cruz Astronomy Club
Santa Cruz County Office of Education
Santa Cruz County Reading Association
Santa Cruz City Schools
Santa Cruz Economic Development
Santa Cruz Patch
Santa Cruz Pottery
Santa Cruz Reads
Santa Cruz Rehearsal Studios
Santa Cruz Roller Palladium
Santa Cruz Sentinel
Santa Cruz Toymakers
Santa Cruz Writes
Scotts Valley Artisans
Scotts Valley Cycle Sport
Scotts Valley Rotary
Scotts Valley Senior Center
Scotts Valley 6 Cinemas
Scotts Valley Unified School District
Seacliff Video
Seymour Center
Shakespeare Santa Cruz
Society for the Prevention of Cruelty to Animals
Soquel Union Elementary School District
Sprockets
Starbucks
Steinbeck Center at San Jose State University
Stroller Love
Studio Holladay

Sylvan Music

Taco Bell
Think Local First – Santa Cruz County
Trader Joe's

University of California at Santa Cruz
Upper Crust Pizza

Westergaard & Harrison Exhibition + Design Studio
Willing Suspension Armchair Theater
Woodstock Pizza
Wordworm Party Store
Workforce Investment Act

Young Writers Project

April Zilber
Zoccoli's Deli

September 2012

Answers to Questions on Current Collection Management Procedures

1. Do we have any goals for our collection beyond the budget allocation?

It is always our goal to strive for what is described in *Collection Development Policy for the Santa Cruz City Public Library System*, "The library features current, high-interest materials, both fiction and non-fiction, in a variety of formats for people of all ages. The library actively encourages the use of its collection. A substantial percentage of this part of the collection has been published within the past five years." (Section: 2.1 Reading, Viewing, and Listening for Pleasure)

2. What are the criteria for placing new books in the branches?

There are several criteria our selection team is working on:
1) Space
As we are aware, our ten branches are allocated with various amounts of square footage. Smaller libraries with less square footage have less available shelving space. By average ordering rate, we acquire at least 100 titles per week. If we place the same amount of titles to all branches, smaller ones might soon run out of space.

2) Community specific interests
Based on our decades of collection development surveys and feedback, different libraries have manifested certain unique characteristics, e.g., Aptos, Boulder Creek, Downtown and Live Oak Branches welcome science fiction, whereas La Selva Beach prefers fiction. We would be extremely appreciative if you could let us know what kind of new books you are interested in for your local libraries, even though we actively solicit suggestions from the public, staff and Persons in Charge through online Materials Requests, regular meetings and departmental communications.

3) Nature of new books
We do assign new fictions and nonfictions to smaller branches. But owing to the popularity of new books, they seldom stay on branch shelves. Take Gillian Flynn's *Gone Girl*, for instance. We have purchased 20 permanent copies and 10 leased copies, spread amongst 10 branches and one Bookmobile. There is not a single copy available on a library's browsing shelf, for there are 181 requests asking for those new copies.

3. Are there percentages allocated for each branch?

We do not have specific percentages for each branch, but we do have overall geographical allocations for all branches, such as copies allocated to the south, north and central county. If we purchase 5 copies for a title, they will be distributed to groups like Aptos/La Selva Beach, Capitola/Branciforte, Downtown/Live Oak/Garfield Park, Scotts

Valley, Felton/Boulder Creek, based on the practical consideration of space issues. The following table outlines the actual sizes of our ten branches.

BRANCH	TOTAL SQ. FT
APT	8,000
B40	7,500
BCK	4,600
CAP	4,320
DTN	44,000
FEL	1,250
GAP	2,343
LSB	2,200
LIV	13,500
SCV	13,150
TOTAL	100,863