



## LIBRARY JOINT POWERS AUTHORITY BOARD

---

Monday, January 14, 2013  
Downtown Branch Meeting Room  
224 Church Street, Santa Cruz CA 95060

### 6:30 PM PUBLIC MEETING

1. ROLL CALL
2. APPROVE AGENDA OF JANUARY 14, 2013
3. ORAL COMMUNICATIONS
4. PRESENTATION: Heather Norquist: new catalog features
5. MEMBER REPORTS
6. CONSENT AGENDA
  - A. Approve minutes of December 3, 2012 (PG.3-7)
  - B. Food for Fines during National Library Week (PG.8)
7. FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES REPORT
8. STAFF REPORTS
  - A. Monthly Narrative Report: December 2012 (PG.9-16)
  - B. Statistical Reports (PG.17-19)
  - C. November Financial Snapshot (PG.20)
  - D. FY11/12 Year End Financial Report (PG.21-23)
  - E. Status Update: Facilities Master and IT Strategic Plans (PG.24)

9. OTHER BUSINESS

- A. Interviews for new citizen member (PG.25-34)
- B. Election of temporary chair for February LJPB meeting

10. WRITTEN COMMUNICATIONS

- A. Patron Written Comments (PG.35-41)
- B. Articles about Santa Cruz and California Libraries (PG.42-63)
- C. Articles on Libraries Nation Wide (PG.64-79)
- D. Security Incidents Log (PG.80-82)
- E. Website Hits (PG.83)
- F. Reserve Policy- Background Information (PG.84-94)
- G. Flyers for Upcoming Library Events (PG.95-101)

11. BOARD MEETING CALENDAR

- A. Approval of 2013 Regular meeting calendar (PG.102)

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

12. NEXT MEETING

The next regularly scheduled meeting is Wednesday, February 13, 2013 at 6:30 p.m. at the Downtown Branch Library. The regular meeting will be preceded by a Closed Session from 6-6:30 for discussion of labor negotiations.

13. ADJOURN

The Library Joint Powers Authority Board will adjourn from the regularly scheduled meeting of Monday, January 14 to the next regularly scheduled public meeting on Wednesday February 13 at 6:30 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](mailto:subfinders@santacruzpl.org).

A CITY-COUNTY SYSTEM  
LIBRARY JOINT POWERS BOARD

MINUTES

Scotts Valley Branch Library, Fireside Room  
251 Kings Village Road, Scotts Valley, CA 95066

December 3, 2012

6:00 PM RECEPTION FOR OUTGOING BOARD MEMBERS

6:30 PM PUBLIC MEETING

---

I. ROLL CALL

Present: Supervisor Ellen Pirie, Citizen Nancy Gerdt, Councilmember Katherine Beiers, Councilmember David Terrazas, Councilmember Sam Storey, Councilmember Jim Reed, Citizen Dick English, Citizen Leigh Poitinger, and Supervisor John Leopold (substituting for former Supervisor, Mark Stone)

Staff: Teresa Landers, Director of Libraries  
John Barisone, City Attorney

II. APPROVAL OF MEETING AGENDA OF DECEMBER 3, 2012

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

**That the Board approve the Agenda of December 3, 2012.**

UNAN

III. ORAL COMMUNICATIONS

Robert Norse, representing H.U.F.F. (Homeless United for Friends and Freedom), addressed the Board concerning what he feels is a crack down and prosecution of the homeless. He stated that local agencies are criminalizing homeless people and he would like to see this stopped.

Bruce Holloway, Boulder Creek, also addressed the Board concerning a public records request he made to the Library. His request was for copies of LJPB minutes and agenda from February 7, 2005.

IV. PRESENTATION: Linda Gault, Local Historical Photographs Project

Linda Gault with the help of Programs and Partnerships Manager, Janis O'Driscoll received a grant from the California State Library. The grant was to support the digitizing of Scotts Valley local history materials. The monies that were received help digitize 200 images supplied by Scotts Valley community members and the Scotts Valley Historical Society. The digital photos are now available on-line at Online Archive of California and/or Calisphere. Linda will continue the project in the upcoming year.

000003

V. MEMBER REPORTS

None

VI. CONSENT AGENDA

A. APPROVE MINUTES OF NOVEMBER 5, 2012

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

**That the Board approve the Minutes of November 5, 2012 with the following correction to item IX, A mid-paragraph.**

*The Library Director stated that, "the appointed citizen member (Leigh Poitinger) is allowed to stay on until replaced or until March, whichever comes first.*

UNAN

Abstain: Leopold

B. Resolution to accept Dorothy Hale funds

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

**That the Board accept the \$360.75 from the Dorothy Hale Trust signifying the final administrative order of the trust, and that it amend the FY 2012-2013 Budget.**

UNAN

VII. FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES REPORT

Emily Huscher reported the following Friends' activities:

**In October, Friends Gifts to SCPL included:**

- 3 Community Poetry Circles by Magdalena Montagne: \$600.00
- Computer Club class with David Shaw, "Making Friends with your Computer:" \$60.00
- To Santa Cruz Writes to help plan the upcoming Big Read in February and March 2013: \$700.00
- To rent out the Kuumbwa Jazz Center for *A Musical Celebration of the Life and Times of John Steinbeck* in March for Santa Cruz Reads: \$200
- A complimentary Munching with Mozart & Friends concert at the Downtown Library Branch

**In November, FSCPL:**

- Held a fundraiser at Shadowbrook Restaurant. Shadowbrook donated 1/3 of the evening's proceeds from all who said "I support the libraries!" to the Friends.
- Planned a Holiday Book Sale at the Downtown Library Branch
- Began renovating the Friends Bookstore in the lobby of the Downtown Library Branch
- Initiated a year-end membership drive
- Produced an Annual Report for the July 2011-June 2012 fiscal year

**FSCPL will...**

- Have a table at the Chocolate Festival on January 20th, 2013 from 1-4 PM at the Coconut Grove at the Santa Cruz Beach Boardwalk.
- Introduce an eCard gift model at FSCPL.org, where folks can contribute to a specific FSCPL sponsored program in the name of a friend, who will receive an eCard announcing the donation in their name.
- Launch a Business Membership Model in early 2013
- Gift \$15K to SCPL for the IT Strategic Plan

VIII. STAFF REPORTS

A. Monthly Narrative Report: November 2012.

The Director highlighted an addition to the monthly narrative called *What's Happening*. This weekly updated is written by the Programs and Partnerships Manager, Janis O'Driscoll.

B. Statistical Reports

October stats were not available for this meeting. The October and November stats will be in the January packet.

C. October Financial Snapshot

The Director reported the sales tax figures are ahead of estimates and the library is at a net gain of approximately \$300,000.

D. Status Update: Facilities Master Plan and IT Strategic Plan

The Director reported that both the Facilities Master Plan and the IT Strategic Plan are moving forward by working with the appointed consultants. Part of the IT Strategic Plan was to conduct a survey so that both the staff and the public could have input.

E. Revised Policy: Patron Conduct and Suspension

The Board had discussion on the item and 4 people from the public spoke.

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

**That the Board adopt the attached Patron Conduct and Suspension Policy excluding the section on emotional support animals. And that the Board update language in the Santa Cruz Public Libraries Request for Extensive Suspension Hearing, under the section titled Extensive Suspension Hearing Panel Procedures #4 to read, *a parent or guardian must accompany a minor (under the age of 18) to the hearing, unless the minor has been emancipated.***

**Motion Rescinded After Substitute Motions were Voted On**

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

**That the Board adopt the attached Patron Conduct and Suspension Policy excluding the section on emotional support animals. And remove for a separate vote, the following rule from the Library Rules of Conduct: *Refrain from using the Library for the purpose of sleeping.***

**UNAN**

**Supervisor Leopold moved, seconded by Supervisor Pirie**

**That the Board adopt the Library Rules of Conduct, including the line, *Refrain from using the Library for the purpose of sleeping.***

**AYES: Pirie, Poitinger, Reed, Terrazas**

**NAYES: English, Beiers, Storey, Leopold,  
Gerdt**

**Supervisor Leopold moved, seconded by Citizenmember English**

**That the Board direct staff to 1) develop a pilot program for emotional support animals and 2) to update language in the Santa Cruz Public Libraries Request for Extensive Suspension Hearing, under the section titled Extensive Suspension Hearing Panel Procedures #4 to read, *a parent or guardian must accompany a minor (under the age of 18) to the hearing, unless the minor has been emancipated.***

**UNAN**

**F. Microfilm Lens Update**

Director Landers reported to the Board that the microfilm issue will be part of the Facilities Master Plan recommendations and will include a comprehensive approach based on the Library's available resources.

**IX. OTHER BUSINESS**

- A. Process for selecting a new citizen member.

**Supervisor Pirie moved, seconded by Supervisor Leopold**

**That the Board adopt a policy to appoint 1 citizen member from each of the proposed 3 library districts as presented in the Library District map dated 11/26/12.**

**And that the Board also direct staff to proceed with the recruitment for a citizen member from Library District 1.**

**AYES: Pirie, Beiers, Terrazas,  
Storey, Reed, English, Poitinger, and Leopold  
NAYES: Gerdt**

X. WRITTEN COMMUNICATIONS

- A. Articles About Santa Cruz and California Libraries
- B. Patron Written Comments
- C. Articles on Libraries Nation Wide
- D. Preservation Assessment Reports
- E. Security Incidents Log
- F. Website Hits
- G. Library Sales Tax and Property Tax Revenue Letter

XI. BOARD MEETING CALENDAR

No schedule changes

XII. NEXT MEETING

The next regularly scheduled meeting is on Monday, January 14, 2013 at 6:30 pm in the Downtown Branch Library meeting room.

XIII. ADJOURN

The regular meeting adjourned at 8:56 p.m.

Respectfully submitted,

Kira Henifin, Clerk of the Board

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

## STAFF REPORT

DATE: January 2, 2013  
TO: Library Joint Powers Board  
FROM: Teresa Landers, Director of Libraries <sup>TL</sup>  
RE: Food For Fines

**RECOMMENDATION:** The LJPB approve the Food for Fines initiative for National Library Week, April 14-20, 2013.

### SUMMARY

Food for Fines is a common event for libraries to sponsor. It generates good will and provides an excellent community service. Each item is worth \$1.00 in fines.

### BACKGROUND

It is not uncommon for libraries to offer amnesty weeks; particularly around the time of computer system migrations. The Thanksgiving/Christmas season and National Library Week are the other natural times to sponsor such an event.

As an alternative to amnesty, many libraries participate in a Food for Fines program once or twice a year. SCPL sponsored this last year during National library week when 1176 pounds of food was donated to Second Harvest in exchange for \$1000 in fines. SCPL staff has been asked by the public whether we are going to do this again this year.

### DISCUSSION

Each canned/nonperishable food item would be considered the equivalent of \$1.00 to be used towards paying fines. A maximum of \$20.00 would be allowed and the offer would not apply to lost or damaged items.

The benefits of a Food for Fines program include:

- Recognition of the Library as a supportive member of the community
- Second Harvest Food Bank will receive a great deal of food at a time of year when donations are not as common as well as publicity for their program
- Patrons are able to clear or reduce their fines while contributing to the welfare of the community

The obvious drawback is a reduction in fines received by the Library during this week. Last year the estimated maximum loss of fines to be \$3,400. In actuality, it only cost \$1,000 and generated a lot of goodwill.

Staff arrange for barrels with Second Harvest and created the necessary publicity last year and is ready to do so again in 2013. Branch staff is comfortable with participating as well.

000008



## MONTHLY REPORT FOR DECEMBER 2012

### 1. READING, LISTENING AND VIEWING FOR PLEASURE

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

Branciforte continues to have large crowds of children and adults at Kari Gunn's toddler time. We also have four classes come in every Tuesday from the nearby private school.

There is no sweeter sound than the laughter of children! Every Tuesday morning at the La Selva Beach Branch we are delighted by the sweetness of the children laughing at the stories Sandi Imperio is reading to them for the Storytime. How lucky are we and how fortunate are the families that benefit from this wonderful program!

Program librarians are taking a break from storytimes and most other programs from December 15 – January 6. Class visits continued at Live Oak and Aptos the last week of school before winter break.

Kari Gunn returned to Boulder Creek as our storytime librarian. She was welcomed back by her many fans. We said good-bye to Brenda McIlroy who will be greatly missed at our storytime.

#### **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.**

Laura Whaley facilitated seasonal craft programs after school at Downtown and Garfield Park branches.

Sandi Imperio is hosting 3D origami programs in December.

Kari Gunn helped the tween after school group at Capitola make a chessboard and chess pieces out of nuts and bolts.

Capitola has holiday displays for both adults and children encompassing all the winter holidays: Christmas, Kwanzaa, Chanukah and Winter solstice. We have put our food barrel near the display and it is filling up with "gifts" as fast as the display titles are disappearing. Merry Holidays for all!

Garfield Park had a lovely winter display with paper snowflakes and polar bears that was put together by a patron. There was also a display of holiday magazines in the adult area and holiday and winter themed books in the children's area.

000009

La Selva Beach offered another fun Family Craft Day to usher in the Holidays. The LSB Volunteers helped young and old create gift bags resembling Gingerbread Houses and Rudolph the Red Nose Reindeer refrigerator magnets.

La Selva also had a wonderful Ancestry.com workshop offered by one of the LSB Friends and two of her colleagues from the SC Genealogical Society. Sandi Imperio supplied the 13 participants with library laptops while being guided through the usage of this amazing resource the library offers.

Branciforte has two major book displays for youngsters: A Winter theme display and a holiday display that includes Christmas, Chanukah, Kwanza and Winter Solstice. The books are flying off the shelf. The Library Assistant II also put together an adult book display for the holidays.

Live Oak had winter/holiday themed displays in both the adult and YP areas of the library. Books, DVDs, music, and holiday magazines were available for everyone to check out. Library Aides kept it well stocked as materials were returned and waiting to be shelved.

About a dozen people enjoyed BC's Afterschool Movie (with juice and popcorn!). This was the last youth program of 2012 at Boulder Creek. Boulder Creek Aide, Whitney James-Heskett, created two winter holiday displays – one for children and one for adults. We moved some things around to create more display space. We have kept our "Raining Thanks" display up as patrons continue to enjoy both reading what others are thankful for and adding their own thoughts.

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

Jeanne O'Grady put together new Read To Me Tender Topics kits with the themes of Moving, Disability Awareness, New Baby, and Diverse Family Styles. Paula Turpenan cataloged these kits and they are on the shelves ready for the public to check out. Zoe Laird (Bookmobile and Program Library Aide) is redoing pocket cards for the RTM kits, many of which have been circulating for a decade.

The Program team processed 288 more library cards for Aptos High School, bringing the total to over 500 cards for them this school year and assuring them availability to all our library resources. Felton and Boulder Creek branch staffs processed 235 library cards for San Lorenzo Valley High School ninth graders and students in AP classes. They continue work on this project. Program staff also processed 13 cards for a second grade class from Mar Vista Elementary School who visited Aptos Branch for stories and library orientation with Jeanne O'Grady.

**2. LIFELONG LEARNING**

000010

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

Middle-school patrons at Boulder Creek asked that the branch carry teen magazines and made some suggestions. We were able to get Teen Vogue, Seventeen, J-14, Skateboarding, and Sports Illustrated for Kids.

**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.**

Thanks to the PR efforts of Programming's Marketing Team, Boulder Creek's upcoming Memoirs Workshop is full and has 3 people on the waiting list. This class will start in January 2013.

The View from 16, a student reader's theater show about being a teenager, was held December 11 at Aptos. Readers are local high school students.

The Downtown Branch has a new exhibit called No Place Like Home that will be up from January 12 to March 30 with the Library participating in First Friday on February 4.

Each branch received a sandwich board that can be placed outside the branch whenever a program or event is taking place. There's room to post a flyer on it specific to the event.

**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.**

More ebooks and More classes are schedule for January at Live Oak, Downtown and Aptos

### **3. COMMUNITY CONNECTIONS**

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

The Alianza Charter school has loaned a display of "Greek Urns" for display in the Capitola young people's room. These are beautifully illustrated urns by the Alianza 7<sup>th</sup> and 8<sup>th</sup> graders. They are truly eye-catching and lend wonderful color to our room on some of these gray winter days. It is a pleasure to be able to display the work of some of our community's up and coming artists.

Branciforte started working with the City Schools job program for high school students. We have a new "student worker" who comes in on Saturdays. She is being paid by the schools and we are training her to do Library Aide work.

000011

In the Live Oak YP area, the Shoreline Middle School Art 1 Class has a wall display of art titled "Live Oak teens reveal what's on their minds.....". It's interesting to see what is in the heads of our local teens. We also have 2 displays in our display cases: Kid friendly colorful photographs by Devin Cooper and a display of beautiful handmade books by Peter and Donna Thomas. They publish and create handmade books using handmade paper, letterpress printing, and creative book binding.

SCPL has a new partnership with Palo Alto Medical Foundation Pediatrics for Read Out and Read. Reach Out and Read is a national literacy program for pediatricians to encourage parents to read to their children and to build the child's own library by giving them a book at each well-child visit from age 6 months to 5 years. PAMF has already begun giving out books. They saw over 500 children at well-child check-ups in November. Beginning in 2013, they will be giving out library card applications with the books. Patrons who bring this special application to the library will not only receive a library card for their child, the library will give them a book. Thanks to the FRIENDS for their generous grant to purchase the first of these giveaway books. Program Librarian Jeanne O'Grady is taking the lead on this project. She has met with Melissa Braveman, M.D. and other staff at PAMF, visited the waiting room to observe its use, and donated a set of giveaway board books from the Read To Me collection for the waiting room library. In January, a group of UCSC film students (led by Zoe Laird – program library aide) will begin work on a DVD to be shown in the waiting room with stories read by program librarians and early literacy tips.

We are proud to announce that the Coastal Dog Owners Association (C-Dog) has awarded Tales to Tails a second gift of \$1000. The check was received during a great photo op event and we'll be getting a story in the papers. Tales to Tails (T2T) will use this very generous gift to purchase more giveaway books for the children and to create a special T2T banner that can be placed outside the branch whenever a session is being held. The banner has yet to be designed but it will include all the important organizations...C-Dog, Furry Friends, Therapy Dogs International, the Friends, and SCPL...who make T2T possible. We're going to make 10 banners just in case there are other branches who want to get in on the T2T fun. Currently the program is at Downtown, Capitola, LaSelva Beach, Felton, and Scotts Valley Branches with plans to add Branciforte in 2013.

The Small Business Brown Bag Seminars for 2013 have been announced. They start in February and run through November. The library website has details. Partners include the Small Business Development Center, the Santa Cruz Downtown Association, SCORE, Think Local First, the City of Santa Cruz, NextSpace and Bay Federal Credit Union.

The Library will be participating in the January Third Friday event on Poetry and Book Arts at the Museum of Art and History.

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

000012

The Libraries Inside Out outside portraits stood up valiantly during the recent rains but it was time to remove them as they began serious peeling. The inside portraits will remain on the first floor for a while longer and we'll be installing inside portraits at the Aptos, Branciforte, Boulder Creek, and Live Oak Branches after the first of the year. Mariah Roberts and Janis will visit each branch and work with branch staff to identify the best locations. Outside portraits will be installed at Scotts Valley in the spring when we think most of the rain has gone for the season.

Famous (infamous?) movie producer, Leslie Auerbach and her team (Rachel Lee, Franklin Walther, Howie Kimel) have created a new video to call attention to the Library's musical score collection. Help this video go viral! Take a look... there will be more on the way! Former Board Chair, Sam Storey, will be one of the featured pianists in a sequel.

<http://www.youtube.com/watch?v=4g1r659xg2A>

The Library Book Cart Precision Drill Team introduced the new library t-shirts at the Holiday Parade on Pacific Avenue. To see how spiffy the marchers are in their new shirts with their red carts and white Santa hats, click on Paul Titango's site. <http://www.flickr.com/photos/titangos/sets/72157632151312540/>. Shirts are available for sale. Diane Cowen will upload the album to our Facebook page. Previous years' drills are archived at <http://www.flickr.com/photos/titangos/collections/72157632147163233/>

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

Brenda McIlroy will continue to facilitate the partnership with PAPAS providing them with ideas for crafts and other activities and attending the program once a month. PAPAS will soon have a deposit collection of Read to Me and Let's Play kits and they will manage the circulation of this collection.

Teresa Landers provided the Scotts Valley City Council with the annual update. She also provided an orientation for the three new Santa Cruz City Council members in her role as City Department Head.

A community service day was held at Scotts Valley on December 15. This is an opportunity for students to get their necessary community service credit.

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

Sandi Imperio helped the LSB Friends with the Ancestry.com workshop.

Jeanne O'Grady is working with the Volunteer staff to update the requirements for Book Buddies and to streamline the program. She also introduced one new volunteer Book Buddy (Bobbi Wolner, former Senior Outreach Librarian) to 2 new homebound patrons.

000013

Sandi Imperio welcomed a new volunteer who will be working on the discussion questions for the YA book discussion kits.

Boulder Creek's PIC, Cathy Landis, met with Acting Volunteer Coordinator Melanee Barash & her associate to talk about ways the volunteer office could support the branch.

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

##### **A. Identify the physical changes and funding required to provide 21<sup>st</sup>-century library facilities.**

Garfield Park now has two moveable tables that will facilitate programming at the branch. We have also adapted the teen study room to allow for programming and study time.

The interior of the Felton Branch was painted during the week between Christmas and New Year's and was closed for this reason.

Branciforte was closed for two days as a result of a gas leak in the heater. The Fire Department did not detect a leak on Christmas Eve but the smell was very strong on December 26 so the branch was closed as a precaution. The heating contractor came out and determined one of the heater elements was not lighting properly so gas was escaping and due to the failure of a fan, the gas was not being circulated out of the building. The heater is fixed and the fan will be fixed early in January.

The Downtown branch is being painted inside- the first floor lobby, the elevator doors., the stairwell to the second floor from the lobby, and the entrance wall to the young peoples' room

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

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

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

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

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

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

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

000014

We are one step closer to shelf ready with a successful transmittal of data between us and our vendor and back again. This happened just before Christmas so follow up will happen in early January.

## **6. ORGANIZATIONAL READINESS**

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

Heather Norquist arranged a webinar training of our Ancestry Library Edition database and shared the invitation with Genealogy Society members.

A new employee orientation sequence was held for several new on-call librarians.

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

Interviews were held for two open positions- Information Specialist and Library Specialist- Volunteer Coordinator. The Information Specialist position was filled in-house by Victor Willis who had been a Library Assistant II at Branciforte. The Volunteer Coordinator position will be filled by Denise Fritsch. She brings 21 years experience as a volunteer coordinator for Dominican Hospital and a non profit in San Jose. She starts February 4.

Two staff retired on December 28- Barbara Snider, Manager of Collection Management Services and Craig Weatherington- Library Assistant II also in CMS. Interviews for Barbara's replacement will be held on January 7 and 8. Craig's position will be covered on an interim basis by Christine Campbell until the new CMS Manager is on board to evaluate what she/he would like to do with that position.

Five staff graduate from the City of Santa Cruz Employee and Leadership Development Program in 2012: Elaine Anderson, Diane Cowen, Rene Belling, Jason McCluskey and Deborah Lipoma.

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

### **C. A customer-driven service philosophy guides staff training and development.**

A group of 7 staff participants completed the first Staff E-Book Training series of classes. The course was developed by Heather Norquist as part of an Infopeople class, with the intent of teaching all staff who work with the public how to download eBooks on a variety of devices so that they would feel comfortable helping the public. The series of 3 2-hour classes was taught by Leslie Auerbach, Jennifer Cockerill, Sarah Harbison, Jim Tarjan, and Heather Norquist, and was open to any staff working with the public. In this pilot series we had 2 On-call Librarians, 1 Reference Librarian, 1 Library Aide, 3 Library

000015

took place along with the hands-on learning in each session. We will be sending participants a survey to help us evaluate the course and what we need to improve, and are preparing for the next series which starts January 10.

000016



MONTHLY STATISTICAL REPORT  
FY12/13

July	Circulation			Visitors			Circ/Vis			Circ/Vis % change		
	FY 12/12	FY 12/13	% change	FY 12/12	FY 12/13	% change	FY 12/12	FY 12/13	% change	FY 12/12	FY 12/13	% change
Aptos	17,814	24,930	40%	10,307	11,500	12%	108	135	25%	63	63	0%
Boulder Creek	2,920	4,017	38%	2,006	2,601	30%	32	36	12%	22	23	5%
Branciforte	5,148	8,013	56%	5,452	6,666	22%	66	70	6%	70	58	-16%
Capitola	8,207	10,919	33%	4,606	5,023	9%	86	85	-2%	48	39	-19%
Downtown	39,290	50,400	28%	30,825	36,090	17%	193	220	14%	151	158	4%
Felton	1,843	2,224	21%	1,258	1,445	15%	28	28	-2%	19	18	-7%
Garfield Park	2,267	3,531	56%	2,208	3,143	42%	29	42	45%	28	37	32%
La Selva Beach	812	1,692	108%	1,391	1,760	27%	13	21	58%	23	22	-4%
Live Oak	12,695	16,594	31%	8,364	9,374	12%	98	129	32%	64	73	13%
Scotts Valley	19,514	27,040	39%	n/a	13,794		132	147	11%		75	
Outreach	2,096	3,018	44%	1,436		-100%						
Subtotal	152,376	193,856	35%	97,856	113,356	35%	736	815	11%	567	567	0%
ebooks	5,990	4,533	-24%									
e-audio	1,103	1,204	9%									
TOTAL	159,469	199,593	32%	107,311	128,789	20%	736	815	11%	567	567	0%
website hits	367,712	518,988	41%									
<p>Note: We have recently discovered that the circulation statistics reported beginning in January 2012 may not be accurate. We are working on correcting this and it will be a couple more months before this is resolved. Until then we are suspending reporting of circulation statistics.</p>												
August	Circulation			Visitors			Circ/Vis			Circ/Vis % change		
	FY 11/12	FY 12/13	% change	FY 11/12	FY 12/13	% change	FY 11/12	FY 12/13	% change	FY 11/12	FY 12/13	% change
Aptos	17,711	25,067	42%	9,932	11,719	18%	103	127	18%	60	59	-2%
Boulder Creek	3,102	4,285	38%	2,409	2,661	10%	34	33	-3%	26	21	-22%
Branciforte	5,051	8,256	63%	4,981	6,692	34%	65	65	0%	64	52	-18%
Capitola	8,049	11,449	42%	5,357	4,935	-8%	84	75	-11%	56	32	-43%
Downtown	39,540	48,852	24%	32,543	35,379	9%	194	203	4%	160	147	-8%
Felton	1,563	2,263	45%	1,242	1,349	9%	24	25	2%	19	15	-23%
Garfield Park	2,597	3,223	24%	2,977	2,748	-8%	33	35	5%	38	30	-22%
La Selva Beach	858	1,673	95%	1,074	1,120	4%	14	18	29%	18	12	-31%
Live Oak	13,487	15,138	12%	9,354	8,574	-8%	104	114	10%	72	64	-10%
Scotts Valley	20,655	24,915	21%	14,217	12,404	-13%	140	126	-10%	96	63	-35%
Outreach	2,673	2,985	12%	1,492	1,454	-3%						
Subtotal	132,199	163,199	23%	85,526	99,035	15%	800	815	2%	610	495	-19%
ebooks	5,684	5,697	0%									
e-audio	1,171	2,110	80%									
TOTAL	138,054	171,006	23%	86,597	99,035	15%	800	815	2%	610	495	-19%
website hits	382,678	512,829	34%	111,546	126,192	13%						
<p>Note: We have recently discovered that the circulation statistics reported beginning in January 2012 may not be accurate. We are working on correcting this and it will be a couple more months before this is resolved. Until then we are suspending reporting of circulation statistics.</p>												

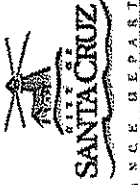
MONTHLY STATISTICAL REPORT  
FY12/13

	Circulation			Visitors			Circ/Open Hr			Visitors/Open Hr		
	FY 11/12	FY 12/13	% Change	FY 11/12	FY 12/13	% Change	FY 11/12	FY 12/13	% Change	FY 11/12	FY 12/13	% Change
September	17,478	23,703	36%	10,565	12,030	14%	106	136	28%	64	69	8%
Aptos	2,717	3,943	45%	2,285	2,676	17%	30	30	0%	25	20	-19%
Boulder Creek	5,068	8,700	72%	4,489	6,573	46%	65	68	5%	58	51	-11%
Branciforte	7,851	10,872	38%	4,945	4,776	-3%	82	74	-10%	52	32	-37%
Capitola	33,038	46,868	42%	28,816	35,410	23%	162	215	33%	141	162	15%
Downtown	1,526	2,174	42%	1,088	1,532	41%	23	21	-12%	17	15	-13%
Felton	2,211	2,986	35%	2,727	3,022	11%	28	31	9%	35	31	-11%
Garfield Park	941	1,675	78%	1,178	1,372	16%	16	16	3%	19	13	-33%
La Selva Beach	11,145	14,612	31%	7,759	8,281	7%	86	109	27%	60	62	4%
Live Oak	17,717	24,161	36%	13,255	13,970	5%	120	139	15%	90	80	-11%
Scotts Valley	2,471	3,047	23%	1,567	1,408	-10%						
Outreach												
<b>Subtotal</b>	<b>102,653</b>	<b>129,723</b>	<b>26%</b>	<b>78,974</b>	<b>91,056</b>	<b>16%</b>	<b>719</b>	<b>858</b>	<b>19%</b>	<b>551</b>	<b>533</b>	<b>-4%</b>
ebooks	9,502	6,868	-28%									
e-audio	1,106	2,373	115%									
<b>TOTAL</b>	<b>356,449</b>	<b>421,268</b>	<b>18%</b>	<b>261,674</b>	<b>301,059</b>	<b>15%</b>	<b>2,719</b>	<b>3,838</b>	<b>41%</b>	<b>2,151</b>	<b>2,177</b>	<b>1%</b>
website hits				104,316	118,499	14%						
<p>Note: We have recently discovered that the circulation statistics reported beginning in January 2012 may not be accurate. We are working on correcting this and it will be a couple more months before this is resolved. Until then we are suspending reporting of circulation statistics.</p>												
	Circulation			Visitors			Circ/Open Hr			Visitors/Open Hr		
	FY 11/12	FY 12/13	% Change	FY 11/12	FY 12/13	% Change	FY 11/12	FY 12/13	% Change	FY 11/12	FY 12/13	% Change
October	12,938	3,092	-100%	8,084	12,030	49%	79	0	-100%	49	60	23%
Aptos	3,092	3,092	100%	2,346	3,235	38%	34	0	-100%	26	22	-14%
Boulder Creek	5,290	5,290	100%	4,807	7,345	53%	68	0	-100%	62	51	-17%
Branciforte	7,428	7,428	100%	4,829	5,297	10%	78	0	-100%	51	33	-34%
Capitola	34,463	34,463	100%	26,728	35,642	33%	169	0	-100%	131	147	12%
Downtown	1,462	1,462	100%	971	1,663	71%	22	0	-100%	15	14	-6%
Felton	2,054	2,054	100%	2,629	3,368	28%	26	0	-100%	34	27	-20%
Garfield Park	914	914	100%	1,089	2,162	99%	15	0	-100%	18	18	0%
La Selva Beach	13,316	13,316	100%	8,291	9,022	9%	102	0	-100%	64	54	-16%
Live Oak	23,981	23,981	100%	12,710	14,442	14%	163	0	-100%	86	72	-16%
Scotts Valley	2,838	2,838	100%	1,845	1,615	-12%						
Outreach												
<b>Subtotal</b>	<b>127,776</b>	<b>127,776</b>	<b>100%</b>	<b>85,829</b>	<b>95,829</b>	<b>11%</b>	<b>757</b>	<b>0</b>	<b>-100%</b>	<b>535</b>	<b>493</b>	<b>-7%</b>
ebooks	8,390	9,308	11%									
e-audio	968	2,593	168%									
<b>TOTAL</b>	<b>137,734</b>	<b>139,677</b>	<b>1%</b>	<b>86,829</b>	<b>98,322</b>	<b>13%</b>	<b>757</b>	<b>0</b>	<b>-100%</b>	<b>535</b>	<b>493</b>	<b>-7%</b>
website hits	279,066	450,622	61%	93,140	127,971	37%						
<p>Note: We have recently discovered that the circulation statistics reported beginning in January 2012 may not be accurate. We are working on correcting this and it will be a couple more months before this is resolved. Until then we are suspending reporting of circulation statistics.</p>												

00000100

MONTHLY STATISTICAL REPORT  
FY12/13

	Circulation			Visitors			Circ/Open Hr			Visitors/Open Hr		
	FY 11/12	FY 12/13	% change	FY 11/12	FY 12/13	% change	FY 11/12	FY 12/13	% change	FY 11/12	FY 12/13	% change
November												
Aptos	20,655		-100%	8,659	12,792	48%	125		-100%	53	76	45%
Boulder Creek	3,972		-100%	1,937	2,971	53%	44		-100%	21	23	6%
Branciforte	7,452		-100%	4,895	7,021	43%	96		-100%	63	55	-13%
Capitola	8,307		-100%	4,628	5,889	27%	87		-100%	49	41	-16%
Downtown	47,641		-100%	28,005	31,854	14%	234		-100%	138	154	12%
Felton	2,372		-100%	821	1,568	91%	36		-100%	13	15	15%
Garfield Park	2,392		-100%	2,358	3,578	52%	31		-100%	30	35	16%
La Selva Beach	1,245		-100%	1,048	1,532	46%	21		-100%	17	14	-18%
Live Oak	13,403		-100%	8,558	7,881	-8%	103		-100%	66	58	-12%
Scotts Valley	19,068		-100%	12,403	13,911	12%	129		-100%	84	83	-2%
Outreach	2,721		-100%	1,208	1,505	25%						
<b>Subtotal</b>	<b>138,227</b>		<b>100%</b>	<b>74,526</b>	<b>90,692</b>	<b>21%</b>	<b>908</b>		<b>100%</b>	<b>352</b>	<b>353</b>	<b>1%</b>
ebooks	6,686	11,184	67%									
e-audio	857	2,103	145%									
<b>TOTAL</b>	<b>145,770</b>	<b>133,910</b>	<b>-10%</b>	<b>75,383</b>	<b>92,884</b>	<b>23%</b>	<b>908</b>		<b>100%</b>	<b>352</b>	<b>353</b>	<b>1%</b>
website hits	416,930	355,157	-15%	105,162	103,504	-2%						
<p>Note: We have recently discovered that the circulation statistics reported beginning in January 2012 may not be accurate. We are working on correcting this and it will be a couple more months before this is resolved. Until then we are suspending reporting of circulation statistics.</p>												
December												
Aptos	20,468		-100%	7,953	10,239	29%	124		-100%	48	62	28%
Boulder Creek	3,224		-100%	1,517	2,900	91%	35		-100%	17	22	34%
Branciforte	6,737		-100%	4,095	7,021	71%	86		-100%	53	57	8%
Capitola	8,389		-100%	4,591	5,884	28%	88		-100%	48	42	-13%
Downtown	46,660		-100%	25,751	31,511	22%	229		-100%	126	151	19%
Felton	2,600		-100%	932	2,463	164%	40		-100%	14	23	61%
Garfield Park	2,639		-100%	2,866	3,343	17%	34		-100%	37	34	-6%
La Selva Beach	1,259		-100%	1,241	1,166	-6%	21		-100%	20	11	-46%
Live Oak	12,046		-100%	7,365	8,623	17%	93		-100%	57	65	15%
Scotts Valley	16,065		-100%	9,176	13,004	42%	109		-100%	62	78	26%
Outreach	2,295		-100%	1,102	1,181	7%						
<b>Subtotal</b>	<b>129,322</b>		<b>100%</b>	<b>65,689</b>	<b>87,535</b>	<b>31%</b>	<b>869</b>		<b>100%</b>	<b>426</b>	<b>545</b>	<b>28%</b>
ebooks	10,656	10,168	-5%									
e-audio	893	1,349	51%									
<b>TOTAL</b>	<b>130,911</b>	<b>119,866</b>	<b>-9%</b>	<b>66,589</b>	<b>88,684</b>	<b>33%</b>	<b>869</b>		<b>100%</b>	<b>426</b>	<b>545</b>	<b>28%</b>
website hits	432,813	461,921	7%	106,311	111,531	5%						
<p>Note: We have recently discovered that the circulation statistics reported beginning in January 2012 may not be accurate. We are working on correcting this and it will be a couple more months before this is resolved. Until then we are suspending reporting of circulation statistics.</p>												



FINANCE DEPARTMENT

TO: Finance Committee- Library Joint Powers Authority Board  
 FROM: Marc Pimentel, Finance Director  
 DATE: January 10, 2013  
 RE: Monthly Dashboard Report: Library's November 2012 financials

Contained herein is the November 2012 Dashboard summary report. Please note that the numbers presented herein reflect the final operating results following the close of our FY 2011/12 audit. In general, revenues remain slightly ahead of budget and expenditures are under-budget. This has resulted in a year-to-date net operating gain of \$611,816.

This "dashboard" summary includes only major revenue and expenditure lines items that are key to monitoring operating trends and allow us to provide a 1pg summary report. Items not reported individually but included in the "Other expenditures" line item below include contractually obligated accounts such as debt service, software licensing fees, and admin support (management, personnel, accounting, budgeting, payroll, etc.).

Net operations (Major accounts)	(1) Actual Results					Annual Budget FY 2012/13	Percent of Budget Comparison	
	September	October	November	YTD	YTD		Months completed	Positive / (negative)
					Actuals			
Revenue:								
Sales Tax	\$ 568,457	\$ 466,387	\$ 596,667	\$ 2,663,378	\$ 5,991,473	44.5%	41.7%	2.8%
MOE- Member Contributions	425,076	425,076	425,076	2,125,378	5,149,416	41.3%	41.7%	(0.4%)
Library Fines	16,562	20,259	17,277	83,570	200,000	41.8%	41.7%	0.1%
Donations- Friends	430	4,965	169	7,112	70,000	10.2%	41.7%	(31.5%)
Other Revenue	3,593	4,884	10,701	29,716	96,745	30.7%	41.7%	(11.0%)
<b>TOTAL REVENUE</b>	<b>\$ 1,034,118</b>	<b>\$ 921,570</b>	<b>\$ 1,048,890</b>	<b>\$ 4,909,155</b>	<b>\$ 11,507,634</b>	<b>42.7%</b>	<b>41.7%</b>	<b>1.0%</b>
Expenditures:								
Payroll	576,948	570,974	504,389	2,875,756	7,574,988	38.0%	41.7%	3.7%
Books	100,818	125,984	49,278	438,673	839,826	52.2%	41.7%	(10.6%)
Janitorial Services	11,004	9,664	13,706	45,991	117,097	39.3%	41.7%	2.4%
Building & Facility O&M	7,723	15,532	8,332	50,701	154,752	32.8%	41.7%	8.9%
Rent (Equip, Building, Land)	25,934	25,934	2,168	107,435	312,409	34.4%	41.7%	7.3%
Utilities	29,441	48,731	10,165	147,855	312,410	47.3%	41.7%	(5.7%)
Other expenditures	97,135	163,124	115,210	630,928	2,124,871	29.7%	41.7%	12.0%
<b>TOTAL EXPENDITURES</b>	<b>\$ 849,003</b>	<b>\$ 959,944</b>	<b>\$ 703,249</b>	<b>\$ 4,297,339</b>	<b>\$ 11,436,353</b>	<b>37.6%</b>	<b>41.7%</b>	<b>4.1%</b>
Net Gain / (Loss)	\$ 185,115	\$ (38,374)	\$ 345,641	\$ 611,816	\$ 71,281			
	September	October	November	YTD	Annual Budget			

(3) Key Balance Sheet items	Actual Results			Key Operating Indicators	Status
	September	October	November		
Cash	\$ 1,509,643	\$ 2,663,537	\$ 1,836,365	"Current" assets vs Short Term liabilities (Over 2 is good)	17.3
Total Current Assets	2,536,805	2,675,949	2,878,684	"Current" assets vs Long Term liabilities (Over 1 is good)	8.7
Short Term Debt	23,713	155,086	64,606	Cash vs Budgeted Revenue (10% was goal by FY16/17)	23.1%
Long Term Debt (City of SC)	307,169	307,170	307,170		

- Notes:
- (1) July, August, September & October actual expenditures were restated to include routine, year-end accounting accruals that may not have been reflected in the initial reports to the board (increases of \$3,092, \$3,721, \$1,236 and \$51,190 respectively).
  - (2) Budgeted expenditures increased by \$294,619 from the Adopted Budget for prior year project carry-overs.
  - (3) October cash included both September & October's County MOE and Sales Tax payments. There is typically a one-month lag; but Oct was rec'd early. November's cash balance reflects the more typical level of currently monthly cash balances.

## STAFF REPORT

DATE: January 10, 2013  
 TO: Library Joint Powers Board  
 FROM: Teresa Landers, Director of Libraries  
 RE: FY11/12 Year End Fiscal Report

**RECOMMENDATION:** Report is for information only. No action needed.

**SUMMARY**

The Library ended FY11/12 in a very favorable financial position.. After carryovers the net gain was \$1.2 million. \$240,500 is being carried over to FY12/13 for the Facilities Master Plan, Technology Reserve, Whalen Funds for Felton, and for maintenance projects started but not completed in FY11/12.

Revenue:	Amended Budget	Actual Results	Difference
Sales Tax	5,501,530	6,036,252	534,722
MOE- Member Contributions	5,146,100	5,065,063	(81,037)
Library Fines	200,000	183,433	(16,567)
Donations- Friends	100,000	37,048	(62,952)
Other Revenue	<u>195,767</u>	<u>242,719</u>	<u>46,952</u>
<b>TOTAL REVENUE</b>	<b><u>11,143,397</u></b>	<b><u>11,564,515</u></b>	<b><u>421,118</u></b>
<b>Expenditures:</b>			
Payroll	7,921,008	7,370,616	(550,392)
Books	947,269	954,506	7,237
Janitorial Services	125,000	98,636	(26,364)
Building & Facility O&M	183,800	173,364	(10,436)
Rent (Equip, Building, Land)	312,530	311,607	(923)
Utilities	263,821	236,794	(27,027)
Other expenditures	<u>2,037,952</u>	<u>1,592,767</u>	<u>(445,185)</u>
<b>TOTAL EXPENDITURES</b>	<b><u>11,791,380</u></b>	<b><u>10,738,290</u></b>	<b><u>(1,053,090)</u></b>
<b>Net Gain / (Loss)</b>	<b>(647,983)</b>	<b>826,226</b>	
Less: FY 2011/12 Project costs carried to FY 2012/13		<b>(240,500)</b>	
<b>Adjusted Net Gain after carryover</b>		<b>585,726</b>	

000021

### Key Operating Indicators

Current" assets vs Short Term liabilities (Over 2 is good)	10.0
Current" assets vs Long Term liabilities (Over 1 is good)	7.5
Cash vs Budgeted Revenue (10% was goal by FY16/17)	23.4%

### BACKGROUND

This report is based on preliminary year end information.

- Revenue projections exceeded estimates by \$421k.
- The restructuring that took place in January 2012, reduced the personnel budget by \$550k
- Non-personnel expenditures (after accounting for carryovers) were under spent by \$263k.
- \$947k was appropriated for the purchase of materials and \$954k was expended for a difference of only \$7k. This is a phenomenal feat given the vagaries of materials purchasing and the lack of a functioning module for fund accounting within the new ILS.

### DISCUSSION

#### Revenues

Revenues were \$11.57 million which was \$421,000 more than had been projected. Sales tax increases were almost \$535k. This was offset by a \$80k reduction in revenue from property taxes (MOE Contributions). Revenues from donations to the Friends were about \$63k less than estimated. This is always a guesstimate and funds are only spent from this line if the revenues are received.

#### Expenditures

Total expenditures were \$10.7 million which is \$1 million less than the adjusted budget.

Under-expenditures over \$10,000 will be discussed individually. The remainder is a matter of small under-expenditures throughout the budget and is a testament to the diligence and fiscal conservatism that staff continues to employ. No lines were over expended other than telecommunications outside which is a result of the delay in receiving FY11/2 e-rate reimbursements and the materials budget which has already been discussed.

- Personnel was under-expended by \$550k due to the restructuring.
- Professional and technical services was under-expended by about \$175k due to the facilities master plan being delayed to FY12/13. Additionally, some costs related to contract services for Library IT were paid through the temporary personnel budget.
- Janitorial Services was \$26k under. There was some special cleaning that did not happen.
- Vehicle operations charges were under by \$54k. The reduction of one vehicle largely accounts for this reduction.
- The completion of some building operations and maintenance projects was delayed until FY12/13 with a project carryover of about \$33k

000022

- In IT, the \$75k for the technology reserve was carried to FY12/13. In addition grant monies for the ILS have not yet been expended.
- Training was under by about \$23k. This money was for a special project that will be spent in FY1/13
- Liability insurance/suretybonds was under by \$15k. This is an estimate provided by the City and is affected by a variety of uncontrollable factors.
- Functional supplies covers the cost of getting materials shelf ready. This was scheduled for implementation by January 2012 but has been delayed until early 2013 due to unanticipated and inconsistent incompatibility issues between the vendor and the new ILS. A system upgrade in November mitigated these problems.
- Electricity was \$16k under budget. Definitely one that is hard to predict as it is very weather related. We got lucky for a second year.

000023

## Status Update for IT Strategic and Facilities Master Plans

January 3, 2013

### IT Strategic Plan

In the January 3 conference call with Carson Block, the final details for a patron survey were decided. The surveys run from Jan 8-22. One is web based and is available to anyone using the Library's web site. The second is in-person in the branches and is paper based with volunteers entering the data.

An additional conference call is scheduled for January 11.

Carson is scheduled for his second site visit on January 17-18. This will entail meeting with library staff, library IT staff and visiting branches not yet visited. In addition there will be an invitation only focus group with tech leaders from the business, education, nonprofit and government communities. Carson will also meet with interested Board members on Friday.

It is anticipated that a draft of the plan will be ready by late February/early March with formal presentation to the Board in April. This will coincide with the completion of the Facilities Master Plan.

### Facilities Master Plan

A project team meeting is scheduled for January 10 to review the preliminary recommendations regarding the maintenance needs of the branches. David Schnee will also be here January 23 to meet with the City of Santa Cruz, the City of Capitola and the County of Santa Cruz managers/administrators.

As David and Teresa have diametrically opposed schedules in February (when Teresa gets back, David leaves) they have decided to delay the last Board study session until a special session on March 18 with possible adoption of the plan at the April Board meeting; depending on changes needed.

As part of the orientation for new Board members, Teresa will review the background and progress on both these plans in order to bring the new Board members up to speed.

000024



Santa Cruz Public Library  
Library Joint Powers Board

**Citizen Member Application for Appointment**

**Note: Information contained in this application will become part of the public record.**

**Applications must be received via mail or e-mail by 5pm January 7, 2013.**

**Feel free to add additional pages or attach a resume or curriculum vita.**

**For more information, contact Teresa Landers, Library Director or Sam Storey, Chair of the Board.**

Email: [landersst@santacruzpl.org](mailto:landersst@santacruzpl.org) or [samforcapitola@att.net](mailto:samforcapitola@att.net)

Mail: Santa Cruz Public Libraries  
Citizen Member Applications  
117 Union St.  
Santa Cruz, CA 95060

Name: Martha Dexter

Address:  
215 Sacramento Ave.  
Santa Cruz, CA 95060

Phone: 831-600-8834

Email: [mmdexter@gmail.com](mailto:mmdexter@gmail.com)

Occupation: (If retired, what was your occupation?)

Librarian (see attached resume)

How long have you been a resident of Santa Cruz County?

Since June 2010, however, my mother moved here in 1980 and I have visited regularly since then.

Briefly describe why you want to serve on the SCPL Joint Powers Board.

For my entire career as a librarian (see resume attached) I have always wanted to work more closely with public libraries. I am a committed public library user and I care deeply about the role of libraries in the community. Now that I am retired and living full time in Santa Cruz, I have the time and the energy to devote to "walking the talk" about public libraries. Most of all I am concerned that as budgets tighten and technology advances libraries will be marginalized, to the peril of the community. I want to make sure that the Santa Cruz Public Library continues to grow and thrive.

Briefly describe the specific knowledge, education, experience, abilities and skills you feel would be valuable to the Board.

I have over 30 years of professional experience as a librarian. During those years, the profession changed dramatically from card catalogs to integrated library systems, from reference books to the Internet, from books to e-books, from filing cards to digitizing local history collections. I had the good fortune to be on the front lines of all of these changes in the libraries that I managed. In addition to my knowledge of the activities of library management, I also have considerable experience in human resources and financial management in libraries having managed staff groups as large as 80 and multi-million dollar staff and resource budgets.

Please indicate areas in which your knowledge would benefit the Board:

- Finance
- Strategic Planning
- Legal
- Government Relations
- Management
- Human Resources
- Building Programs
- Technology
- Marketing
- Librarianship
- Other (please explain)

List and briefly describe current or former involvement in community or professional organizations that you feel is relevant to your candidacy for the Board.

I am currently a volunteer with the SCPL, at the Garfield Park Branch and also as a volunteer with the Faye Ellis local history digitization project. I was also a volunteer helping the public learn and become familiar with the self-checkout process at the Downtown Branch. I am actively involved with programs at Calvary Episcopal Church in Santa Cruz and am President of the Knitting Guild of Santa Cruz. I am currently a member of the American Library Association and for many years was an active member of the Special Libraries Association, especially the Washington, DC chapter.

How would you describe your knowledge of the Santa Cruz County Public Library system?

I would describe my knowledge of SCPL as above average. Since I volunteer at Garfield Park by regularly pulling the holds list of requested books, I have some familiarity with the client version of the Evergreen ILS system and I understand some of the nuances of cataloging and shelf locations that are unique to SCPL. While working on the Faye Ellis collection digitization project, I learned about local history collections. I am also familiar with some of the staffing and resource issues that have been a focus of the library in the past couple of years, as well as issues surrounding code of conduct policies. As a member of the Friends of the Library, I participated in the director's tour of the library for a first-hand look at some of the behind-the-scenes operations.

What do you think are the library's most important roles in the community?  
In no particular order:

- Education: The public library is one of the cornerstones of public education. Open to everyone of all ages it provides the backbone for learning that starts in schools and continues through a lifetime of learning.
- Accessibility: Public libraries level the playing field and make it possible for everyone to have access to the tools they need to better themselves. The most obvious of these tools is the computer and public libraries have led the way in making sure that everyone in the community has access to computers and the Internet.
- Information literacy: Helping the public understand how to access information in whatever medium has always been a focus of public libraries. Now that people have direct access to vast amounts of information via the Internet, it is more important than ever that librarians take a lead in helping them understand where to go for information and how to evaluate the quality of the information they retrieve.
- Community: The public library is that physical space in the community that is open to all and that brings people together. It is a meeting place, a melting pot of ideas, a reflection of how a community sees itself. The programs that libraries offer, whether that be story hours for children, teen activities, summer reading programs, computer training for seniors, are all critical to the centerpiece the library plays in building a strong community.

- Books: Yes, books. Isn't it a wonderful thing that free public libraries exist in our society and make it possible for everyone to read. You don't have to be rich to enjoy reading – it is a pleasure open to all free of charge. The public library provides avenues for leisure and entertainment that everyone can enjoy.
- Citizenship: Working for so many years on Capitol Hill I have seen first-hand why an informed citizenry is critical to democracy. Again, the public library is a centerpiece of access to information that contributes to an educated public capable of supporting democratic institutions.

#### What are some of the challenges facing libraries?

- Resources: The Great Recession has challenged public libraries more than at any other time in several generations. Balancing the demands of bricks-and-mortar facilities with advancing technologies in a time of limited funding requires Solomon-like decision-making on the part of library administrators and their boards.
- Technology: Libraries are under enormous pressure to remain current in an environment of rapidly changing technology. How to be cutting edge and not bleeding edge? Technology decisions must be made in such a way that they serve the entire spectrum of users, from novice to advanced. And the price of these decisions can be very high.
- Staffing: Recruiting and retaining a nimble staff that can adapt to challenges in new services and technologies means libraries have to make sure they offer the training and resources necessary to maintain a well-educated and qualified staff.
- Relevancy: Many think we don't need libraries now that we have the Internet. Of course, this is misguided, but libraries must provide and market services that keep them relevant in the world today and that means looking ahead to what the information landscape will look like in the future.

#### What are some of the opportunities facing libraries?

The challenges that face libraries today also provide opportunities.

- Limited resources force libraries to reevaluate services and strengthen existing programs.
- Social media: New tools allow libraries to engage patrons in connecting to library collections and services. And when patrons are personally connected this increases the marketing of services to a wider community.
- Technology: Web-based services and electronic resources expand library services in time and space and increase opportunities for leisure and learning.
- Accessibility and universal access: In both the physical and the virtual sense public libraries provide an information commons free to all. In tough economic times libraries offer communities a place to recover and improve.

What are your goals in serving on the Board?

- To contribute my knowledge of libraries and library management toward building and sustaining the highest quality public library system for Santa Cruz.
- To be an advocate for public library collections and services in the most effective way possible. I believe being a Board member will give me that opportunity.
- To be a part of the exciting new services and opportunities that public libraries will be able to offer in coming years, especially as the economy improves.
- To help the Santa Cruz Public Library system address the problems and challenges it faces and contribute to positive and lasting solutions.

Do you have regular access to email and the Internet?

Yes

Provide any other information that you feel would be of interest.

Martha Dexter  
Signature

12-17-2012  
Date

Attached: Resume for Martha Dexter

Martha Dexter

215 Sacramento Ave., Santa Cruz, CA 95060

831-600-8834

mmdexter@gmail.com

---

<b>Career Focus</b>	<b>Information management and library services</b>	
<b>Education</b>	M.A., Library Science - <i>University of Missouri</i> , Columbia, Missouri	1976
	B.A., History, <i>University of Missouri</i> , Columbia, Missouri	1975
<b>Professional Experience</b>	<b>Associate Director for Legislative Information</b> – <i>Congressional Research Service, Library of Congress</i> , Washington, DC	2/98 – Retired 9/07
	<ul style="list-style-type: none"><li>• Also served as Deputy Associate Director for Information Resources Management</li><li>• Directed the management of the Legislative Information System which provided online summary and status of all legislation for congressional offices and committees</li><li>• Managed library services for staff of the Congressional Research Service, including negotiation of electronic resources contracts, subscriptions, facilities</li><li>• Coordinated the transition to a new integrated library system</li><li>• Directed the management of publishing services for Congressional Research Service reports in print and online</li></ul>	
	<b>Project Manager, Educational Outreach</b> – <i>National Digital Library, Library of Congress</i> , Washington, DC	1/95 – 2/98
	<ul style="list-style-type: none"><li>• Developed education programs for the National Digital Library under a Kellogg Foundation grant</li><li>• Established an annual summer teachers institute in the use of online primary source materials</li><li>• Coordinated the development of teaching materials and lesson plans based on collections in the National Digital Library</li></ul>	
	<b>Director of Information Management and Publishing Services</b> , <i>Office of Technology Assessment, U.S. Congress</i> , Washington, DC	8/77 – 1/95
	<ul style="list-style-type: none"><li>• Also served as Manager of Information Services and Librarian</li><li>• Established library services in support of research analysts in this agency which provided science policy advice for congressional committees</li><li>• Implemented an integrated library system</li></ul>	
	<b>Assistant Librarian</b> – <i>Center for Bioethics, Georgetown University</i> , Washington, DC	8/76 – 8/77
<b>Volunteer Activities</b>	President, Knitting Guild of Santa Cruz Chairman, Adult Education Committee, Calvary Episcopal Church, Santa Cruz Library Volunteer, Garfield Park Branch and Faye Ellis local history project, Santa Cruz Public Library Previously, volunteered with Doorways for Women and Families, in Arlington, VA; served as vestry member and senior warden at St. Michael's Episcopal Church, Arlington, VA	
<b>Memberships</b>	American Library Association Friends of the Santa Cruz Public Library	

---

000030

JAN 7 2013

Santa Cruz Public Library  
Library Joint Powers Board

Citizen Member Application for Appointment

**Note: Information contained in this application will become part of the public record.**

**Applications must be received via mail or e-mail by 5pm January 7, 2013.**

**Feel free to add additional pages or attach a resume or curriculum vita.**

**For more information, contact Teresa Landers, Library Director or Sam Storey, Chair of the Board.**

Email: [landerst@santacruzpl.org](mailto:landerst@santacruzpl.org) or [samforcapitola@att.net](mailto:samforcapitola@att.net)

Mail: Santa Cruz Public Libraries  
Citizen Member Applications  
117 Union St.  
Santa Cruz, CA 95060

Name: JAMES ANASTAS

Address: 1515 Hidden Terrace

Phone: 406.17834

Email: CAROL V Beatty @earthlink.net

Occupation: (If retired, what was your occupation?) TEACHING

How long have you been a resident of Santa Cruz County? 20 yrs.

Briefly describe why you want to serve on the SCPL Joint Powers Board.

see Reverse

000031

1

Briefly describe the specific knowledge, education, experience, abilities and skills you feel would be valuable to the Board.

*See Reverse*

Please indicate areas in which your knowledge would benefit the Board:

- Finance
- Strategic Planning
- Legal
- Government Relations
- Management
- Human Resources
- Building Programs
- Technology
- Marketing
- Librarianship
- Other (please explain

*TEACHING*

List and briefly describe current or former involvement in community or professional organizations that you feel is relevant to your candidacy for the Board.

*Reverse*

How would you describe your knowledge of the Santa Cruz County Public Library system?

*I PLAN TO LEARN MORE ABOUT THE SYSTEM*

What do you think are the library's most important roles in the community?

*Reverse*

000032



What are some of the challenges facing libraries?

What are some of the opportunities facing libraries?

What are your goals in serving on the Board?

Do you have regular access to email and the Internet?

Provide any other information that you feel would be of interest.

*See REVERSE FOR Replies to  
ALL QUESTIONS*

Signature

*James ANASTAS*

Date

*1/07/13*

000033

The BURDEN of command is not only the destiny  
of great men but of PARENTS in the community,  
including GRANDPARENTS. YES, I HAVE A shared social  
identity with the Library and the books on its shelves  
but, I've discovered, <sup>this</sup> comes with a responsibility  
to give something back. People criticized the  
two Full-time gifted programs that I HAD TO HOST  
of Teaching on because they were "elitist," FOR  
FROM it. We need to encourage citizens in our  
community to HUNT DOWN INFORMATION in Books,  
• THIRST FOR more to read — and FOR some,  
young and old, to LEARN to Read. My teaching  
in S.F. and Sacramento were, together the best  
experiences in my life. CONTRARY to accusations,  
students in Gifted program learn that they are  
not Indian chiefs, ONLY INDIANS. They LEARN  
the principle of equality. These young people  
epitomize the value of searching for information on  
computers and in libraries. LIBRARIES HAVE A BURDEN,  
• ~~SPREAD~~ <sup>SPREAD</sup> their message of discovery through Reading.  
LIBRARIES represent, epitomize the values of discovery,  
READING, and a sense of EQUALITY FOR ALL ITS PATRONS.  
Let the Gifted students BE the Vanguard FOR ALL of us. 000034



Teresa Landers <tlanders@santacruzpl.org>

**fwd: SCPL Patron Comment or Suggestion: great new software -- thanks!**

Emily Galli <gallie@santacruzpl.org>  
To: Metis Group <metis@santacruzpl.org>

Wed, Jan 2, 2013 at 9:20 AM

love those compliments!

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

From: **WEBMASTER SCPL** <webmaster@santacruzpl.org>  
Date: Wed, Dec 26, 2012 at 2:57 PM  
Subject: Fwd: SCPL Patron Comment or Suggestion: great new software -- thanks!  
To: Library IT <lit@santacruzpl.org>

Sending this along.

-Catherine

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

From: <webmaster@santacruzpl.org>  
Date: Wed, Dec 26, 2012 at 2:52 PM  
Subject: SCPL Patron Comment or Suggestion: great new software -- thanks!  
To: webmaster@santacruzpl.org

The following message has been received from:

NAME: Judith Broadhurst

PHONE NUMBER: 831.336.4232

EMAIL ADDRESS: judith@polishedprose.com

=====

Really like the new features. The best yet. Thanks for the upgrade!

=====

**Got Questions? Text Us!**  
**Get answers on the go! Text SCPL to 66746 for instructions!**



000035



Teresa Landerer <landeret@santacruzpl.org>

---

## Fwd: Working with the catalog from home. ahh!

---

Leslie Auerbach <auerbachl@santacruzpl.org>

Sun, Dec 2, 2012 at 6:21 PM

To: Library IT <lit@santacruzpl.org>, Metis Group <metis@santacruzpl.org>, Reference Team <refer@santacruzpl.org>, LOCO <loco@santacruzpl.org>

from a retired librarian who's had pithy things to say about EG's deficiencies, a heartening note:

....What a relief the updated catalog is, and such a good job the IT people did in getting it up to speed.

[speaking about preparing for a program]....Everything I needed was there in the bibliographic record, in the list of available books, etc. Great to see reviews again and brief summaries. It's easy to put a hold on things. Navigation is smooth, for ex. going back to search results after a hold request.

The time to transfer between web pages is somewhat clunky. But who cares what with the newly designed catalog working so well.

Perhaps there are elements to work on for internal use, but public access is, so far, very satisfactory.

000036



Teresa Landerst <landerst@santacruzpl.org>

**Fwd: SCPL Patron Comment or Suggestion: THANK YOU**

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

Fri, Nov 30, 2012 at 4:17 PM

Reply-To: loco@santacruzpl.org

To: Library IT <lit@santacruzpl.org>, LOCO <loco@santacruzpl.org>

Website, OPAC and My Account endorsement--

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

From: <webmaster@santacruzpl.org>

Date: Fri, Nov 30, 2012 at 3:24 PM

Subject: SCPL Patron Comment or Suggestion: THANK YOU

To: webmaster@santacruzpl.org

The following message has been received from:

NAME: Helen Klee

PHONE NUMBER: 831-462-5829

EMAIL ADDRESS: hkleester88@yahoo.com

=====

the website is getting better and better! Thank you for making is easier to use - especially on placing hold on new items. I also like the visual of the cover. Thank you for all your hard work!!!!

=====

Got Questions? Text Us!

Get answers on the go! Text SCPL to 66746 for instructions!



SANTA CRUZ  
PUBLIC LIBRARIES

000037



Teresa Landerst &lt;landerst@santacruzpl.org&gt;

---

## Ancestry.com workshop

---

Ross Clark &lt;rplpclark@sbcglobal.net&gt;

Mon, Dec 3, 2012 at 9:31 AM

To: imperios@santacruzpl.org, landerst@santacruzpl.org, ivclb@comcast.net, dmepperson@att.net

Dear Sandi-

I want to thank you for all the help you gave us for the Ancestry.com workshop at LSB library last Sat. The 12 laptops you brought and set up were very valuable and I appreciate your hauling, installing, starting them etc. I also appreciate the PR you did. As we learned from the 13 people in attendance, they learned about the workshop from various sources, so all your PR worked. We were delighted that so many people were willing to come to LSB from all over the system on a rainy Sat afternoon. We have another 4 or 5 people on a list should this workshop be given at another branch.

Janine and Mike, who came from the GSSCC to help, are willing and eager to take this idea to other branches. Again, thanks for your work on programs in LSB.

Lynette Clark

000038



Teresa Landers <tlanders@santacruzpl.org>

**Fwd: SCPL Patron Comment or Suggestion: Unsafe Libraries**

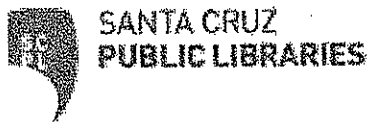
**WEBMASTER SCPL** <webmaster@santacruzpl.org>  
To: Metis Group <metis@santacruzpl.org>

Wed, Dec 5, 2012 at 10:05 AM

Support for sleeping ban. I answered the patron.

**Diane Cowen**

*Virtual Services Coordinator,  
Santa Cruz Public Libraries*  
Tel: 831.427.7706 x 7763  
<http://www.santacruzpl.org>



**Got Questions? Text Us!**  
Text SCPL to 66746 for  
instructions!



Get a signature like this: [Click here.](#)

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

From: <webmaster@santacruzpl.org>  
Date: Wed, Dec 5, 2012 at 10:02 AM  
Subject: SCPL Patron Comment or Suggestion: Unsafe Libraries  
To: webmaster@santacruzpl.org

The following message has been received from:

NAME: Jill Elliott

PHONE NUMBER: 831-477-9106

EMAIL ADDRESS: [gardeningjill@gmail.com](mailto:gardeningjill@gmail.com)

=====

I don't feel safe using your library branches in Santa Cruz. We will go out of town to use the branches in Aptos, Capitola, and Scotts Valley in order to avoid the homeless problem in the Santa Cruz branches. It's a shame, because my two boys absolutely love the Downtown and Live Oak branches. Also, as taxpayers (we are homeowners and earn well above the median in this county), we are less likely to vote for higher revenue for the library branches. This is all in light of the trustees' vote on the sleeping ban and that very telling quote by Board President Sam Storey in today's Sentinel. I supposed I should be more shocked, but instead I'm just very frustrated that my beloved Santa Cruz doesn't value families as much as it values political correctness. I hope you enjoy serving the takers rather than families who genuinely appreciate books and all things literature-related.

=====

000039



Teresa Landers <landerst@santacruzpl.org>

---

**Fwd: You returned one of you personal discs inside the Library case**

---

**ECONTACT SCPL** <econtact@santacruzpl.org>  
To: Teresa Landers <landerst@santacruzpl.org>

Fri, Dec 14, 2012 at 10:26 AM

hi, Teresa. Linda said you would enjoy reading this email I just got from a patron. ~Kathleen

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

From: Patty & Jeff Shilling <shillingfamily@earthlink.net>  
Date: Thu, Dec 13, 2012 at 8:43 PM  
Subject: RE: You returned one of you personal discs inside the Library case  
To: ECONTACT SCPL <econtact@santacruzpl.org>

Wow...that is some good customer service. I'm thinking this is exactly why we relocated from San Jose to Scotts Valley last year. Thanks!

Patty

-----Original Message-----

From: ECONTACT SCPL [mailto:econtact@santacruzpl.org]  
Sent: Thursday, December 13, 2012 4:47 PM  
To: shillingfamily@earthlink.net  
Subject: You returned one of you personal discs inside the Library case

Inside the case for Diary of a Wimpy Kid, Cabin Fever, we found a non-library Memorex disc with "80's" written on it. Also, while I was looking at your account to check in this item, I saw that you had three other items out that were causing late fees, so I renewed them for you. You can come in anytime to pick up your disc and check on your library account. Our phone number at the Scotts Valley Branch is 831-427-7712. Thanks.  
~Kathleen

PLEASE PHONE OR VISIT THE BRANCH LIBRARY LISTED IN THIS MESSAGE TO RESPOND.  
THANK YOU.

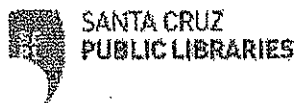
--

DO NOT REPLY TO THIS EMAIL. THIS NOTICE WAS SENT FROM AN OUTGOING EMAIL ACCOUNT ONLY. NO REPLIES TO THIS EMAIL ACCOUNT WILL BE RECEIVED.

PLEASE PHONE OR VISIT THE BRANCH LIBRARY LISTED IN THIS MESSAGE TO RESPOND. THANK YOU.

000040





Teresa Londers <tlonders@santacruzpl.org>

**Fwd: SCPL Patron Comment or Suggestion: workstation**

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

Thu, Dec 6, 2012 at 9:07 AM

To: Metis Group <metis@santacruzpl.org>, Branch Staff Aptos <apt@santacruzpl.org>

Positive feedback!

Sorry if you already received this, it was hard to tell in the mailbox if anything had been done with it.

**Diane Cowen**

*Virtual Services Coordinator,  
Santa Cruz Public Libraries*  
Tel: 831.427.7706 x 7763  
<http://www.santacruzpl.org>



**Got Questions? Text Us!**  
Text SCPL to 66746 for  
instructions!



Get a digital photo book. [Click here.](#)

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

From: <webmaster@santacruzpl.org>  
Date: Wed, Dec 5, 2012 at 4:51 PM  
Subject: SCPL Patron Comment or Suggestion: workstation  
To: webmaster@santacruzpl.org

The following message has been received from:

NAME: Brian Thomas

PHONE NUMBER:

EMAIL ADDRESS:

=====

I am so happy with the workstation I used today for word processing. I was able to burn a CD. I am pleased with the ease of the equipment and the help I received at the Aptos Branch.

=====

**Got Questions? Text Us!**  
Get answers on the go! Text SCPL to 66746 for instructions!

000041

## As You See It, Dec. 11, 2012:

By Santa Cruz Sentinel Santa Cruz Sentinel

Posted: 12/10/12

SantaCruzSentinel.com

### Appreciative of library staff and their extra duties

Last week, my eighth-grade daughter and I found a science book she needed for her science project. We drove downtown, and as we found the book, (in the main reading section) I watched a librarian wake up a gentleman, and explain: "Sir, you are bleeding and have to leave the library." He got up and limped to the entrance. She then had to manually clean the chair and table (that he was asleep at) with some disinfectant. I have nothing but pity for both parties here. I use the microfiche frequently, and early when the main library opens, six to eight men discreetly wash themselves/clean up in the men's room to the right of the entrance desk. The initial shock of seeing a few undressed souls in there breaks your heart. If I was homeless, a quiet warm place with a lavatory is where I would head, though not to sleep. This is a tough issue. I just want to thank the downtown library staff for

performing all these extra things that are not in their job descriptions.

Steve Balbo, Santa Cruz

000042

## Library board votes down sleeping ban

By J. M. BROWN Santa Cruz Sentinel Santa Cruz Sentinel

Posted:

12/4/12

SantaCruzSentinel.com

SANTA CRUZ -- Trustees have narrowly defeated a measure that would have explicitly outlawed using the library as a place to sleep.

Monday's 5-4 vote of the Santa Cruz Public Libraries Joint Powers Authority Board denied an attempt by staff to add sleeping to a list of banned behaviors.

Library Director Teresa Landers said staff had sought the specific right to remove people who are lying down in the stacks or placing their heads on tables and sleeping for hours at a time, not people who fall asleep briefly while reading. She said people are seen sleeping for extended periods a couple of times per day, mostly at the downtown branch.

But board President Sam Storey, a Capitola City Council member, was joined by Santa Cruz Councilwoman Katherine Beiers, county Supervisor John Leopold and citizen members Nancy Gerdt and Dick English in voting no.

"I think it would be very difficult to enforce and identify who is guilty and who is not," Storey said. "In my heart of hearts, we all knew who this was going to impact the greatest, and a certain group of people would be disproportionately affected. It brings up a lot of social issues, like how we handle our homeless population."

County Supervisor Ellen Pirie, who joined Santa Cruz Councilman David Terrazas, Scotts Valley Councilman Jim Reed and citizen member Leigh Poitinger in supporting the measure, said staff should have the ability to handle what has become "a big problem."

"We're a library not a dormitory," Pirie said.

Landers said library workers still will be able to ask sleepers to leave if they are impeding the ability of others to use materials and equipment. The proposed sleeping ban was part of other changes in the library's conduct policy that the board otherwise approved.

Managers will now be able to seize unattended backpacks and other items and suspend patrons for up to a year for multiple violations of any conduct rule. Previously, staff could only seek a 30-day suspension, after which a temporary restraining order would have to be sought.

Landers said hiring First Alarm security guards around the downtown branch this year has had a positive impact on people loitering outside. However, problems remain inside, including Sunday when a woman was arrested for punching someone and a man wielded a hammer at someone but fled before police arrived.

Also as part of the new safety measures, the board instructed Landers to further study a policy on emotional support animals, those not protected under disability laws, such as dogs and miniature horses. Landers said staff, who want to be able to ask what kind of support the animal offers specific to use of the library, want to ensure patrons are treated fairly.

000043

"This whole conduct in a nutshell is about making the library a welcoming place for everyone," Landers said.

Also Monday, the board adopted a policy to break its service area into three districts for the purpose of selecting citizen board members. The areas will be separated into:

- District 1: Santa Cruz, North Coast and parts of Live Oak;
- District 3: Capitola, parts of Live Oak and Mid- and South County excluding Watsonville. The board is looking in January to fill the seat to be vacated by Poitinger, a Santa Cruz resident.

WHAT: Opening of seat on nine-member Santa Cruz Public Libraries Joint Powers Authority Board representing Santa Cruz, North Coast and parts of Live Oak.

WHEN: Applications are due 5 p.m. Jan. 7

WHERE: Mail applications to Citizen Member Applications, 117 Union St., Santa Cruz, CA 95060

INFORMATION: Applications are available by calling 831-427-7706 or online at <http://tinyurl.com/aoc2vb3>.

000044

---

## Library board votes down sleeping ban

By J.M. BROWN

Santa Cruz Sentinel

Posted: 12/04/2012 06:20:02 PM PST

### 33 comments



Vnes Ely Dowling · Top Commenter

There's compassion and there's enabling. Sadly, I think this is the latter.

Reply · 24 ·

· 21 hours ago



Holly Beth Garver · Cleveland Heights High School

How about putting women and children's safety and comfort first. And why do the librarians have to be policing the library anyway, by creating a safety zone for people who don't have boundary's and know how to share space for what it is intended for? And how often do the people who voted for this spend downtown, not 40 hours a week i'll bet. SELFISH. When you allow an environment where women and children feel intimidated, you are part of that oppression.

Reply · 14 ·

· 20 hours ago

Don Honda · Top Commenter (signed in using Hotmail)

Can't wait to see a miniature horse at the library. I think I need one as an emotional support animal. I could comb its mane all day.

Reply · 13 ·

· 22 hours ago

000045



Dennis Jason Anti · Top Commenter

I'm shopping for my midget elephant assistance animal right now!!!

Reply · 7 ·

· 20 hours ago



William Peak · Top Commenter · Duke University

Mr. Ed can now visit the library, both to read and provide emotional support. A win-win.

Reply ·

· 6 hours ago



Alyssa Downing · Top Commenter

If Amazon sells Unicorn Meat, I'm sure you can track down a mini elephant.

[http://www.amazon.com/ThinkGeek-Canned-Unicorn-Meat/dp/B004CRYE2C/ref=pd\\_sim\\_t\\_12](http://www.amazon.com/ThinkGeek-Canned-Unicorn-Meat/dp/B004CRYE2C/ref=pd_sim_t_12)

Reply ·

· 2 hours ago



Santa Cruz Local

"I think it would be very difficult to enforce and identify who is guilty and who is not," Storey said. Really? It's not hard for me. Guess Sam hasn't spent much time at the library lately! Some days it's hard to find an open table with all the homeless camping out in the library.

Reply · 10 ·

· 22 hours ago

000046



Ronald Paul Hughes · Top Commenter · Genius, Billionaire, Playboy, Philanthropist at Productops

Thank goodness the Internet has made the public library unnecessary and irrelevant. We no longer need it, so if the trustees want to let it turn into a daytime homeless shelter, that's fine with me. But remember -- no talking!

Reply · 10 ·

· 22 hours ago



Dennis Jason Anti · Top Commenter

LOLS. Yeah! Because the internet is a veritable fount of steadfast honest information. Oh, and the internet will always be there for you, impervious to power outages, accidentally cut utility conduits, and other such acts of randomness.

Reply · 2 ·

· 20 hours ago



John Reece · Top Commenter · Saratoga High School

As someone who's been in the online information retrieval business since 1982 in my professional opinion the Internet IS a source of honest information, if one has a bit of clue. Or at least as good a source as the public library which stocks the likes of "The Nation", "Rolling Stone", or "Mother Jones".

Reply ·

· 4 hours ago



Alyssa Downing · Top Commenter

Dennis Jason Anti - I know....Wikipedia has all the answers I need.

000047

[Reply](#) ·

· 2 hours ago

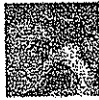


[John Collins](#) · [University of California, Santa Cruz](#)

Oh my god, are these people for real! I don't let me daughter go to the library, it is just another part of Santa Cruz that has been pirated by the homeless. Thumbs up, mission accomplished!

[Reply](#) · [10](#) ·

· [21 hours ago](#)



[Alyssa Downing](#) · Top Commenter

My dad was minding his own business, simply walking across the street to return a couple books at the downtown branch when he was attacked from behind by a crazed homeless woman. She pushed him into the bike rack and started screaming at him, only a few months after he had back surgery. I refuse to go to the downtown branch let alone take my 3 year old daughter there when nutcases are sleeping inside. The library is for reading, research, working on papers and checking out books. I don't know why sleeping would be okay.

[Reply](#) ·

· 2 hours ago



[Deb Hiner](#)

Pretty much they have taken over so perhaps it should be shut down to save money, I would never bring my grandchildren there. I lived in SC for 5 years only been to the library 2 times. I love books but now I just have to buy them. its sad for folks who can't afford to buy them or have the internet they need libraries and will have to deal with the filth and smell and actual danger there.

[Reply](#) · [9](#) ·

· [18 hours ago](#)

000048



forcommentssc@hotmail.com · Top Commenter (signed in using Hotmail)

This is fantastic, we should offer the homeless the cushy children's toys upstairs to rest their sleepy heads on. My 4 year old always asks what smells when we go (very rarely) to the library downtown. I say: 'son, that is pee pee. Please get a good education' and he always laughs holding his nose. The sad part is he wants to go to the library when we walk by and I have to tell him no. Way to go Progressive Santa Cruz! With that said, no one should be upset with the decision, this is what we vote for and want in Santa Cruz. No crying people unless you want to change your political stance. Until then....

[Reply · 8 ·](#)

· [20 hours ago](#)



[Mike Viall](#) · Top Commenter · [University of Iowa](#)

I have avoided downtown Santa Cruz for the last 15 years as there are many other safer places to spend my time and money.

[Reply · 7 ·](#)

· [10 hours ago](#)



[RealityCheck SantaCruz](#) · Top Commenter · [Santa Cruz, California](#)

"I think it would be very difficult to enforce and identify who is guilty and who is not," Storey said. "In my heart of hearts, we all knew who this was going to impact the greatest, and a certain group of people would be disproportionately affected. It brings up a lot of social issues, like how we handle our homeless population."

Fine. I say we find a few library dollars for shuttle bus to the Capitola Branch so that Storey can 'handle our homeless population' rather than foisting them off on the staff of the downtown branch.

[Reply · 6 ·](#)

· [18 hours ago](#)



[Richelle Noroyan](#) · Top Commenter · [Santa Cruz, California](#)

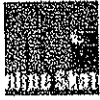
000049

---

The library's purpose is not to provide a space for long naps regardless of one's housing status nor should the library be seen as a solution for homeless people needing sleep. This proposal would have done nothing to lessen library services to the homeless. What a ridiculous decision.

[Reply · 4 ·](#)

· [6 hours ago](#)

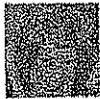


[Clarkie Clark](#) · Top Commenter

I would bet big bucks Storey would not stand for this inappropriate behavior at the Capitola Library!

[Reply · 4 ·](#)

· [16 hours ago](#)



[Christa Mercado](#) · Top Commenter · [Santa Cruz, California](#)

Let me get this straight....I, a tax paying active member of society, get to pay for this space to be used for camping? I am an ardent supporter of public libraries, but I do not feel comfortable using the down town library. Soooooo, why am I PAYING for this? Don't get me wrong, I am still in support of keeping our public libraries funded, but they should be comfortable for all to use, not just the select few that get top sleep there. So typical Santa Cruz. We will go out of our way to make life as easy as possible for the homeless, but if your an active tax paying citizen, then you are out of luck!

[Reply · 3 ·](#)

· [about an hour ago](#)



[Christa Mercado](#) · Top Commenter · [Santa Cruz, California](#)

\*you're\*

[Reply ·](#)

· [about an hour ago](#)

000050



Jake Phirate · Top Commenter · [Deckhand at USS Ronald Reagan \(CVN-76\)](#)

How about this? Close the downtown location and give all that money to the other branches (Aptos, Branciforte, Felton, Live Oak, Boulder Creek, etc)! That will take care of the bum problem and those deserving downtown folks can just drive or bike to these other locations that have been deprived of open hours, staff, and facilities for so long?

[Reply · 3 ·](#)

· [19 hours ago](#)



Tonya Silvestri

Pathetic! Every citizen has a right to use the public library for its intended purpose. Allowing some to use it as a homeless shelter is infringing on the rights of all of us using it as a LIBRARY.

[Reply · 3 ·](#)

· [7 hours ago](#)

womanofsteel222 (signed in using yahoo)

I use the downtown library frequently and I have never smelled pee there. Ever since Ronald Reagan took office, homelessness has been a growing problem. Across the nation, libraries have become the de facto day shelters for homeless people. I know many of you posting think the solution is to drive homeless people away with increasingly restrictive and punitive laws and measures. I assert that you will never solve "the problem" this way, and that what you propose cannot be justified in a democratic society. You are basically arguing that libraries should be reserved for housed people only. Congrats to Beiers and Storey for showing moral courage. As for David Terrazas...we have to talk.

[Reply · 2 ·](#)

· [8 hours ago](#)



[Santa Cruz Local](#)

000051

You must have a horrible nose Becky. It SMELLS LIKE URINE outside and inside the downtown library. It's enablers like you and Stoney who have ruined the our local library. I agree with RealityCheck - if the homeless were camped out in the Capitola branch, it would be a different story.

[Reply · 2 ·](#)

· 7 hours ago



[William Peak](#) · Top Commenter · [Duke University](#)

The library is for reading, research, etc., not sleeping. When the sleeping activity prevents the reading activity, which should we ban? By not banning sleeping, we are effectively making the library unusable for its intended purpose, at least as far as unattended children are concerned. If you want another homeless shelter, lobby for that, but don't co-opt the library. Jeez, seems pretty simple to me.

[Reply · 3 ·](#)

· 7 hours ago



[Steven D. Hartman](#) · Top Commenter · [Santa Cruz High School](#)

And what's the budget for S.C. Libraries? Perhaps in another ten to twenty years libraries will be digitized and we won't need to spend millions for library buildings and employees.

[Reply · 2 ·](#)

· [19 hours ago](#)



[Jake Phirate](#) · Top Commenter · [Deckhand at USS Ronald Reagan \(CVN-76\)](#)

Solar flares are going to wipe out all digitized storage...

[Reply ·](#)

· 15 hours ago

000052

angelica\_beresford (signed in using yahoo)

The downtown library is not safe. If you need library services, please use one of the branch locations for the safety of you and your children.

[Reply · 2 ·](#)

· [11 hours ago](#)



[Arlos Anderson](#) · Top Commenter · [Aptos, California](#)

Could it be we're seeing de-evolution before our eye's.

[Reply · 2 ·](#)

· [17 hours ago](#)

sillywit7 (signed in using yahoo)

I hereby DEMAND that this issue be addressed with confidence  
If any library 'patron' has been banned from the downtown branch then the staff there NEED TO INFORM OTHER BRANCHES - or perhaps make the ban effective THROUGHOUT the entire library system...I am not willing to be a witness to vagrants yelling and fighting in the library -- Voters will remember which of the Library Board voted which way on this issue

[Reply · 1 ·](#)

· [10 hours ago](#)



[Dennis Jason Anti](#) · Top Commenter

Well fine. If sleeping all day long in the library, dominating the available desk/table space, and filling the space with the stench of their filth is going to be permitted... then I plan to find a soundly sleeping hungover druggie in the back of the library, tie a long string of firecrackers to his foot, light it, and watch the fun.

[Reply · 1 ·](#)

· [20 hours ago](#)

000053



Deb Hiner

I do not ever go to this library cause it smells like pee outside its really disgusting, I used to always frequent the library when I lived over the very sad.

Reply · 1 ·

· 18 hours ago



Mark Herbert · Top Commenter · Santa Cruz, California

Just build a warehouse with cots and toilets for these losers....in every city so they won't flock here anymore.

Reply ·

· 23 minutes ago

· samzsing (signed in using yahoo)

Let's ban everything.

Reply ·

· 21 hours ago



Tim Taylor · Top Commenter · Santa Cruz, California

Start with u

Reply · 7 ·

· 20 hours ago

000054

---

Robert Norse · Top Commenter

For an expose of the many needles and feces found in the library, go to <http://www.indybay.org/newsitems/2012/11/30/18726836.php>.

Reply ·

· 8 hours ago



Jamie Lynn

Read all the comments. 1) Don't send the "homeless" to other branches: they're already here. 2) Don and Dennis; you missed the point--Tiger, great white or other predator would be a better "assistance" animal. 3) Our veterans deserve more, the young druggie bums do not.

Reply ·

· 49 minutes ago

janabananas (signed in using yahoo)

Agree with Vnes Ely Dowling, enabling and impacting those of us who use the library for it's intended purpose.

I rarely use the downtown library any more due to the homeless who use it as a sleeping area, who wash themselves in the lavatory and the general odor of the unwashed bodies in the library.

Reply ·

· 7 hours ago



Clifton Wilder · Top Commenter · San Carlos, California

Santa Cruz needs a substantial transit tax to build a comprehensive underground transit system. That way the bums can have a safe and secure way to get around town, and, have a place to sleep rather than the library. Hey, it works in New York!

Reply ·

· 9 hours ago

000055

angelica\_beresford (signed in using yahoo)

NYC got cleaned up. The bums in Santa Cruz are more intrusive than those in NYC.

[Reply](#) ·

· 7 hours ago



[John Reece](#) · Top Commenter · [Saratoga High School](#)

Boy, it's so pathetic the way the Santa Cruz progressive establishment can never say "no" to any fringe identity group, unless it's straight white male citizens who like shooting sports.

[Reply](#) ·

· [4 hours ago](#)



[Chuck Bruffey](#) · Top Commenter · [COO/CFO at Salinas Valley Radiology](#)

Sam Storey obviously has not changed from his uber-liberal ways. Why not supply them with heroin and needles so they don't have to go out on the street to get their fix? If I had a library card I would send it back.

[Reply](#) ·

· [8 hours ago](#)



[Laura Larkin](#)

I used to love taking my granddaughter to the nearby aptos library where she would bring home stacks of books. She can now do so at her school. I miss doing it with her! She has a love of reading and we do not want to discourage that in anyway!

[Reply](#) ·

· [16 hours ago](#)

000056





John Landon · Top Commenter · Bozeman, Montana

Unbelievable.. I'm so glad we moved.

Reply ·

· 8 hours ago



Margie McArthur

Libraries are not for sleeping in.

Reply ·

· about an hour ago

000057

tract costs among  
 ers  
 efficiency has all  
 on the books for  
 a renewable energy  
 all with their own  
 times. A maze  
 tions and regulatory  
 practice it is to follow  
 friends further drive  
 he state Public  
 commission has  
 sponsored by saving  
 utility rates are  
 to increase by only  
 in a year over the next  
 including inflation.  
 suggests the current  
 could lead to a crisis  
 what happened  
 in under former Gov.  
 as when a state-wide  
 create a single state energy  
 agency that would coordinate  
 the web of policies and  
 initiatives in the state.  
 It's also soon what he termed  
 that Gov. Jerry Brown has  
 agreed to review the report  
 rather than burying it in the  
 dustbin where most reformist  
 efforts go to die.  
 We hope the governor reads  
 the part of the report that urges  
 him to assess the real cost of  
 California's various energy  
 initiatives and then determine  
 whether they also fully reduce  
 the state's reliance on fossil fuels.  
 In the interim, the governor  
 should heed the commission's  
 recommendation he declare  
 a moratorium on further  
 renewable energy policies.

rich."  
 Socialist! Redistributionist!  
 Spreader of wealth!  
 One of Boehner's  
 lieutenants, Pete Roskam  
 of Illinois, stepped to the  
 microphones, essentially  
 feeling so confident that  
 it dismissed Boehner's  
 offer out of hand. Obama  
 Communications Director  
 Dan Pfeiffer told Peter  
 Baker of The New York  
 Times that Obama "won't  
 a  
 ill  
 al  
 es  
 sy  
 fl

# It's nothing but a po

**L**et's understand President Obama's strategy in the "fiscal cliff" negotiations. It has nothing to do with economics or real fiscal reform. This is entirely about politics. It's Phase 2 of the 2012 campaign. The election returned him to office. The fiscal cliff negotiations are designed to break the Republican opposition and grant him political supremacy, something he thinks he earned with his landslide 2.8-point victory margin on Election Day.



**CHARLES KRAUTHAMMER**  
*Washington Post*

This is why he sent Treasury Secretary Tim Geithner to the Republicans to convey not a negotiating offer but a demand for unconditional surrender. House Speaker John Boehner had made a peace offering of \$800 billion in new revenues. Geithner pocketed Boehner's \$800 billion, doubled it to \$1.6 trillion, offered risible cuts that in 2013 would actually be exceeded by new stimulus spending, and then demanded that Congress turn over to the president all power over the debt ceiling.

Boehner was stunned. Mitch McConnell laughed out loud. In nobler days, they'd have offered Geithner a pistol and an early-morning appointment at Weehawken. Alas, Boehner gave again, coming back a week later with spending-cut suggestions — as demanded by Geithner — only to have them dismissed with a wave of the hand.

What's going on here? Having taken Boehner's sword, and then his shirt, Obama sent Geithner to demand Boehner's trousers. Perhaps this is what Obama means by a balanced approach.

He pretends that Boehner's offer to raise revenues by eliminating deductions rather than by raising rates is fiscally impossible. But on July 22, 2011, Obama had said that "\$1.2 trillion in additional revenues ... could be accomplished without hiking tax

rates, but could be eliminated by eliminating some deductions reform process.' Republicans are As for the alle of Obama's tax-rate hike on the the 2012 deficit trillion. That's a Such nonsense Obama's objecti not economic by debt crisis but t majority in the l hand to domina the entitlement This is part: Nothing more. ( interest in genu nothing for two next two ignorit commission. Obama has n suggested a stri On the contrary new entitlement according to the spending by \$1. What should giving stuff awa intransigent, let us over the cliff House, which is president, imm a full across-the Bush tax cuts. Obama will c but-the-rich tax gyrate and the under his feet. Result? We'r with a more lev to Obama will k ceiling will be l of all, however, possession of tl — and their tr

## AS YOU SEE IT

### Testing schools

g your article on Nov. 26, rug testing at school. The ghts and privacy are taken vaded, and there is no trust t-son/daughter relation-

y believe that parents rug test their children at ust be humiliating to be nate in a cup at school. y the poor young adult ngued by his classmates /her parents gave permis- school.

at's sixth sense tells them ild may be going down a d would like to drug test it should be done at the ce or at home where there

JAZMIN VEGA, Santa Cruz

### Naptime at the library?

The only people napping in our libraries should be young children who attend storytime.

How dare you "trustees" give the OK to perpetuate this unsafe and unhealthy behavior! Come in out of the cold, read a book or magazine, sure. Come in, kick it and sleep... no!

Sam Storey and John Leopold, stick to your own jurisdictions and let this behavior flourish in your neighborhoods! And seriously, when is Katherine Biers going to just go away? Open up your own freaking doors to the sleepy and the mini horses (huh?). Ugghh...

Another topic to review at our Public Safety Meeting on Dec. 17 at the Santa Cruz City Council chamber: To those who say, "enough is enough," please join us! A big thank you to the trustees who have our (and our children's) backs: David Terrazas, Ellen Pirie, Jim Reed and Leigh Poitinger.

REGINA HENDERSON, Santa Cruz

Califa Group: "Provides cost effective delivery of services, programs and products through a membership network of California libraries"

# PROGRAMS AND SERVICES

## ENKI CALIFA EBOOK PLATFORM:

We have watched our members struggling to meet the growing demand for eBooks from their patrons. In some large library systems, eBook downloads now outnumber checkouts from some of their physical branches, and yet libraries still have no ownership of either the content they are providing, or the platform that the content is served from. Some vendors are starting to provide hosting to libraries for locally owned content, and while we support a move towards more ownership, there is still a lack of flexibility when relying on a vendor.

We watched Douglas County, Colorado, last year as they pioneered the move forward towards complete ownership of both content and platform and launched their own service with an open source discovery layer. Seeing their success negotiating with publishers was heartening, and we decided to take the leap into building and providing a similar service for our members.

We partnered with Contra Costa County Library, who has a brilliant technical staff, and the Quipu Group. We purchased an Adobe Content Server, and we began talking with publishers directly. We are focused on independent publishers now, and the largest one we have purchased from is Workman.

We anticipate Contra Costa going live in beta mode in mid-autumn, followed by members of the BALIS group in the Bay Area, and also the State of Kansas, who joined Califa and put seed money into the project. By the end of the year, libraries in the Bay Area will be lending library-owned content from a consortium-owned platform, which we think is really exciting!

You can learn more about the service we are building and follow the progress on our blog or on our website at <http://www.califa.org/ebooks.php>

## LOCAL HISTORY DIGITAL RESOURCE PROJECT:

Beginning in 2001 and ending in 2012, the Local History Digital Resource Project was a yearly grant project that allowed a total of over 100 participating libraries the means to digitize historical materials. Upwards of 20,000 digital images were eventually shared through the CDL website Callsphere. Califa participated in the general administration and provided the digitizing control tool CONTENTdm and managed the imaging process services for the individual libraries. A website was developed to list all the projects, activities, and documents on the Califa website: <http://www.califa.org/lhdrp.php>. At the end of every grant year, many participants took advantage of a highly discounted subscription to CONTENTdm, which allowed the libraries to continue their local digitization activities in a cost-effective manner beyond the grant period.

SCPL was one of these

## OPEN SOURCE OPEN LIBRARIES

In the third year of this project, Califa was tasked with developing a pilot project to migrate a consortium to Evergreen. This was more difficult than we imagined. First of all, finding a consortium that was ready to commit to a project of this magnitude was an issue, and it took some time to find a willing group. As it now stands, at least two — possibly three — libraries in NorthNet, El Dorado County, Placer County and possibly Nevada County and William Jessup University in a second phase are working with Equinox to develop a resource sharing system in their region. During the year another resource sharing product from Equinox came to Califa's attention, Fulfillment. This product allows resource sharing between multiple ILS vendors including Koha, Evergreen, III, Polaris, Sirsi Symphony and Ex Libris. There are some Fulfillment pilots moving ahead, and Fulfillment may be an answer to expanding resource sharing in California. Califa will watch with interest as these projects develop and may take an active role in moving them forward.

SCPL IS involved in this pilot

000059

## CALIFA LIBRARY GROUP 2011/12 BOARD OF DIRECTORS

*The Califa Board of Directors is representative of the types of libraries that Califa serves and the geography of the State.*

**Raj Ali**, Arroyo Valley High School, San Bernardino

**Stephanie Beverage**, Huntington Beach Public Library, Huntington Beach

**Bob Bodeker**, Palo Alto Medical Foundation, Palo Alto

**Rick Burke**, Statewide California Electronic Library Consortium (SCELC), Los Angeles

**David Dodd**, San Rafael Public Library, San Rafael

**Rosario Garza**, Southern California Library Cooperative (SCLC), Monrovia

**Katherine Gould**, Vice President, Palos Verdes Library District, Rolling Hills Estates

**Danis Kreimeier**, Napa City-County Library, Napa

**Rick Robison**, California Maritime Academy

**Rivkah Sass**, Sacramento Public Library, Sacramento

**Isabel Stirling**, University of California, Berkeley

**Maryruth Storer**, Orange County Public Law Library, Santa Ana

**Eleanor S. Uhlinger**, Dudley Knox Library, Naval Postgraduate School







Calitactics

Oct-Dec 2012

## CALIFORNIA LIBRARY LEGISLATION NEWS!

Hot off the presses as I write this, is the news that library supporter and advocate Senator Lois Wolk, (D-Davis) is introducing a state constitutional amendment Senate Constitutional Amendment that will allow for a 55% vote (rather than the current 2/3 vote threshold) for local special taxes and bonds to fund critical local library operations and facilities. This would be a similar to that for K-12 school bond measures.

CLA will endorse this legislation. As President Derek Wolfgram points out,

"In the November elections, two California library parcel tax measures failed despite receiving substantial majorities, with more than 55 percent yes votes from their communities. The proposed change to 55 percent would still require significant support from local voters."

### Senate Constitutional Amendment No. 7 Introduced by Senator Wolk

(Coauthors: Senator Leno, Assembly Member Williams)

December 3, 2012

*A resolution to propose to the people of the State of California an amendment to the Constitution of the State . . . relating to public libraries.*

#### Legislative Counsel's Digest [edit]

#### Local Government Financing: Public Libraries: Voter Approval.

(1) The California Constitution prohibits the ad valorem tax rate on real property from exceeding 1% of the full cash value of the property, subject to certain exceptions. This measure would create an additional exception to the 1% limit for a rate imposed by a city, county, city and county, or special district to service bonded indebtedness incurred to fund public library facilities, that is approved by 55% of the voters . . .

(2) The California Constitution conditions the imposition of a special tax by a city, county, or special district upon the approval of 2/3 of the voters of the city, county, or special district voting on that tax, and prohibits these entities from imposing an ad valorem tax on real property or a transactions or sales tax on the sale of real property. This measure would authorize the imposition, extension, or increase of a special tax by a city, county, city and county, or special district for the purpose of funding public libraries, upon the approval of 55% of its voters voting on the proposition, and would also make conforming changes to related provisions.

(3) The California Constitution prohibits specified local government agencies from incurring any indebtedness exceeding in any year the income and revenue provided in that year, without the assent of 2/3 of the voters and subject to other conditions. In the case of a school district, community college district, or county office of education, the California Constitution permits a proposition for the incurrence of indebtedness in the form of general obligation bonds for the construction, reconstruction, rehabilitation, or replacement of school

(continued on Page 9)

(continued from Page 7)

facilities, including the furnishing and equipping of school facilities, or the acquisition or lease of real property for school facilities, to be adopted upon the approval of 55% of the voters of the district or county, as appropriate, voting on the proposition at an election. This measure would similarly lower to 55% the voter-approval threshold for a city, county, or city and county to incur bonded indebtedness, exceeding in any year the income and revenue provided in that year, that is in the form of general obligation bonds issued to fund public libraries.

000083

# Libraries develop novel ideas for reaching customers

By CHARLIE BAN  
STAFF WRITER



It makes sense that libraries, the vault of knowledge and information, also serve as incubators for creative ideas for how their resources can be shared.

The Institute of Museum and Library Services honors 10 libraries and museums annually with the National Medal for Museum and Library Service, and the two county libraries recognized demonstrate creative approaches to offering their services.

For the Contra Costa County Library in California, getting the library's resources to residents meant thinking outside of the building. The county, east of San Francisco, has a large number of commuters who wind up unable to reach the library during its operating hours, which are shrinking anyway thanks to budget pressures.

"We ended up being unable to serve much of our population, so we had to figure out how to extend service delivery without decreasing the services we offered," said



Photo courtesy of the Contra Costa County Library

Contra Costa County, Calif. residents try out two of the county library's innovations that bring its resources out of its buildings: an automated book vending machine and QR codes that, when scanned by a smartphone, let a user access the county's mobile website, including a selection of downloadable digital books and audiobooks.

Cathy Sanford, the deputy county librarian. "We had to reach out to them since they couldn't get to us."

They developed what Sanford calls the "Go suite," three ways residents could use the library without visiting the library. The library departed from convention in developing these programs. "We wanted to be in a position to tell software developers what we wanted to do, not the other way

000004



around," she said. "And then we had technology we could share with other libraries."

The library buys bus advertisements that feature QR codes which, when scanned by a smartphone, allow commuters to access the library's collection of audio books for download. Its name — "Snap and Go."

"People want instant access, and we can give it to them on the bus," Sanford said. "We try to focus on getting services to people wherever they are."

"Discover and Go," takes library patrons beyond books and opens doors to cultural experiences with more than 40 partners in the San Francisco Bay area. This online tool allows users to make reservations for tickets at museums, zoos and arts venues ranging from the Charles M. Shultz Museum to the Golden State Model Railroad Museum.

Since the program debuted in January 2011, more than 100,000 passes have been distributed, and the library is hoping to extend its network into southern California.

Another innovation is Library-a-Go-Go machines, which dispense and accept returned library books, similar to Redbox DVD machines. Each machine can hold approximately 400 books and are available in two transit centers and one shopping center in a part of the county without a library.

In North Carolina, the Cumberland County Library diversified beyond just books to bring its offerings to its residents. Surrounding Fayetteville, Cumberland County

contains the Fort Bragg Army installation, and with it many military spouses and recent military retirees who might need help with job training or searching.

Workforce development has marked a lot of the library's outreach efforts, which Library Director Jody Risacher said vary to suit the strengths of the job seeker.

"Not everyone learns the same way, in classes, so we offer one-on-one instruction," she said. "We adapt to people's needs."

She said a pair of business partners was able to learn everything they needed to start an online craft business using information and classes at the library.

Twice-yearly job fairs are also successful, with 65 of nearly 800 attendees finding jobs on the spot, according to feedback from library surveys.

On top of the library's early literacy programs, Risacher prides her library on promoting literacy later in life, beyond when people have teachers focusing on it.

"Librari-Con," a name created using the suffix associated with popular art conventions, such as ComiCon, brought almost 900 comic book fans to the library in September.

"Comic books are recognized more and more as literature," Risacher said. "It brought a part of the population into the library that often drifts away for a while."

---

*\*See this story at [www.naco.org/countynews](http://www.naco.org/countynews) to find out more about Contra Costa County's "Go suite" of programs.*

000065



Teresa Landers <landers@sanacruzpl.org>

---

## [calix] [CSL\_FYI] E-book Reading Jumps; Print Book Reading Declines

---

Brandis, Rushton@CSL <Rushton.Brandis@library.ca.gov>  
To: calix@lists.gseis.ucla.edu

Wed, Jan 2, 2013 at 10:01 AM

<http://libraries.pewinternet.org/2012/12/27/e-book-reading-jumps-print-book-reading-declines/>

---

### Findings

The population of e-book readers is growing. In the past year, the number of those who read e-books increased from 16% of all Americans ages 16 and older to 23%. At the same time, the number of those who read printed books in the previous 12 months fell from 72% of the population ages 16 and older to 67%.

Overall, the number of book readers in late 2012 was 75% of the population ages 16 and older, a small and statistically insignificant decline from 78% in late 2011.

The move toward e-book reading coincides with an increase in ownership of electronic book reading devices. In all, the number of owners of either a tablet computer or e-book reading device such as a Kindle or Nook grew from 18% in late 2011 to 33% in late 2012. As of November 2012, some 25% of Americans ages 16 and older own tablet computers such as iPads or Kindle Fires, up from 10% who owned tablets in late 2011. And in late 2012 19% of Americans ages 16 and older own e-book reading devices such as Kindles and Nooks, compared with 10% who owned such devices at the same time last year.

<snip>

---

Rush Brandis

California State Library

000066

List archives and other configuration options are available at <https://lists.gseis.ucla.edu/sympa/info/calix>

## THE BEDBUG BUNK: HOW THE NEW YORK TIMES USED FEAR AND MISINFORMATION TO SPREAD PUBLIC LIBRARY HYSTERIA

[The Bedbug Bunk: How the New York Times Used Fear and Misinformation to Spread Public Library Hysteria](#)  
[The Bedbug Bunk: How the New York Times Used Fear and Misinformation to Spread Public Library Hysteria](#)

On Wednesday afternoon, the *New York Times* published a story written by Catherine Saint Louis claiming that public libraries were now devoting precious resources to a new threat: bedbugs nesting inside the spines of hardcover books and making their way into public libraries like Norway rats stowing away on dusty ships.

The piece, which drew understandable horror on Twitter on Thursday morning, was the seventh most emailed *New York Times* story by Thursday afternoon.

But Reluctant Habits has talked with many of Saint Louis's sources and has learned that the *Times* article is misleading. Bedbugs are not the major threat that Saint Louis suggests they are. In fact, some of the library directors who Saint Louis spoke with have never had a bedbug epidemic at all. They were merely taking preventive measures in the wake of recent media stories.

"We actually never had an infestation," said Mary Schubart by telephone on Wednesday evening. Schubart, the library director of the Islip Public Library, was described in the article as taking action against bedbugs "after reading about their alarming resurgence." But the "resurgence" that Schubart was referring to was the national panic. Schubart told me that the only books believed to have bedbugs under her watch didn't come from her library, but through interlibrary loan. If bedbugs weren't a severe problem for Islip's libraries, why then did Schubart react with such an over-the-top measure?

"I saw the media going crazy a year or two ago," said Schubart, who also cited a "personal abhorrence to little legs" as one of the reasons she started buying pestilence-resistant furniture for her branches. Schubart wanted to appease an antsy staff and keep her regulars appreciative. The "quarterly" visits made by the bedbug-sniffing dogs cited in the *Times* article were initially "monthly."

While Schubart doesn't regret her vigilance, she does have small worries about how Saint Louis's reportorial approach could result in a needless panic. "I think that the article could create some hype that isn't necessarily called for."

Cynthia Berner Harris, the Director of Libraries for the Wichita Public Library system, also confirmed with me on Thursday that she had bagged books "as a purely precautionary measure" after confirming bugs in a seating area. The bugs were not in the books. She said that she has had only two previous instances "where library consumers forewarned us that materials on loan to them had become infested with bedbugs." But because of Wichita's better-safe-than-sorry safeguards, which includes staff training and close attention to the types of chairs purchased, the bedbug situation is under control.

"Let's not get crazed," said Sue Feir on Thursday morning. "We were proactive." Feir, library director at Hastings-on-Hudson, New York, was also singled out in the *Times* piece as someone taking a bedbug problem into her own hands and

000067

for sending an email blast. But she told me that none of the library materials had been affected. Only the corner of one bookshelf had a problem.

The area most cited for furniture/bedbugs," said Feir, "is an area of the library where people often sit, but do not handle books. Multiple chairs may have become problematic because they are moved around."

Feir said she had never had a problem with bedbugs before, but she did suspect that institutions don't talk about bedbugs due to embarrassment. "It is hardly a subject people bring up over coffee."

\* \* \*

"She called me at least three times," said Michael Potter by telephone on Thursday morning. Potter, a professor of entomology at the University of Kentucky in Lexington, told me that he had spent three hours on the phone with Saint Louis patiently discussing the issue. "I really tried to emphasize that, while libraries should be vigilant, we must also have a dose of caution about all this."

Yet despite the considerable minutes that Potter racked up in explicative overtime with the *Times*, Saint Louis opted to use only one sentence: "There's no question in past few years there are more and more reports of bedbugs showing up in libraries." This served in sharp contrast to a 2010 appearance Potter made on *Fresh Air*, where interviewer Terry Gross allowed Potter to explain late in the segment that while bedbugs remained a problem, the risk was quite low.

I guess I get troubled when you spend an inordinate amount of time and hope that it will be an educational tool for the public. Instead, it turns out that you whip people in a frenzy."

When I asked Potter if he had any hard stats about how likely it was to contract bedbugs from the library, he informed me, with a twinge of exasperation in his voice, that the chances were extremely slim. Worrying about bedbugs in a public library was akin to being afraid to leave the house because you might get struck by lightning.

000068

### Just About Everywhere

Bed bugs continue to be most common in residences, with over 90% of this year's respondents encountering them in apartments, condominiums and single-family homes. Similar frequencies of bed bugs in residences were also reported the previous year. Perhaps the most striking result in this year's survey is the spread of bed bugs from housing and lodging to less 'conventional' settings. Many of these settings experienced statistically higher, double-digit growth in reported encounters by respondents compared to the previous year.

For example:

- Hotels/motels—80% reported encounters this year, up from 67% a year ago
- College dorms—54%, this year, up from 35% a year ago
- Nursing homes—46%, up from 25%
- Office buildings—38%, up from 17%
- Schools and day care centers—36%, up from 10%
- Hospitals—31%, up from 12%
- Public transportation—18%, up from 9%
- Movie theaters—17%, up from 4%

Other places respondents reported finding bed bugs in the past year included doctors' offices/out-patient clinics (reported by 23% of respondents), retail stores (by 21%), laundries (9%), libraries (8%), and restaurants (6%)—as well as in summer camps, locker rooms, storage facilities, clothing factories, moving vans, veterinary clinics, semi-truck sleeper cabs, prisons, and police cruisers.

As noted in the prior (2010) survey, finding bed bugs in such varied locations should not be too surprising, considering the bug's long and intimate history with humans. Bed bug encounters in recent years have ranged from hospital delivery rooms to funeral homes, hence impacting people's lives from birth to death.

"The odds of you picking up a bedbug from a book in a library are so low that it's not even worth talking about," said Potter.

So what were the reports that Potter had been referring to? It turns out that in 2011, Potter had co-authored a survey with Kenneth F. Haynes, Bob Rosenberg, and Missy Henriksen called "2011 Bugs Without Borders." (Professor Potter has graciously allowed Reluctant Habits to recirculate the survey. The full PDF can be downloaded [here](#).)

000069

The survey reveals that while, on the whole, bedbug incidents have increased, the threat within libraries is well behind hotels, motels, college dorms, nursing homes, office buildings, public transportation, and movie theaters.

I mean, these kinds of articles need to provide some balance in terms of this problem because we're developing a paranoia for some people who hear these sound bytes."

"All of the hallmarks of an epidemic can be found when there's no disease," said Philip Alcabes, Director of the Public Health Program at Adelphi's Center for Health Innovation. Alcabes suggested to me that the bedbug panic corroborates with some of the concerns he expressed in his book, *Dread: How Fear and Fantasy Have Fueled Epidemics*.

"Bedbugs cause itching, of course, but they don't spread any systemic illness and nobody dies from them. The key is that the problem seems to be spreading and that it stands in for — and reflects back to us — our social anxieties, our worries that the culture has somehow gone too far."

So why would the *New York Times* feed reader anxieties rather than serve up the facts?

I made efforts to contact both Saint Louis and *New York Times* public editor Margaret Sullivan on Thursday afternoon, but neither returned my request for comment. I did, however, receive an email from Joseph Burgess, claiming that "the public editor can't speak on behalf of *The Times's* policies."

In the meantime, the *Times* article continues to make the rounds. Is there any hope for a rational consideration of the bedbug problem?

"People can't be expected to be perfectly reasonable all the time," said Alcabes. "In an era without witches or angels or signs in the sky, the epidemic offers a context in which some irrational behavior becomes acceptable. Which isn't a bad deal, in some ways."

**12/7 UPDATE:** Brooke Borel, author of the forthcoming book *Suck: The Tale of the Bed Bug*, has also responded to Saint Louis's article. She points out that Saint Young is outright wrong in declaring that bedbugs have only just "discovered a new way to hitchhike" through books. "This is an ancient pest, and it has been doing its thing for at least thousands of years. Probably far, far longer." She also reiterates what entomologists have been telling me over the past two days. The risk is low. "You aren't very likely to pick up bed bugs in these types of public spaces. The bugs are far more highly concentrated in residences, where they can breed and multiply in close proximity to their food source."

000070

## **Community Reference: Making Libraries Indispensable in a New Way**

By Colbe Galston, Elizabeth Kelsen Huber, Katherine Johnson, and Amy Long

### **Embedded librarians showcase skills and resources in unique community partnerships**

Posted Wed, 06/13/2012 - 10:00

Libraries are constantly evolving to adapt to the needs and desires of our users. Most of these changes have occurred inside our buildings, from obtaining cutting-edge technology to providing self-service and redesigned spaces. While these changes have been vital, they have failed to increase our presence in the community. How can we truly demonstrate our value to our communities beyond our physical/virtual space, programming, outreach, and materials?

Jamie LaRue, library director for Douglas County (Colo.) Libraries (DCL), asked his librarians this question. LaRue envisions a future where the librarian and the library are a central hub of the community. Librarians have the power to change lives and build community—but to do this, we have to leave our desks, leave our buildings, and show the community what a powerful tool we are. LaRue firmly believes that the library's most powerful asset is its professional staff. He wants librarians interacting with the community, answering their questions, informing their discussions, and helping them—as partners—achieve their goals. These opportunities will not find us; we have to seek them.

Traditional reference questions are not coming into the library as they have in the past, and yet those questions continue to be raised by participants in community group meetings. Community reference involves sending librarians out into the community to work closely with groups and conduct onsite reference interviews, as needed, to discover and answer their questions. This process helps our librarians stay informed on the needs, goals, and direction of the community, allowing us to showcase our skills and services in a new way. We know that librarians are passionate about reference and research and are well-suited to provide expert research assistance at little or no additional cost to the community. Now it is up to us to demonstrate that. Librarians are uniquely trained to inform the conversations that are happening all around us, just outside our doors. All we have to do is get involved.

As Douglas County Libraries grappled with this concept, a small group of staff was selected to address the most prevalent concerns: What does community reference look like? Can we make this into something that truly adds value to the community? We discovered that to create something strategic, impactful, relationship-centered, and part of our everyday duties we needed to follow three simple guidelines: Show up, pay attention, and stay in touch.

#### **Show up: Embedding our librarians**

Embedding librarians in local organizations is the cornerstone of community reference. Assignments for embedded librarians vary from branch to branch so as to strategically target organizations that will provide the greatest partnership opportunities. DCL staff are embedded throughout the county in local schools, city councils, metro districts, economic development councils, and even a local women's crisis center. Not only can embedded librarians attend meetings, inform discussions, and answer community reference questions—asked during a meeting or by community leaders with whom embedded librarians meet—librarians often also assist with the leadership of the organization; report on the group's activities, goals, and direction; and in general become an integrated part of the group. Participating in these organizations allows us to demonstrate our value, while also becoming deeply knowledgeable about the issues they are facing. With this information, we can then discover the issues that our entire county is facing.

Douglas County Libraries' first experiment with embedded librarianship occurred in 2006 when LaRue was invited to attend the meetings of the Parker Downtown Development Council (DDC). A group of property and business owners who wanted to improve the downtown shopping district invited town staff, city council members, and other stakeholders to work with them. The Parker Library manager and librarians began attending their meetings and served as the DDC's secretary and in-house researcher (doing everything from

000071

volunteering at events, hosting information on the library website, and researching local architecture and methods for economic development in small towns). When the DDC was asked to describe the value of the library's service over several years, members mentioned the importance of the expert research the librarians provided, the communication we facilitated, and the credibility a partner like the library brought to a fledgling organization. The library built strong relationships with these motivated community leaders, amazed them with our research skills, and helped the group grow into a formal nonprofit that leads the community's drive for economic growth.

This became our model of success---the story we told to illustrate what we wanted to accomplish and what we had to offer. It got us excited, got us in the door, and started the ball rolling. Then the question became, "I'm here, now what?"

### **Pay attention: I'm here, now what?**

The trickiest part of this process is perhaps the most powerful: building relationships. There is no rule book, no class that can be taught or checklist that can be created. What we expect of our librarians is simply that they show up and pay attention. By becoming aware of the issues important to the community group they are embedded in, they can begin to find ways to become part of what that group is working on. Through community reference questions and community reference projects, the embedded librarians can begin to use their skill as researchers to inform the discussion and assist the group to achieve their goals and mission.

Answering community reference questions builds a partnership between the library and the community group by giving us an active role in the group's work. A prime example: In early 2010, a local economic development council (EDC) was discussing the recent surge of medical marijuana dispensaries in Colorado and they wondered how other cities in Colorado were regulating this new business and what kind of regulations would work best for their city. The embedded librarian offered to research their question and compile a report on medical marijuana dispensary regulations. She compiled the research into an easy-to-read three-page report containing common regulations from California and Colorado, as well as a table showing how each city and county in Colorado was regulating medical marijuana dispensaries.

The story doesn't end there. The embedded librarian presented the report to the EDC, and members of that committee shared it with the local city council. DCL branch managers also passed it on to their local city councils. LaRue shared it with the library board and his contacts across the county. It went viral! One day a patron asked for information on medical marijuana dispensaries and how the city was handling them, and the librarian working the desk at another branch was able to get a copy of the report to help answer his question. The library's work with the Parker DDC produced several community reference questions, some asked by the group and others generated by the embedded librarians. Projects the library produced for the group ranged from a PowerPoint presentation about different architectural styles found in Douglas County to a report on the steps required to obtain nonprofit status and biographies and photos of local historical figures needed to create a historical walking tour of the downtown area. At the beginning of our relationship with the DDC, the Urban Libraries Council published the *Making Cities Stronger: Public Library Contributions to Local Economic Development* report. *Making Cities Stronger* provided an ideal opportunity to educate an economic development group about the various ways libraries can benefit a community's economy. The library created executive summaries that discussed the key findings of the report, adding local examples and supplemental information. The library's presence at the Parker DDC meetings allowed us to inform the conversation, educate the group about little-known aspects of public libraries, and demonstrate our research prowess.

Community reference projects are essentially community reference questions on steroids. These projects deal with questions and timely, large-scale issues affecting more than one city or organization in Douglas County. In November 2010, DCL approved a project on higher education in the county. They assigned a team of five librarians—including an intern and two associate directors—who would look at this issue in depth and create a report on several aspects related to higher education. The team dove into the research, which included interviewing local leaders and institutions, completing a literature review, and sending an email survey to over 150 community members. The reaction of those we interviewed and surveyed was impressive. Many felt the

000072



library is an ideal institution to do this research, since we are impartial. Others were impressed to learn that DCL is aware of the community's goals in this area. The information was presented to the Castle Rock Economic Development Council, and frequent requests for the full report have been coming in from developers, local college presidents, and city officials. The completed report is available for download from the library's website.

The most exciting result of working with community groups on answers to their questions and larger-scale research projects affecting the county is that our librarians know what is happening in our communities—and our communities know that we do. Recently, a librarian connected information she learned at a community meeting to a question our library leadership was discussing. LaRue simply smiled and said, "I love that our librarians know this!" and we, in turn, love that our communities have come to that realization as well.

### Stay in touch

Beyond showing up as embedded librarians in strategically targeted organizations and building relationships by paying attention to the community's needs and goals, we also need to stay in touch. To create the kind of impact we want, we needed an easy process to track the data from discussions and projects and share it with other embedded staff. With this in mind, we created the private Community Reference blog.

We created and launched the blog in WordPress for Douglas County Library professional staff to post information and updates from their communities. This central tool helps us organize and share information gathered by embedded librarians and school liaisons across the library district. Since time is valuable and in-person meetings can take a lot of coordination, the blog provides a virtual meeting ground for librarians. It also contains information on all aspects of the Community Reference Project, including documents to assist with project proposals as well as evaluative tools for completed projects.

On the blog, librarians post interviews with community leaders; current issues in the county; community leader biographies; and meeting minutes from various community groups, including city councils, economic development committees, metro districts, and cultural and community associations. While it is possible to identify large themes without a tool like the blog, the Community Reference Project blog helps all librarians in the district discover common ground and hyperlocal issues. General concerns about the economy, funding, and growth affect many communities, but our blog helps us discover specific issues that Douglas County is facing. Data collection on the blog allows librarians to search for emerging communitywide issues or problems throughout our county. When an emerging community issue is identified, a team of librarians can research, analyze, and provide recommendations on how to work through the problem or issue.

The blog is extremely helpful for staying in touch, but LaRue wanted more. He sought a systematic approach to uncovering common issues in the county. A more structured approach would enable the library to begin e-publishing information *for* the community, *about* the community. His new idea: Have trustees and librarians interview key community members annually to identify the issues and concerns their constituents face.

In early 2011, over 20 community interviews were conducted and posted to the Community Reference blog. The entries were tagged CIP11 so they could be easily identified via internal tag searching. This allowed the group to become familiar with all the interviews that were conducted and narrow the major issues and concerns to a few key areas. Those issues were then discussed in a wrap-up meeting with those from the community who participated to make sure we got it right. From these interviews, the library has developed a series of programs on new and hot topics, created a new position to respond to a need of the community, and gathered valuable data about what our community is going through and what they care about. We also made valuable connections with leaders and influencers in Douglas County. When we duplicate this process in 2013, the archive of the 2011 interviews will be able to show us a progression.

The Community Reference blog has truly helped tie our efforts into a coordinated, self-directed part of our daily duties.

000073

## Unique outreach benefits both partners

Community reference is a way to integrate ourselves into the community that highlights the skills and services we have to offer. This unique outreach creates a valuable partnership for the library, communities, and the library profession at a time when we need our communities to support the existence and funding of their local library. It is outreach with a hyperlocal emphasis, something the library can do better than any other community organization. As libraries all over the country face steep budget cuts, the library needs to reinvent itself to stay relevant and create a library culture. We rely on our community's support, and community reference in turn allows us to be strategically placed for our community to rely on our skills and services.

The value of the library's involvement with a community organization includes both the tangible and the intangible. The embedded librarian generates reports, minutes, executive summaries, bibliographies, and many other deliverables that represent hours of research and analysis performed in response to an organization's information needs. The cost of having an independent information professional perform the same research would be prohibitive for most community groups or nonprofits.

But the value of the library's partnership is not limited to concrete pieces of information. The library stands with the local organization as a noncompetitive partner who has a deep and broad knowledge of the community, connections with other groups that might assist or inform the organization's mission, and a desire to see the organization succeed. At times, the library's connection can go beyond our greatest hopes—for example, when the Parker DDC publicly acknowledged that the library lent credibility to their fledgling organization. The idea that the library can validate a group's worth was not something that we ever considered. But it makes perfect sense: Everything that the library offers to individuals to help them succeed—resources, guidance, expertise—is also available to organizations as a whole. This makes us just as essential to these groups as we are to our patrons.

What innovations in community involvement and outreach is your library pursuing? We would love to hear from you and include your story in our upcoming ebook on this topic.

*At Douglas County (Colo.) Libraries, COLBE GALSTON is business librarian, ELIZABETH NIELSEN HUBER is head of the adult services department, and KATHERINE JOHNSON is adult services librarian at the Highlands Ranch Library, and AMY LONG is patron services department head at the Castle Pines Library.*

000074

## The Importance of Physical Space

By Jill Hurst-Wahl

On Saturday night, while reading graduate student papers, I was also tweeting thoughts and ideas that came to me from them. Students in my one class had to tour four libraries of their choosing, pay attention to specific details in those libraries, then write-up what they found along with a personal reflection. While several of my tweets seemed to be about space, this one started a Twitter conversation:

Into the conversation jumped a number of librarians and LIS students from across the U.S. The conversation was quite lively and even continued after I had gone to bed.

Since there is overlap between the libraries that the 25 students visited, I cannot say that I read about 100 different libraries, but I can say that I read about 100 different experiences of libraries. (I would guess that I read about 50-75 unique libraries.) Even when two students visited the exact same library, what they noticed was different and how they felt about the library often was different. From their library visits, they got a sense of how space matters. **Some libraries have been blessed with the ability to see how to use their limited space in a way that makes it welcoming, while others have not. There were a few comments about libraries where these LIS students really didn't want to spend any time because they didn't like the space.** (And if an LIS student feels that way, what must the community members feel?)

Grocery stores, large department stores, "big box" stores, theme parks, and hotels are among the institutions that recognize the importance of space to their financial success. For example, a grocery store wants you to move through the store in a specific way, so that you will pass by foods that they want you to purchase. They also want you to shop in a specific order. You will notice that a grocery store (and not a small family-run store on the corner) has you enter and go through the produce section first. That is on purpose. Aisles are wide and uncluttered, because clutter causes us to move quickly by whatever it is. And...by the way...the entrance to the store isn't cluttered either, also on purpose.

When you look at the shelves in a store, items are placed intentionally. This is not a haphazard arrangement. Sometimes the arrangement annoys us, but they wouldn't do it if it didn't make them money.

**How do we arrange our libraries?** Do we think about the best layout for the goals that we have? If we want the library to be a community center, have we laid it out with that goal in mind? If our focus is on literacy, does the layout and placement of material support that? Are our aisle wide and uncluttered? Do we make it easy for people to linger? For those that linger, can they find the things that they need (restrooms, power outlets, water/food)? Is our signage big and easy to read, even from across the room?

In Twitter, people commented on libraries that were making their spaces more flexible. Two academic libraries were noted as having purchased furniture that is movable, so that the students can rearrange it at will. Students who want to study together, work on large project, etc., can move the furniture to meet their needs. (Yes, sometimes it will seem as if they do it just to have fun, but we'll never know if that creative endeavor sparked something important.)

As the tweets flew by, I remembered visiting the public library in Telluride, CO. This library had placed specific items in its entry way, including a place to sit and the restrooms. From the entry way, you could look

000075

inside the children's room. This means that a parent could be on her phone in a noisy area, while still keeping an eye on her child. The children's section was closest to the front door, which meant that they didn't run all through the library to get to their own space. And from the front door, it was easy to see how the entire library was laid out. Is this the ideal layout for every public library? Perhaps not, but it is interesting to see how they considered their space and then how people use it.

I know that there are architects that work specifically with libraries. If you are going to renovate your library space, I encourage you to work with library architectural firm. I also encourage you to learn about space design on your own. Don't just rely on what the architect tells you!

Also recognize that how your libraries decides to configure its space may indeed be different that what others do, but that it should not be haphazard. Quoting David Weinberger from his book *Everything Is Miscellaneous: The Power of the New Digital Disorder* (page 2):

*More typical merchandisers use physical space against customers so the customers will spend more money than they intended... When Medill talks about making it easier for Staples' customers to get out of the store fast, he's a bona fide revolutionary.*

With that all in mind, I found these books that you might want to read or skim through. Even if you think this is malarkey, I bet you'll find something that could be useful.

- *Why We Buy: The Science of Shopping--Updated and Revised for the Internet, the Global Consumer, and Beyond*
- *Buyology: Truth and Lies About Why We Buy*
- *New Supermarket Design*
- *STORE DESIGN: A Complete Guide to Designing Successful Retail Stores*
- *1001 Ideas to Create Retail Excitement, Revised Edition (2003)*
- *Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing*

Finally, I should note that one of my students wondered why we - not-for-profit libraries - would want to take clues from for-profit businesses. Just because we don't make sell things doesn't mean that we can't learn from those that do. Businesses spend millions of dollars to create spaces that people will enjoy and that they will come back to. Shouldn't we take what they have learned and use it, so people will enjoy and come back to our spaces?

000076

## How Kansans Made Ebook Inequity Go Viral on Facebook

Submitted by [Beverly Goldberg](#) on Tue, 12/18/2012 - 15:00

By Jazzy Wright

After years of being on the receiving end of unfair ebook prices and library lending restrictions from some of the world's largest book publishers, leadership at the State Library of Kansas has had enough.

To bring the public's attention to libraries' ongoing ebook conflict with some publishers, the state library created a [Facebook page](#) that lists ebook titles that publishers refuse to sell or license to libraries, as well as ebooks currently offered to libraries only at sky-high prices. Candace LeDuc, communications coordinator for the State Library of Kansas, says that the library specifically chose Facebook because the site can serve as an interactive forum for the community; the platform allows the library to build a large, public audience of library users and community supporters.

Since the webpage's launch in early November, almost 1,200 Facebook users have liked the page, and more fans continue to support the website every day. One recent Facebook post about Simon & Schuster received 56 shares and 114 likes. Lianne Flax, the state library's online services and programming librarian, provides the ebook titles listed on the Facebook page.

As part of the library campaign strategy, social media managers for the Facebook page regularly publish posts that either detail exorbitantly high ebook prices or list publishers that refuse to sell e-books to libraries. One popular post, for example, informed Facebook fans that publisher Random House sells copies of the ebook *Notorious Nineteen* (by bestselling author Janet Evanovich) to libraries for \$84 per ebook. The campaign was created by Kansas State Librarian Joanne Budler, who [took a stand](#) last year by questioning ebook publishers' licensing terms. She now seeks to bring the library and the community together so that patrons can better understand why they are finding gaps on the digital shelves of libraries.

"We needed a platform of our own to come together with the public and really take a look at the content *not* available," said Budler, who added that data indicates that libraries support the ebook industry. "It's really a missed opportunity for these publishers. Why are they seeing this as a threat and not an opportunity? This is a gain-gain for all parties—the libraries, the publishers, and the readers."

So far, the Facebook community page has been well-received by library supporters across the state. The page has received a number of comments from supporters expressing their disappointment with publishers. In one comment, Lisa Casullo Pereira vented: "This is so disappointing to read. I have published to my Facebook page and have encouraged others to look at this and to become proactive in fighting this." In another post, Beth Dailey Kenneth wrote: "Thank you so much for creating this page and bringing awareness to the general public. It is a struggle to meet library customers' needs without the availability of all books electronically."

The webpage received a visibility boost after the state library issued a [press release](#) November 7 about advocacy-campaign efforts. Five days later, the *Wichita Eagle* profiled the social media effort, and soon after the Associated Press followed suit. LeDuc says that the media attention for the Facebook page is helping to further the campaign's ultimate goal: to make publishers more accountable for unfair ebook pricing practices toward libraries.

"We are trying to build a community, and the content that we're sharing is purely informational," said LeDuc. "We want to reveal what [publishers] are doing to libraries and the titles affected. We want to show library users that it's not the libraries that are not getting these titles for them—it's the publishers not allowing it." She added that the library also plans to use its Big6ebooks Facebook page as a vehicle to promote library-friendly publishers and authors.

For more information on ebook advocacy efforts in Kansas, visit the [Facebook page](#) or the [library website](#), or view the [webinar](#) hosted by the State Library of Kansas about the issues involved. Visit [ebooks for libraries](#) to learn about ebook-fairness campaigns elsewhere.

000077

November 18, 2012, 8:08 pm

Penguin to Expand E-Book Lending

By LESLIE KAUFMAN

Major book publishers and libraries have been sparring for months over acceptable terms for making e-books available for lending. From time to time, they find some common ground.

The Penguin Group plans to announce on Monday that it is expanding its e-book lending program to libraries in Los Angeles and Cleveland and surrounding areas through a new distribution partner. In a pilot program that will begin this year, Penguin has worked with Baker & Taylor, a distributor of print and digital books, to start e-book lending programs in the Los Angeles County library system, which will reach four million people, and the Cuyahoga County system in Ohio.

The terms of lending will be the same as those they have been testing through 3M systems in New York public libraries since September: Penguin will sell any book to the libraries for lending six months after its release date, each book may be lent to only one patron at a time and at the end of a year the library must buy each book again or lose access to it.

Tim McCall, Penguin's vice president for online sales and marketing, said the company was happy with the 3M pilot, which will continue and expand. "We are learning every month, but I think we have a model that works."

Through a third partner, OneClickdigital, Penguin will also begin lending digital audiobooks to any library that is interested.

Since 2004, American libraries have largely relied on OverDrive as the distribution system for e-books. In the last fiscal year, the New York Public Library lent more than 600,000 books through OverDrive, said Christopher Platt, director of collections and circulations operations for the library.

Many publishers, including Random House, make their collections available through these systems. But others, like Simon & Schuster and Macmillan, do not make e-books available to libraries because they have not been happy with current practices. That has frustrated the American Library Association greatly and it has been urging these publishers to participate.

Penguin withdrew from the OverDrive distribution system in February, saying that OverDrive was not adequately protecting its content, but it has been looking to develop other systems.

California State Library announces The Emerging Story of California Public Libraries

Last Updated on Saturday, 10 November 2012 01:11

An important new tool for public libraries

000078

November 9, 2012 - Sacramento, Calif. - The California State Library has announced an exciting new tool for public libraries. *The Emerging Story of California Public Libraries* is a document designed to help libraries reframe their stories of why they are still relevant in today's highly technological society. This document or story map, was presented at the Annual California Library Association Conference in San Jose California, on Saturday, November 3, 2012. Commissioned by the State Library, library leaders from around California, along with former State Librarian Stacey A. Aldrich and Michael Margolis from Get Storied, have spent the past several months crafting this important message.

This document helps to celebrate the many ways that libraries have already adapted to the changing needs of society in the 21st century. These include: providing material and digital access to everyone; serving as a collector of information for future generations; connecting people, places and ideas in communities; supporting the discovery of new information; and becoming a hub to help communities be creators of content.

The future of libraries is more than just providing digital technology; the future is to help people understand the information and use it effectively. Libraries have embraced new technology while staying true to their mission of being institutions of learning and community involvement. This story map shows the many ways that communities are doing just that.

According to Acting State Librarian, Gerry Maginnity, *The Emerging Story of California Public Libraries* "provides the necessary information to help libraries explain their relevance to their communities, helping them tell their stories without forgetting their past. Our goal is to help frame the conversation to increase funding, collaboration, and the collective imagination."

The information in the story map is so vital and universal that it can be used as a template for use around the country. For more information about *The Emerging Story of California Public Libraries* story map you can download a PDF copy at <http://www.library.ca.gov/lrs/docs/CAPublicLibraryStoryMap.pdf>

About the State Library: Founded in 1850, the California State Library is the central reference and research library for the Governor's office, legislature, state employees, and the general public. The State Library administers federal and state grants for programs in historical preservation, library construction, civil liberties education, literacy, volunteering, and broadband connectivity in public libraries. For more information, visit <http://www.library.ca.gov>.

000079

REPORTED INCIDENTS  
 NOVEMBER 25-E .MBER 28, 2012

Date	A P T	B C	B 4	C 0	A P	C N	D T	F T N	F G P	H Q	L S B	L O	S V	Time	General Brief Description	Steps Taken	Police Called
11/27/12						1								5:30pm	dazed and confused female patron	Roaving guard was summoned and police called.	yes
11/30/12						1								5pm	Patron refused to leave at closing time	Roaving guard summoned, EMT called.	no
12/02/12						1								1:30PM	Patron brandishing a hammer	Roaving guard summoned (Wells)	no
12/02/12						1								1:40pm	Female patron punched a male patron in the face	Roaving guard summoned (Wells)	yes
12/02/12						1								3:25pm	Previously banned patron Walter Lilly making a mess in the men's restroom bathing appears that he soiled the bathroom.	Roaving guard was summoned and escorted the patron out of the bathroom	no
12/04/12						1								7:05pm	Banned Patron (TRO)(Peter Birmingham) was drunk and on library property just after closing time.	Security Guard, John Ottenberg, asked him to leave & the Peter aggressively attacked John.	yes



REPORTED INCIDENTS  
 NOVEMBER 25-L \_MBER 28, 2012

Date	A P T	B C	B 4 0	C A P	C A P N	D T N	F T N	G P	H Q	L S B	L S O	S L V	Time	General Brief Description	Steps Taken	Police Called
12/07/12					1								2:00pm	Patron being loud and belligerent	Security Guard Wells witnessed the event and escorted the patron out of the bldg.	no
12/10/12					1								10:05am	Patron with large cart refusing to leave	Roaming guard John Offenberg summoned- patron left	no
12/11/12			1										5pm	major vandalism and obscene language and crude drawings in the children's book collection	police were called	yes
12/13/12					1								10:00am	Patron causing disturbance	Roaming guard John Offenberg was summoned	no
12/13/12					1								13:30 PM	Transient causing disturbance outside the library - swearing and refusing to move	police wercalled	yes
12/15/12			1										9:30am	People having sex in the parking lot	People asked to leave	no
12/19/12					1								3:45 PM	Patron left personal items unattended	Items were removed and then returned to patron	no
12/19/12					1								12:00 PM	Patron being disruptive	Patron asked to leave	no

REPORTED INCIDENTS  
 NOVEMBER 25-L, .MBER 28, 2012

Date	A P T	B C	B 4	C 0	A P	C A	D T	T N	T N	G P	H Q	S B	L O	S V	Time	General Brief Description	Steps Taken	Police Called
12/22/12							1								5pm	Patron blocking path with personal belongings	Patron asked to leave	no
12/28/12			1												2:15pm	Patron obstructing walk ways in library	Patron asked to leave	no

## WEBSITE HITS

December 1 - December 31, 2012.

Total visits: 111,531 (SCPL website: 76,902; SCPL Catalog: 34,629)  
Total page views: 461,921 (SCPL website: 152,400; SCPL Catalog: 309,521)

The top content sources for the above page view statistics are:

SCPL Catalog - 309,521  
SCPL homepage - 64,850  
Branch pages - 15,956  
Local history articles - 15,460  
Internet Resources (links to subscription databases) - 8,461  
Community Information Databases - 7,869  
Kids page - 7,709  
Local history photo gallery - 7,376  
Teens page - 2,394  
Library services - 2,768  
E-materials (links to e-book, e-audio vendors) - 2,577  
Evergreen FAQ/Tutorials - 2,453  
Reader's Link (Staff pick book reviews, etc.) - 2,123  
Site search - 2,046  
Events calendar - 1,891  
Library Admin pages (LJPB agendas, audio files, etc.) - 1,474  
What's New - 1,158  
Contact Us - 925  
Did You Know? - 442  
Index to SCPL's magazines and newspapers - 429  
SC County Endangered Species - 377

The remainder is spread across a wide variety of pages.

000083

## STAFF REPORT

DATE: December 13, 2012  
TO: Library Joint Powers Board  
FROM: Teresa Landers, Director of Libraries  
RE: Reserve Policy

**RECOMMENDATION:** No action required. For information only.

### SUMMARY

The LJPB confirmed a policy in April 2011 whereby cash reserves would reach 6.8% of revenues or \$795,000 by 2015/16.

### BACKGROUND

At the November 5, 2012 LJPB meeting a request was made to research the reserve policy adopted by the LJPB and to present this to the Finance Subcommittee. Finance reviewed it in December, recommended minor modifications and asked to have it included in the January packet for background information.

Three relevant documents were identified:

1. The Task Force Compromise Model that was adopted in April 2011 states:
  - Development of a cash reserve that reaches 6.8% of revenues or \$795,000 by 2015/16; with a goal of funding to 10% in the following years
  - Cumulative fund balance grows to approximately 5% of revenues by 2015/16. The intention is to ensure funds are available to handle unexpected issues in transitioning to a new model. The Board will determine the best use of the fund balance and any policies for continuing annual budget surpluses going forward.
2. The Task Force Compromise Model 5 year projections (attached) indicate allocating \$100,000 per year for three years starting in FY13/14 for a "cash reserve"
3. On June 1, 2011 the LJPB adopted a fund balance policy (attached). This policy eliminates the reserve fund term that has been used previously and establishes different categories of fund balances: non-spendable, restricted, committed, assigned and unassigned. ("Cash reserves" are in the unassigned category as part of the operating budget)

### DISCUSSION

000084

The fund balance policy defines the Operating Fund as the location for funds to cover cash flow issues (i.e. cash reserves). The Contingency Reserve Fund was deleted since emergency and cash flow reserves were moved to the Operating Fund.

At this time the Capital Projects Fund was also deleted and the funds were moved to the Operating Fund. The rationale was that funds designate for capital maintenance would be spent annually from the operating fund and the service model did not provide for contributions to capital projects.

Thus, any funds considered "cash reserves" are currently included in the annual operating budget. The goal of 6.8% of revenues as "cash reserve" is \$768,307 in FY12/13 and has been reached. The long term goal of 10% is \$1.13 million and this has also been achieved as the cash on hand for July 2012 was approximately \$1.6 million.

000085

## MEMORANDUM

DATE: June 1, 2011  
TO: Library JPB  
FROM: Teresa Landers, Library Director  
SUBJECT: Fund Balance Policy

Recommendation: The LJPB adopt the attached fund balance policy

Recommendation: The LJPB authorize the fund balance amounts to be classified as "committed" for the Library JPA annual financial statement, period ending June 30, 2011 as indicated on the attached document.

### BACKGROUND

A recent GASB decision requires governmental entities to adopt a fund balance policy by June 30, 2011. The City of Santa Cruz Finance Department has written a policy for the LJPB to adopt.

This policy eliminates the reserve fund term that has been used previously and establishes different categories of fund balances: nonspendable, restricted, committed, assigned and unassigned.

### DISCUSSION

The LJPB must adopt this policy before the end of the fiscal year and must designate the various categories of fund balances. The specific amounts of necessary carryovers and allocation to the emergency cash fund balance will be approved when the FY11/12 budget is approved.

**Nonspendable:** No formal action is needed and Library does not currently have anything in this category.

**Restricted:** No formal action is needed and Library does not currently have anything in this category.

**Committed:** Formal action is required and is outlined in the attached documentation.

000086

- **Library JPA Operating Fund:** This includes carryover funds and funds for the purpose of establishing a stabilization arrangement to cover cash flow issues and unexpected expenditures in fiscal year 2012 and beyond
- **Contingency Reserve Fund:** Since the above Operating fund includes the emergency and cash flow reserve fund balance, it is recommended this fund be deleted and the funds moved to the Operating Fund.
- **Technology Reserve Fund:** It is recommended this be retained and any operating funds designated for Technology that are not spent at the end of each fiscal year be moved to this Fund
- **Capital Projects Reserve Fund:** The recently adopted service model does not provide for contributions to a capital projects fund. Operating funds are designated for capital maintenance and it is anticipated that those funds will be fully spent during each fiscal year. It is recommended this fund be deleted and the funds moved to the Operating Fund.
- **Felton Branch Reserve Fund:** It is recommended this be retained.

**Assigned:** No formal action is needed and Library does not currently have anything in this category.

**Unassigned:** No formal action is needed. The Library currently has the \$495,000 fund balance from FY0910 in this category.

## Library Joint Powers Authority (JPA) Fund Balance Reporting Policy - Governmental Funds

The purpose of this policy is to establish fund balance reporting standards for the Library Joint Powers Authority's governmental funds. It introduces and defines fund balance categories, identifies and describes the Joint Powers Authority's fund types, and sets forth application criteria. It is established based upon a long-term perspective of the Library Joint Powers Authority (JPA) maintaining a strong fiscal position and promoting sustainability through negative economic trends. It is also intended to preserve flexibility throughout the fiscal year in order to make adjustments in funding for programs approved in connection with the annual budget. This policy relates only to the JPA's governmental funds (general, special revenue, capital project, and debt service).

In addition, this policy is established to comply with the Governmental Accounting Standards Board (GASB) Statement No. 54, "Fund Balance Reporting and Governmental Fund Type Definitions" which was created to improve financial reporting by providing fund balance categories that are more easily understood, and by defining a constraint based hierarchy of fund balance categories for the identification and use of resources reported in the JPA's governmental funds. The policy eliminates the original "reserved" component of fund balance category in favor of "restricted" to facilitate consistent information reported in fund and government-wide financial statements ("restricted" has always been a component of the government-wide financial statements), and requiring the same presented categories regardless of governmental fund or governmental fund type.

### Fund Balance Categories for Governmental Funds

Fund balance can be classified into five categories:

- nonspendable
- restricted
- committed
- assigned
- unassigned

Nonspendable Fund Balance consists of funds that cannot be spent due to their form (e.g. inventories and prepaid expenditures) or funds that legally or contractually must be maintained intact (i.e. endowments). Funds are required be classified in the *nonspendable* fund balance category even though this action creates a deficit *unassigned* fund balance. No formal action is necessary to place funds under this category.

Restricted Fund Balance consists of funds that are mandated for a specific purpose by external parties, constitutional provisions or enabling legislation. No formal action is necessary to place funds under this category.

Committed Fund Balance consists of funds that are set aside by the Library JPA Board for a specific purpose. Placing funds under the *committed* fund balance category requires a formal action of the JPA Board with the passage of a simple majority vote at or prior to the last meeting for the applicable fiscal year. The exact amount to place under *committed* fund balance is not necessary when bringing the action before the JPA Board. *Committing* fund balance is allowable only to the



extent that fund balance is available and cannot result in a deficit *unassigned* fund balance. The same formal action must be taken to remove or change the limitations placed on the funds.

Assigned Fund Balance consists of funds that are set aside with the intent to be used for a specific purpose. The authority to assign fund balance is delegated to the Director of Libraries. *Assigning* fund balance is allowable to the extent that fund balance is available and cannot result in a deficit *unassigned* fund balance. No formal action is necessary to classify funds within this category.

Unassigned Fund Balance consists of excess funds that have not been classified in the previous four categories. All funds in this category are considered spendable resources, and provide the resources necessary to meet unexpected expenditures and revenue shortfalls throughout the fiscal year. The only fund that may have an unassigned fund balance is the Library JPA's primary general fund. It is also the only category that can be used to report a negative fund balance. No formal action is necessary to place funds into this category.

### **Governmental Fund Type Descriptions**

Although there are multiple governmental fund types, the Library JPA currently only has a General Fund type for financial reporting purposes.

General Funds account for all financial resources not accounted for and reported in Special Revenue Funds, Capital Project Funds or Debt Service Funds.

### **Financial Statement Reporting**

Classifying Fund Balance Amounts for each fund is the responsibility of the City of Santa Cruz Finance Department, under the authority of the Finance Director, and should be determined by applying the City's accounting policies to the composition of the ending fund balance. *Committing* funds requires the approval of the Library JPA Board prior to the end of the fiscal year of the reporting period. *Assigning* funds requires the approval of the Director of Libraries.

Order of Classification within each fund is determined by the fund's *nonspendable* amount and the remaining fund balance. All *nonspendable* funds (inventories, prepaid expenditures, etc.) must always be classified first, even if this action creates a deficit *unassigned* fund balance. The Library JPA establishes that, unless prohibited by legal requirements, the following fund balance category order should be used when classifying remaining funds:

- restricted
- committed
- assigned
- unassigned

The Library JPA also establishes that, unless prohibited by legal requirements, the following fund balance category order is considered to be spent for incurred expenditure:

- restricted
- committed
- assigned
- unassigned

Each category should be exhausted before using funds from the next available category.

Stabilization Arrangements are funds formally set aside for use in revenue stabilization, capital outlay replacement, contingencies, emergencies, or other similar purposes. These arrangements are subject to the controls under which they can be spent, and may only be expended when certain criteria are met. The formal action which defines how and when these funds may be spent would determine which fund balance category they would be placed under (*restricted* or *committed*). Stabilization arrangements are still subject to the criteria of the fund balance category and placing funds under the *restricted* or *committed* category is not allowable if the action results in creating a deficit *unassigned* fund balance.

The City of Santa Cruz Finance Director recommends the Library JPA Board authorize the following fund balance amounts to be classified as "committed" for the Library JPA annual financial statement, period ending June 30, 2011:

**Library JPA Operating Fund**

- Fiscal year 2011 purchase order and contract balances to be carried forward to fiscal year 2012
- Fund balance at the end of June 30, 2011 for the purpose of establishing a stabilization arrangement to cover cash flow issues and unexpected expenditures in fiscal year 2012 and beyond, except as otherwise directed by the Board.

**Contingency Reserve Fund (recommend deletion and funds moved to the Operating Fund)**

**Technology Reserve Fund**

- Fund balance at the end of June 30, 2011

**Capital Projects Reserve Fund (recommend deletion and funds moved to the Operating Fund)**

**Felton Branch Reserve Fund**

- Fund balance at the end of June 30, 2011

000091

**Santa Cruz Library Recommended Service Model  
5 Year Projections**

	FY 11/12	FY12/13	FY13/14	FY14/15	FY15/16
Sales Tax	\$ 5,509,350	\$ 5,564,444	\$ 5,675,732	\$ 5,789,247	\$ 5,905,032
Maintenance of Effort	\$ 5,153,415	\$ 5,204,949	\$ 5,309,048	\$ 5,415,229	\$ 5,523,534
Other	\$ 326,794	\$ 326,794	\$ 326,794	\$ 326,794	\$ 326,794
<b>TOTAL REVENUES</b>	<b>\$ 10,989,559</b>	<b>\$ 11,096,187</b>	<b>\$ 11,311,575</b>	<b>\$ 11,531,270</b>	<b>\$ 11,755,360</b>
<b>PERSONNEL</b>	<b>\$ 7,342,383</b>	<b>\$ 7,546,784</b>	<b>\$ 7,682,672</b>	<b>\$ 7,897,062</b>	<b>\$ 8,115,002</b>
<b>OTHER OPERATING EXPENSES</b>	<b>\$ 3,132,763</b>	<b>\$ 3,187,777</b>	<b>\$ 3,195,983</b>	<b>\$ 3,245,299</b>	<b>\$ 3,295,328</b>
<b>CAPITAL PROJECTS</b>					
Facilities Master Plan	\$ 100,000				
Single Svc Remodel		\$ 10,000	\$ 20,000		
Single Svc Remodel Central		\$ 25,000			
Centralizing Ref Tech Costs	\$ 25,000				
Technology Innovation/Upgrade		\$ 25,000	\$ 25,000	\$ 25,000	
<b>FUNDS &amp; RESERVES</b>					
Technology Replacement	\$ 75,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000
Vehicle Replacement	\$ 73,750	\$ 73,750	\$ 73,750	\$ 73,750	\$ 73,750
Capital Maintenance	\$ 40,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000
Cash Reserve			\$ 100,000	\$ 100,000	\$ 100,000
<b>TOTAL EXPENSES</b>	<b>\$ 10,788,896</b>	<b>\$ 11,018,311</b>	<b>\$ 11,247,405</b>	<b>\$ 11,491,111</b>	<b>\$ 11,734,080</b>
<b>NET GAIN/(LOSS)</b>	<b>\$ 200,663</b>	<b>\$ 77,876</b>	<b>\$ 64,170</b>	<b>\$ 40,159</b>	<b>\$ 21,280</b>
<b>CUMULATIVE FUND BALANCE AT YEAR END</b>	<b>\$ 419,009</b>	<b>\$ 496,884</b>	<b>\$ 561,054</b>	<b>\$ 601,204</b>	<b>\$ 622,493</b>
<b>CUMULATIVE CASH RESERVES</b>	<b>\$ 495,000</b>	<b>\$ 495,000</b>	<b>\$ 595,000</b>	<b>\$ 695,000</b>	<b>\$ 795,000</b>

3/25/11

000092

## STAFF REPORT

DATE: November 26, 2012  
TO: Library Joint Powers Board  
FROM: Teresa Landers, Director of Libraries  
RE: Reserve Policy

**RECOMMENDATION:** No action required. For information only.

### SUMMARY

The LJPB confirmed a policy in April 2011 whereby cash reserves would reach 6.8% of revenues or \$795,000 by 2015/16.

### BACKGROUND

At the November 5, 2012 LJPB meeting a request was made to research the reserve policy adopted by the LJPB.

Three relevant documents were identified:

1. The Task Force Compromise Model that was adopted in April 2011 states:
  - Development of a cash reserve that reaches 6.8% of revenues or \$795,000 by 2015/16; with a goal of funding to 10% in the following years
  - Cumulative fund balance grows to approximately 5% of revenues by 2015/16. The intention is to ensure funds are available to handle unexpected issues in transitioning to a new model. The Board will determine the best use of the fund balance and any policies for continuing annual budget surpluses going forward.
2. The Task Force Compromise Model 5 year projections (attached) indicate allocating \$100,000 per year for three years starting in FY13/14 for a "cash reserve"
3. On June 1, 2011 the LJPB adopted a fund balance policy (attached). This policy eliminates the reserve fund term that has been used previously and establishes different categories of fund balances: non-spendable, restricted, committed, assigned and unassigned.

### DISCUSSION

The fund balance policy defines the Operating Fund as the location for funds to cover cash flow issues (i.e. cash reserves). The Contingency Reserve Fund was deleted since emergency and cash flow reserves were moved to the Operating Fund.

000093

At this time the Capital Projects Fund was also deleted and the funds were moved to the Operating Fund. The rationale was that funds designate for capital maintenance would be spent annually from the operating fund and the service model did not provide for contributions to capital projects.

Thus, any funds considered "cash reserves" are currently included in the annual operating budget. The goal of 6.8% of revenues as "cash reserve" is \$768,307 in FY12/13 and has been reached. The long term goal of 10% is \$1.13 million and this has also been achieved as the cash on hand for July 2012 was approximately \$1.6 million.

000094



SANTA CRUZ  
PUBLIC LIBRARIES



## Bring Out the Poet Within!

### **Join the circle if...**

- You've never written poetry before and would like to start
- You would like to take your poetry to the next level
- You'd like to be supported in your writing

---

*"I have been discovering my voice in poetry ever since enrolling in Magdalena's workshop and really, really loving it. Magdalena has a welcoming spirit that allows for self-expression, experimentation and artful crafting." --Community Poetry Circle Participant*

**Aptos Branch**  
2<sup>nd</sup> Saturdays  
of each Month  
1-3PM

**Downtown Branch**  
1<sup>st</sup> Saturdays  
of each Month  
10AM-12PM

**Scotts Valley Branch**  
3<sup>rd</sup> Saturdays  
of each Month  
2-4PM

No Registration Required. Email [pro@santacruzpl.org](mailto:pro@santacruzpl.org) or call 427-7717 for more info

000095

# It's Not About the Bully:

## Family Strategies for Empowerment and Growth

Six Month Workshop Series for  
Families, Caregivers, Kids, and Teens



“It is my belief that when kids or adults learn how not to be victims, no one can bully them, and they won't need to wait for the world to change to feel like a winner. “

--Dr. Yvonne Vermillion

- Mitigate the effects of Bullying
- Create personal empowerment strategies
- Learn social strategies the whole family can use
- Presented by Dr. Yvonne D Vermillion, LMFT, MA, PsyD



SANTA  
CRUZ  
PUBLIC  
LIBRARIES

## Downtown Branch Meeting Room

January 27<sup>th</sup> – June 23<sup>rd</sup>, 2013

2:00 – 3:30PM on the 4<sup>th</sup> Sunday for 6 Months

January 27<sup>th</sup>  
April 28<sup>th</sup>

February 24<sup>th</sup>  
May 26<sup>th</sup>

March 24<sup>th</sup>  
June 23<sup>rd</sup>

\*A craft/activity table will be available for younger family members

000096



THE CENTRAL COAST SMALL BUSINESS DEVELOPMENT CENTER PRESENTS  
**SMALL BUSINESS BROWN BAG SERIES**

A collaboration of:



With the generous sponsorship of:



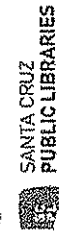
AT THE **SANTA CRUZ LIBRARY**

- February 14** Customer Loyalty Programs  
Keep Them Coming In!
- March 14** The New Kitchen Cottage Bill  
Produce Your Own Specialty Foods for Profit
- April 11** Your On-line Cash Register  
New Tech Tools for Instant Sales
- May 9** Easy Website Development  
The Basics of WordPress
- June 13** Email Marketing Programs  
Boost Your Sales, Stay in Touch with Customers
- July 11** Sell to the World, Part I  
E-Bay Basics
- August 8** Sell to the World, Part II  
Etsy, Shopify & Other Sites to Expand Your Markets
- September 12** Your Online Reputation  
How to Establish, Nurture & Protect it
- October 10** Using Your Advertising Dollars Wisely  
Broadcast, Print, & Web - Which is Best for You?
- November 14** Intellectual Property Protection  
The Basics of Patents, Trademarks & Copyrights

<b>Cost</b>	Free of Charge, pre-registration is appreciated
<b>When</b>	11:45 a.m. to 1:00 p.m.
<b>Where</b>	Santa Cruz Central Library - Upstairs Meeting Room 224 Church St. - Bring Your Own Brown Bag Lunch
<b>Register</b>	For more information, call the SBDC at 479-6136 To register online: <a href="http://www.santacruzpl.org/brownbags/">http://www.santacruzpl.org/brownbags/</a>

These events have been developed through a partnership between the U.S. Small Business Administration and the Northern California Regional Lead Center of Humboldt State University in response to California small businesses under cooperative agreement 6-7770-0005-8. The support given by the above does not constitute an expressed or implied endorsement of any of the co-sponsor(s) opinions, products or services. The Central Coast SBDC is an equal opportunity employer and reasonable accommodations will be made, upon request, for individuals with disabilities.

# Classes & Events for Families



Questions?  
Call Programs @ (831) 427-7717  
Or email: [pro@santacruzpl.org](mailto:pro@santacruzpl.org)

at the Santa Cruz Public Libraries  
January 7 - May 31, 2013

## EARLY LITERACY CLASSES

**TODDLER STORYTIMES** ...for toddlers 1-3 years, a 20 to 25 minute program

Monday	10:30	Aptos	427-7702
Tuesday	10:30	Branciforte	427-7704
Wednesday	10:30	Boulder Creek	427-7703
Thursday	10:30 & 11:00	Scotts Valley	427-7712
Friday	10:30	Downtown	427-7707 x5720

**PRESCHOOL STORYTIMES** ...for 3- to 6-year-olds, a 30 minute program

Monday	10:30	Live Oak	427-7711
1st & 3rd Monday	10:30	Garfield Park	427-7709
Tuesday	10:30	La Selva Beach	427-7710 x6002
Tuesday	10:30	Scotts Valley	427-7712
1st & 3rd Thursday	10:30	Felton	427-7708
Thursday	10:30	Downtown	427-7707 x5720
Friday	10:30	Capitola	427-7705

**SPANISH STORYTIME** ...for 0- to 8-year-olds, a 45 min. program

Monday	5:30	Live Oak	427-7711
--------	------	----------	----------

## TALES TO TAILS

...a literacy program for young readers  
Trained therapy dogs are available to be attentive, non-judgmental reading partners for children. Children have 20-minutes to sit with a dog and read aloud.

2nd & 4th Tuesday	4:00pm-5:00pm	Scotts Valley	427-7712
1st & 3rd Wednesday	3pm-4:30pm	Capitola	427-7705
1st Saturday	9:30am-10:30am	Capitola	427-7705
1st & 3rd Saturday	1:30pm-2:30pm	La Selva Beach	427-7710
1st & 3rd Saturday	9:30am-10:30am	Felton	427-7708
Saturdays	10:00am-11:30am	Downtown	427-7707 x5720

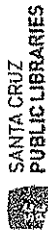
DIAL-A-STORY  
420-5780

TELECUENTOS  
420-5781  
En Español!

TUMBLEBOOKS

To hear (& read) stories, go to [www.santacruzpl.org](http://www.santacruzpl.org)  
Click on KIDS → READ → TumbleBook

# Classes & Events for Families



Questions?  
Call Programs @ (831) 427-7717  
Or email: [pro@santacruzpl.org](mailto:pro@santacruzpl.org)

at the Santa Cruz Public Libraries  
January 7 - May 31, 2013

## EARLY LITERACY CLASSES

**TODDLER STORYTIMES** ...for toddlers 1-3 years, a 20 to 25 minute program

Monday	10:30	Aptos	427-7702
Tuesday	10:30	Branciforte	427-7704
Wednesday	10:30	Boulder Creek	427-7703
Thursday	10:30 & 11:00	Scotts Valley	427-7712
Friday	10:30	Downtown	427-7707 x5720

**PRESCHOOL STORYTIMES** ...for 3- to 6-year-olds, a 30 minute program

Monday	10:30	Live Oak	427-7711
1st & 3rd Monday	10:30	Garfield Park	427-7709
Tuesday	10:30	La Selva Beach	427-7710 x6002
Tuesday	10:30	Scotts Valley	427-7712
1st & 3rd Thursday	10:30	Felton	427-7708
Thursday	10:30	Downtown	427-7707 x5720
Friday	10:30	Capitola	427-7705

**SPANISH STORYTIME** ...for 0- to 8-year-olds, a 45 min. program

Monday	5:30	Live Oak	427-7711
--------	------	----------	----------

## TALES TO TAILS

...a literacy program for young readers  
Trained therapy dogs are available to be attentive, non-judgmental reading partners for children. Children have 20-minutes to sit with a dog and read aloud.

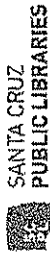
2nd & 4th Tuesday	4:00pm-5:00pm	Scotts Valley	427-7712
1st & 3rd Wednesday	3pm-4:30pm	Capitola	427-7705
1st Saturday	9:30am-10:30am	Capitola	427-7705
1st & 3rd Saturday	1:30pm-2:30pm	La Selva Beach	427-7710
1st & 3rd Saturday	9:30am-10:30am	Felton	427-7708
Saturdays	10:00am-11:30am	Downtown	427-7707 x5720

DIAL-A-STORY  
420-5780

TELECUENTOS  
420-5781  
En Español!

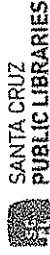
TUMBLEBOOKS

To hear (& read) stories, go to [www.santacruzpl.org](http://www.santacruzpl.org)  
Click on KIDS → READ → TumbleBook



# Classes & Events for Families

Questions?  
Call Programs @ (831) 427-7717  
Or email: [pro@santacruzpl.org](mailto:pro@santacruzpl.org)



# Classes & Events for Families

at the Santa Cruz Public Libraries  
January 7 - May 31, 2013  
Questions?  
Call Programs @ (831) 427-7717  
Or email: [pro@santacruzpl.org](mailto:pro@santacruzpl.org)

## HOMEWORK HELP

Free sessions during the school year  
Homework assistance available to students grades 12 & lower. All sites, except  
Downtown, have a California-certified teacher supervising. All sites have  
bilingual assistance.

<b>Mondays</b>	3:00pm-5:00pm	Garfield Park	427-7709
<b>Tuesdays</b>	3:00pm-5:00pm	Live Oak	427-7711
<b>Wednesdays</b>	3:00pm-5:00pm 3:30pm-5:30pm	Boulder Creek Branciforte	427-7703 427-7704
<b>Thursdays</b>	3:30pm-5:30pm 4:00pm-6:00pm 3:00pm-5:00pm	Aptos Downtown Scotts Valley	427-7702 427-7707 427-7712

## CHESS

**APTOS YOUTH CHESS CLUB** ...ages 6 & up  
Tuesday 3:30-4:30pm Aptos 427-7702

**CHESS INSTRUCTION** w/ Gjon Feinstein ...for students up to 18 years old  
2<sup>nd</sup>, 3<sup>rd</sup> & 4<sup>th</sup> Saturday 2-3:30 pm Downtown 427-7707 x5720

## ADVISORY COUNCIL OF TEENS (ACT) ...ages 12 to 18

2<sup>nd</sup> Sunday 3:00-5:00pm Downtown 427-7706 x7665

## ACTIVITIES for Tweens & Teens...ages 10 TO 18

<b>CRAFTS</b>			
Tuesday	3:00-5:00pm	Boulder Creek	427-7703
2 <sup>nd</sup> & 4 <sup>th</sup> Tuesday	3:00-4:30pm	Downtown	427-7707
Wednesday	2:00-4:30pm	La Selva Beach	427-7710
Wednesday	3:00-5:00pm	Scotts Valley	427-7712
Early out Wednesday	1:30-5:00pm	Scotts Valley	427-7712
Thursday	3:00-4:00pm	Capitola	427-7705
2 <sup>nd</sup> & 4 <sup>th</sup> Thursday	3:00-4:30pm	Garfield Park	427-7709

## GAMING

1<sup>st</sup>, 3<sup>rd</sup> & 4<sup>th</sup> Sunday 1:30-4:30pm Live Oak 427-7711

## HOMEWORK HELP

Free sessions during the school year  
Homework assistance available to students grades 12 & lower. All sites, except  
Downtown, have a California-certified teacher supervising. All sites have  
bilingual assistance.

<b>Mondays</b>	3:00pm-5:00pm	Garfield Park	427-7709
<b>Tuesdays</b>	3:00pm-5:00pm	Live Oak	427-7711
<b>Wednesdays</b>	3:00pm-5:00pm 3:30pm-5:30pm	Boulder Creek Branciforte	427-7703 427-7704
<b>Thursdays</b>	3:30pm-5:30pm 4:00pm-6:00pm 3:00pm-5:00pm	Aptos Downtown Scotts Valley	427-7702 427-7707 427-7712

## CHESS

**APTOS YOUTH CHESS CLUB** ...ages 6 & up  
Tuesday 3:30-4:30pm Aptos 427-7702

**CHESS INSTRUCTION** w/ Gjon Feinstein ...for students up to 18 years old  
2<sup>nd</sup>, 3<sup>rd</sup> & 4<sup>th</sup> Saturday 2-3:30 pm Downtown 427-7707 x5720

## ADVISORY COUNCIL OF TEENS (ACT) ...ages 12 to 18

2<sup>nd</sup> Sunday 3:00-5:00pm Downtown 427-7706 x7665

## ACTIVITIES for Tweens & Teens...ages 10 TO 18

<b>CRAFTS</b>			
2 <sup>nd</sup> & 4 <sup>th</sup> Tuesday	3:00-4:30pm	Downtown	427-7707
Wednesday	2:00-4:30pm	La Selva Beach	427-7710
Wednesday	3:00-5:00pm	Scotts Valley	427-7712
Early out Wednesday	1:30-5:00pm	Scotts Valley	427-7712
Thursday	3:00-4:00pm	Capitola	427-7705
2 <sup>nd</sup> & 4 <sup>th</sup> Thursday	3:00-4:30pm	Garfield Park	427-7709

## GAMING

1<sup>st</sup>, 3<sup>rd</sup> & 4<sup>th</sup> Sunday 1:30-4:30pm Live Oak 427-7711



Duke



Opal

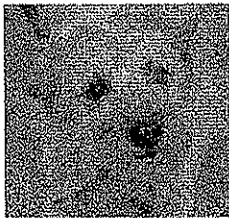
# Tales to Tails

**TALES TO TAILS is a literacy program for young readers.** Trained therapy dogs will be available at the Library to be attentive, non-judgmental reading partners for children reading aloud.

Children have individual twenty-minute time slots to sit quietly with a therapy dog and a book and read. Research shows that frequent reading opportunities in a comfortable environment help children become better readers.

<b>2<sup>nd</sup> &amp; 4<sup>th</sup> TUESDAYS</b>	<b>4:00-5:00pm</b>	<b>Scotts Valley Branch</b>
<b>1<sup>st</sup> &amp; 3<sup>rd</sup> WEDNESDAYS</b>	<b>3:00-4:30pm</b>	<b>Capitola Branch</b>
<b>1<sup>st</sup> SATURDAY</b>	<b>9:30-10:30am</b>	<b>Capitola Branch</b>
<b>1<sup>st</sup> &amp; 3<sup>rd</sup> SATURDAYS</b>	<b>9:30-10:30am</b>	<b>Felton Branch</b>
<b>SATURDAYS</b>	<b>10:00-11:30am</b>	<b>Downtown Branch</b>
<b>1<sup>st</sup> &amp; 3<sup>rd</sup> SATURDAYS</b>	<b>1:30-2:30pm</b>	<b>LaSelva Beach Br.</b>

To register for a time, call (831)427-7717 or email [pro@santacruzpl.org](mailto:pro@santacruzpl.org)



Chasca



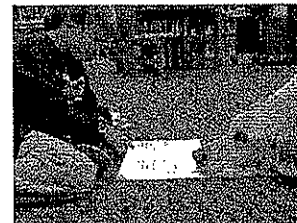
Mazie



Rowdy



Bitsy



Nicolina

## Feel frustrated when you hear...

- You can get pictures of your grandchildren on Facebook!
- Email me your shopping list!
- I'll just make you a disc!
- It's all digital now!



SANTA  
CRUZ  
PUBLIC  
LIBRARIES

...Never Fear!  
"Computer Dave" is Here!

---

## eConnect

### Popular Computing Topics with "Computer Dave"

- Patient knowledgeable instructor
- Beginners welcome!
- Learn what YOU want – topics chosen by the group

**Downtown Branch Library**  
**4:00 -5:30 PM**  
**Every 3rd Wednesday of the month**

000101

2013 LJPB Meeting Dates: All are Mondays except February

January 14	Downtown
February 13	Downtown (Teresa will be out of town on Feb 4 & possibly the 11th) (Wednesday) (There will be a closed session to discuss labor negotiations)
March 4	Aptos
April 1	Downtown
May 6	Downtown
June 3	Scotts Valley
July 1	Downtown
August 5	Downtown
September 9	Aptos
October 7	Downtown
November 4	Downtown
December 2	Scotts Valley

Notes:

1. Study session to discuss the Facilities Master Plan tentatively scheduled for March 18 6-8 pm
2. Closed sessions, when necessary, are usually held at 6pm
3. January and June meetings are preceded by a meeting of the Library Financing Authority which is arranged by the County of Santa Cruz