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

LIBRARY JOINT POWERS AUTHORITY BOARD

Wednesday, February 13, 2013
Downtown Branch Meeting Room
224 Church Street Santa Cruz CA 95060

6:00 PM   CLOSED SESSION

Labor Negotiations (Government Code §54956.6)

City Negotiator:
Lisa Sullivan, City of Santa Cruz Human Resources Director

Employee Organizations:
　　　Service Employees International Union 521
　　　Operating Engineers, Local 3
　　　　　Supervisor
　　　　　Mid-Management

6:30 PM   PUBLIC MEETING

1. ROLL CALL

2. APPROVE AGENDA OF FEBRUARY 13, 2013

3. ORAL COMMUNICATIONS

4. ELECTION OF NEW CITIZEN MEMBER (PG. 4-13)

5. PRESENTATION OF NEW STAFF

　　A. Denise Fritsch- Volunteer Coordinator
　　B. Shelley Bodamer- Collection Management Services Manager

6. BIG READ PROCLAMATION (PG.14)

7. RESOLUTION IN SUPPORT OF SCA-7 (PG.15-18)

8. MEMBER REPORTS

9. CONSENT AGENDA

A. Approve minutes of January 14, 2013 (PG.19-23)

10. FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES REPORT

11. STAFF REPORTS
A. Monthly Narrative Report: January 2013 (PG.24-30)
B. Statistical Reports (PG.31-34)
C. December Financial Snapshot (PG.35)
D. Status Update: Facilities Master and IT Strategic Plans (PG.36)

12. OTHER BUSINESS
A. Elect Chair and Vice Chair
B. Finance Committee Appointment(s)
C. Adoption of By-laws amendment regarding incumbent citizen member (PG.37)

13. WRITTEN COMMUNICATIONS
A. Articles about Santa Cruz and California Libraries (PG.38-48)
B. Patron Written Comments (PG.49-51)
C. Articles on Libraries Nation Wide (PG.52-83)
D. Security Incidents Log (PG.84)
E. Website Hits (PG.85)
F. Staff Recognition (PG.86-87)
G. Felton Library Status Report (PG.88-89)
H. Library Financing Authority Mid-year projections (PG.90-95)

14. BOARD MEETING CALENDAR

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

15. NEXT MEETING

The next regularly scheduled meeting is Monday, March 4, 2013 at 6:30 p.m. at the Aptos Branch Library.

16. ADJOURN

The Library Joint Powers Authority Board will adjourn from the regularly scheduled meeting of Wednesday, February 13, 2013 to the next regularly scheduled public meeting on Monday, March 4 at 6:30 pm in the Aptos Branch Library.

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

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* or *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

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.

1

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:

    __x__ Finance
    __x__ Strategic Planning
    _____ Legal
    _____ Government Relations
    __x__ Management
    __x__ Human Resources
    _____ Building Programs
    __x__ Technology
    __x__ Marketing
    __x__ 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.

000005

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.

3

- 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.

4

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

Career Focus	Information management and library services	
Education	M.A., Library Science - *University of Missouri*, Columbia, Missouri	*1976*
	B.A., History, *University of Missouri*, Columbia, Missouri	*1975*
Professional Experience	Associate Director for Legislative Information – *Congressional Research Service, Library of Congress*, Washington, DC	*2/98 – Retired 9/07*

Professional Experience

Associate Director for Legislative Information – *Congressional Research Service, Library of Congress*, Washington, DC — *2/98 – Retired 9/07*
- Also served as Deputy Associate Director for Information Resources Management
- Directed the management of the Legislative Information System which provided online summary and status of all legislation for congressional offices and committees
- Managed library services for staff of the Congressional Research Service, including negotiation of electronic resources contracts, subscriptions, facilities
- Coordinated the transition to a new integrated library system
- Directed the management of publishing services for Congressional Research Service reports in print and online

Project Manager, Educational Outreach – *National Digital Library, Library of Congress*, Washington, DC — *1/95 – 2/98*
- Developed education programs for the National Digital Library under a Kellogg Foundation grant
- Established an annual summer teachers institute in the use of online primary source materials
- Coordinated the development of teaching materials and lesson plans based on collections in the National Digital Library

Director of Information Management and Publishing Services, *Office of Technology Assessment, U.S. Congress*, Washington, DC — *8/77 – 1/95*
- Also served as Manager of Information Services and Librarian
- Established library services in support of research analysts in this agency which provided science policy advice for congressional committees
- Implemented an integrated library system

Assistant Librarian – *Center for Bioethics, Georgetown University*, Washington, DC — *8/76 – 8/77*

Volunteer Activities

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

Memberships

American Library Association

Friends of the Santa Cruz Public Library

Santa Cruz Public Library
Library Joint Powers Board

Citizen Member Application for Appointment

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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* or *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: 476·7834

Email: CAROL VBeaty @ 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

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

Set 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

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

James ANASTAS
Signature

_1/07/13_
Date

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 it's shelves but, I've discovered, this comes with a Responsibility to give something back. People criticized the two full-time gifted programs that I HAD THE HONOR of Teaching in because they were "elitist." FAR From it. We need to encourage citizens in our community to HUNT DOWN INFORMATION IN BOOKS, o 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 programs learn That they are not Indian chiefs, only INDIANS. They LEARN the principle of equality. These young people people epitomize the value of searching FOR INformation on computers and in Libraries. Libraries HAVE A BURDEN; o ~~LEAD~~ SPREAD 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 000013

SANTA CRUZ
PUBLIC LIBRARIES

PROCLAMATION OF THE SANTA CRUZ LIBRARY JOINT POWERS
AUTHORITY BOARD PROCLAIMING
FEBRUARY 27 THROUGH MARCH 27, 2013,
AS THE BIG READ MONTH

WHEREAS, The Big Read is an initiative of the National Endowment for the Arts (NEA) designed to restore reading to the center of American culture and encourage reading for pleasure and enlightenment; and

WHEREAS, the NEA presents The Big Read in partnership with the Institute of Museum and Library Services and in partnership with Arts Midwest; and

WHEREAS, 78 communities across the country will spend a month immersed in a great work of literature in the seventh year of The Big Read initiative; and

WHEREAS, The Friends of the Library, in partnership with the Santa Cruz Public Libraries and Santa Cruz Writes, received a Big Read grant for *The Grapes of Wrath* by John Steinbeck; and

WHEREAS, from February 27 through March 27, the goal is to have the entire Santa Cruz community reading, viewing and listening, and talking about *The Grapes of Wrath* and other works of John Steinbeck; and

WHEREAS, to encourage broad participation in the local Big Read event, staff at the Santa Cruz Public Libraries, volunteers with Friends of the Library, writers with Santa Cruz Writes, local school districts, the Museum of Art and History, Community Television, and local businesses and groups will host a number of events highlighting the work and life of John Steinbeck; and

WHEREAS, events and activities will include discussion groups reading Steinbeck, a photography exhibit of portraits from the 1930s, performances of music from these times, reflections on workers' lives in California, and, which will culminate with a grand finale event on March 27 at the Museum of Art and History; and

WHEREAS, the combination of literature, history, and the arts in the month-long focus on *The Grapes of Wrath* will serve as a celebration of the life of Don Rothman, who contributed so generously to the planning of this Big Read and to the Poe Big Read before it,

NOW, THEREFORE; I, Chair David Terrazas, do hereby proclaim February 27-March 27, 2013 as The Big Read Month in the Santa Cruz Public Library System and encourage residents to participate in the many events focusing on the incredible life and work of John Steinbeck.

Signed this 13th day of February, 2013.

STAFF REPORT

DATE: January 30, 2013

TO: Library Joint Powers Board

FROM: Teresa Landers, Director of Libraries

RE: SCA-7

RECOMMENDATION: Support SCA-7 and authorize the Board Chair to write a letter to Senator Wolk and local legislators in support of this legislation.

SUMMARY

The Honorable Lois Wolk has introduced legislation to adopt a constitutional measure which seeks to reduce the local vote threshold for local special taxes and construction bonds from the current two-thirds vote to 55%. The Library community across the State has been asked to provide support for this legislation, which must pass both houses with a 2/3 majority.

BACKGROUND

There are few avenues available for libraries to obtain funding for both operations and facilities. Sales, parcel and property taxes are the usual methods to pay for operations and sometimes facilities. A General Obligation Bond is typically the method used to finance facilities, particularly if the amount needed is fairly large. The passage of all of these measures currently requires a supermajority of 66%.

Redevelopment was a major source for building new facilities until its dissolution in 2012. In Santa Cruz County, the only buildings that have been built in the past 25 years were the Scotts Valley and Live Oak branches, and both were built with Redevelopment Funds.

The Facilities Master Plan is going to detail Library facilities needs in the areas of capital maintenance, service model improvements, and major renovations/rebuilds. Preliminary data shows that this is going to come at a very high, cost even at the basic level of just keeping facilities open and operating.

One of the strategic directions in the library's 2010-2015 Strategic Plan is to create *A Welcoming Place: People of all ages and backgrounds will find safe, comfortable, welcoming and customer focused physical and virtual spaces which reflect the character of the community and which deliver a 21st century library experience.*

DISCUSSION

The Santa Cruz Public Library System is facing a critical decision regarding the future of its facilities. This measure could make a major difference as we work to achieve the Welcoming Place objective set forth in the strategic plan.

Reducing the vote threshold to 55% will make the passage of financing measures much easier to attain. In Santa Cruz County, there is a lot of support for libraries and library measures. While 66% is not unattainable, having this threshold at 55% would obviously be preferable.

This legislation will also change the threshold for financing measures to support the operations of our facilities. While we are moving past the crisis of the past few years, it would be valuable to have the option of other financing measures as realistic tools in our arsenals, even for temporary relief.

RESOLTUION # 2013-01

**RESOLUTION OF THE SANTA CRUZ LIBRARY JOINT POWERS AUTHORITY
BOARD SUPPORTING CALIFORNIA SCA-7 TO ADOPT A CONSTITUTIONAL
MEASURE WHICH SEEKS TO REDUCE THE LOCAL VOTE THRESHOLD FOR
LOCAL SPECIAL TAXES AND CONSTRUCTION BONDS FROM THE CURRENT
TWO-THIRDS VOTE TO 55%.**

WHEREAS, the costs of operating libraries have far exceeded the available revenues in recent years and

WHEREAS, the regular capital maintenance on library facilities has been neglected for many years and

WHEREAS, the average age of libraries in the Santa Cruz Public Library system is 34 years and

WHEREAS, libraries provide service and fill a different function in the community than they did 34 years ago and,

WHEREAS, several of the Library's facilities are in need of such repair that complete renovation or rebuilding is the preferable option and

WHEREAS, annual costs for capital maintenance and the costs of rebuilding facilities far exceeds the capabilities of the operating budget and,

WHEREAS, the dissolution of RDA took away one of the few means with which to renovate or build library facilities,

WHEREAS, SCA-7, will allow for local special taxes that are dedicated to the funding of local library operations and the bonds would allow for the renovation, rehabilitation, or new construction of library facilities.

NOW, THEREFORE, BE IT RESOLVED by the LIBRARY JOINT POWERS BOARD that it hereby supports SCA-7.

BE IT FURTHER RESOLVED that the Board Chair is hereby directed to write letters to appropriate state officials indicating the LJPB's support for public libraries through the passage of SCA-7

000017

PASSED AND ADOPTED this 13th day of February 2013, by the following vote:

AYES: Board Member(s):

NOES: Board Member(s):

ABSENT: Board Member(s):

DISQUALIFIED: Board Member(s):

APPROVED   ATTEST

_____   _____
          Chair   Board Clerk

SANTA CRUZ PUBLIC LIBRARIES
A CITY-COUNTY SYSTEM

LIBRARY JOINT POWERS BOARD

MINUTES

Downtown Branch Meeting Room
224 Church Street, Santa Cruz, CA 95060

January 14, 2013

6:30 PM   PUBLIC MEETING

I.   ROLL CALL

Present: Citizen Nancy Gerdt, Councilmember David Terrazas, Councilmember Sam
Storey (alternate for Councilmember Michael Termini), Councilmember Jim
Reed, Citizen Dick English, Citizen Leigh Poitinger, and Supervisor John
Leopold (alternate for County appointment), Councilmember Cynthia
Mathews

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

II.   APPROVAL OF MEETING AGENDA OF JANUARY 14, 2013

Councilmember Leopold moved, seconded by Citizenmember Gerdt

**That the Board approve the Agenda of January 14, 2013 with the following
change: move item 6 B to item 9 C.**

UNAN

III.   ORAL COMMUNICATIONS

Janis O'Driscoll, Division Manager of Programs, Information and Partnerships,
informed the Board about a number of ongoing and upcoming programs.
"Share the Warmth" is a coat and toiletries drive in honor of Dr. Martin Luther King,
Jr.
The Big Read is starting February 27 with 28 events in one month. A brochure with all
activities will be available. The information is also online at the library website. One
of the activities is scheduled for March 2nd and 3rd at the Kuumbwa Jazz Center. There

will be two shows with music from the era of the Grapes of Wrath. Tickets are available now. All other events for the Big Read are free of charge.

Robert Norse, a member of the public, addressed the Board expressing his appreciation for making the Board packet available in printed form rather than just online. He also thanked the Board for last month' decision regarding the sleeping ban in the library. He acknowledged that staff has to handle difficult situations that come up in connection with this.

Leigh Poitinger, temporary Chair of the LJPB, thanked the outgoing Chair Councilmember Sam Storey for his years of service to the LJPB. Sam was given a card and a bookplate for a book of his choosing will be prepared.

IV.   PRESENTATION: Heather Norquist: New Catalog Features

Heather demonstrated Novelist Select, an enhancement to the library's Novelist database which brings Novelist content into the Evergreen Catalog so features such as series order, awards received, reviews, and recommended reads for fiction and nonfiction books can be seen. All of this content is viewable directly from the library catalog.

V.   MEMBER REPORTS

None

VI.   CONSENT AGENDA

A. APPROVE MINUTES OF DECEMBER 3, 2012

Councilmember Reed moved, seconded by Councilmember Leopold

That the Board approve the Minutes of December 3, 2012 with the following change: that Citizen member Gerdt voted "no" on the motion creating 3 library districts for the purpose of electing citizen members.

**UNAN
Abstain: Mathews**

VII.   FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES REPORT

Sharon Maxell, FSCP Board member, reported the following Friends' activities:

In December 2012, FSCPL:

Sponsored a variety of programs for the SCPL including ...
- Community Poetry Circles by Magdalena Montagne
- Computer Club class with David Shaw, "Making Friends with your Computer:"
- A winter edition of our monthly complimentary Munching with Mozart & Friends concert

FSCPL plans for early 2013 include...
- Gifting $15K to SCPL for the IT Strategic Plan
- Hosting a table at the Chocolate Festival on January 20th, 2013 from 1-4 PM at the Cocoanut Grove at the Santa Cruz Beach Boardwalk.
- Co-sponsoring The Big Read in February and March 2013.
- Hosting a Santa Cruz Chamber of Commerce Mixer on April 24th to launch our Business Membership Mode.

STAFF REPORTS

A.   Monthly Narrative Report: December 2012.
Director Landers mentioned that the Library created a YouTube video featuring staff member H. Kimel on piano. These productions are also featured as PSAs on Community TV.

B.   Statistical Reports
Circulation statistics are still not 100 % reliable. The Library IT staff is in the process of understanding how the computer program which generates the statistics does its calculations.

C.   November Financial Snapshot
Finance Director Marc Pimentel reported that November finished positive. Book purchases are ahead of budget. Sales tax is very strong right now. All ratios, such as debt to cash, are very strong. Overall finances are doing very well.

D.   FY 11/12 Year End Financial Report
The official audit is not available yet. The year ended very well due to sales tax being higher than anticipated as well as the savings achieved due to the staffing restructuring. The Board is doing its due diligence.

E.   Status Update: Facilities Master Plan and IT Strategic Plan
Director Landers reported that the plans are on track with a formal presentation planned in April. The IT consultant is scheduled for a second site visit on January 17-18. He will be meeting with library staff, library IT staff and he will be visiting branches he did not have a chance to visit during his first trip.

A community focus group is scheduled for Thursday evening. On Friday Carson Block will be meeting with interested Board members.

An online staff survey has been done for library staff - results are being analyzed. Two public surveys are currently underway – one is web based and the other focuses on in branch computer usage.

The Facilities Master Plan is proceeding as planned. David Schnee will conduct meetings with the City of Santa Cruz, the City of Capitola, and the County of Santa Cruz managers/administrators. The study session with Board members is postponed until March 18.

IX.   OTHER BUSINESS

A. Process for selecting a new citizen member.
Two members of the public had submitted applications. Both were invited to introduce themselves to the Board and to answer questions.
The Board will be appointing the new citizen member at the next LJPB meeting on February 13.

B. Election of temporary chair for February LJPB meeting

Councilmember Reed moved, seconded by Citizenmember Gerdt

That the Board appoint Councilmember David Terrazas as temporary Chair for the February LJPB meeting
UNAN

C. Food for Fines during National Library Week April 14-20, 2013

The Board members discussed Citizenmember English' comment that one non-profit should not support another non-profit. Board members overwhelmingly agreed that the Food for Fines program is a community project and should be supported.

Councilmember Mathews moved, seconded by Supervisor Leopold

That the Board approve the Food for Fines recommendation
UNAN

X.   WRITTEN COMMUNICATIONS

000022

A. Patron Written Comments
B. Articles About Santa Cruz and California Libraries
    Director Landers emphasized the article on CALIFA, which "provides cost effective delivery of services, programs and products through a membership network of California libraries".
    Director Landers also pointed out an article about Senator Lois Wolk who announced a bill to support local public libraries.
C. Articles on Libraries Nation Wide
D. Security Incidents Log
E. Website Hits
F. Reserve Policy – Background Information
G. Flyers for Upcoming Library Events

XI. BOARD MEETING CALENDAR

Approval of 2013 Regular meeting calendar

Supervisor Leopold moved, seconded by Councilmember Terrazas

That the Board approve the 2013 regular meeting calendar
UNAN

XII. NEXT MEETING

The next regularly scheduled meeting is on Wednesday, February 13, 2013 at 6:30 pm (preceded by a closed session at 6:00 pm) in the Downtown Branch Library meeting room.

XIII. ADJOURN

The regular meeting adjourned at 7:35 p.m.

Respectfully submitted,

Helga Smith, Clerk of the Board

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

000023

MONTHLY REPORT FOR JANUARY 2013

1. READING, LISTENING AND VIEWING FOR PLEASURE

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

After a 3 week hiatus for the winter holidays, regular storytimes for toddlers and preschoolers resumed on January 7. Families were delighted to have these programs again particularly with the very cold weather we experienced in early January.

The Branciforte toddler storytime with Kari Gunn is WILDLY popular. They are outgrowing their space!

Storytime in Spanish has returned enthusiastically to the Live Oak Branch.
Carolina Castillo Trelles leads a funny and active session every week to the delight of Spanish-speaking children and their parents. A grant from Target has made Carolina's return to the Library possible.

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.**

Boulder Creek Aide, Whitney James-Heskett, created a New Year's Resolutions display. She requested input from patrons regarding their resolutions for 2013. Among the responses were "Have more fun!"; "Get published"; "Pay attention" and "Speak more meaningfully".

In going with the New Year's resolution theme, Garfield Park had a "Look on the Bright Side" book display with different self help, meditation, spirituality and joke books. Items were checked out pretty quickly.

At the beginning of January, Capitola had a "Comforting Winter activities" display that included books on making soups and stews, knitting socks, shawls and sweaters, and quilting. Currently, Capitola has a new display: African-American Fiction and Mystery writers.

Chantel Van Pelt put up a wonderful "Winter" book display in the adult area of Branciforte. There is also a Winter book display in the children's area and a MLK book display.

Branciforte recently put up a wonderful display of Spanish Language "reports" on animals, that were done by young people from the "Santa Cruz Children's School." Also, Lauren Suhd put together a bibliography of all of the Erin Hunter series books, without the graphic novels. This is mostly for the Children's School kids who come to the library once a week. Their older students are crazy about these series.

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

Showing patrons the different databases they have access to through our website has definitely helped increase the amount of information that is available to them. For instance, the Chilton database has been very useful to our patrons.

The e-reader classes continue to be extremely popular with the public.

2. LIFELONG LEARNING

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

Collection Management Services is very happy that Jessie in LIT corrected the ISBN search on Title Source III to alert to duplicates. This is a behind the scenes change that results in a more effective acquisitions process thus resulting in an improved collection for the public to access.

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.

Gail Burk's Memoir Writing Workshop is off to a great start at Boulder Creek. Twelve people signed up (the maximum) and fourteen are on the wait list for our next class.

An E-Reader class was conducted by staff from the reference team at the Scotts Valley branch for members of the Book Bag Ladies Book Club.

The Community Poetry Circle met at the Scotts Valley branch during January.

Programming continued its support of the PAPAS program this month by providing resources for their Sunday programs, which are run by Jose Marquez and Deutron Kebebew. Brenda McIlroy is sharing the pre-school crafts we do through the month with them, plus a few noisier and more boisterous activities to keep everyone engaged. Last week the fathers and children made kangaroo puppets and rainmakers. The dads are learning how to use readily available materials to stimulate their children's development and have fun things to do together.

All of our homework help sites offer homework assistance in both English and Spanish. At the Downtown Branch, a group of Santa Cruz High School students studying advanced Spanish offer tutoring in all subjects. They've designed a program called *Jump-Start to High School* and will be available in YP every Thursday at the Downtown Branch from 4-6pm starting January 31, 2013.

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.

By January 10, 2013 more than 348 adult and young adult Book Discussion Kits (http://www.santacruzpl.org/readers/kits/) had gained a brand-new makeover, i.e., a search box and a browsing list of alphabet links. The new searching and browsing features are of great importance to the addition, maintenance and update of book discussion kits at a regular but rapid pace. They also aim at facilitating the ability of the public to utilize them more easily with enhanced user-friendliness. Book discussion kits are a joint customer-driven service by LIT, Programming and CMS teams, especially Ann Young, Paula Turpenen, Elaine Andersen, Heather Norquist, Lori Smith and Hui-Lan Titangos.

3. COMMUNITY CONNECTIONS

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

On Mon, Jan 14, 2013 CMS cataloged, processed and sent to DTN for display all 23 titles as a result of the DUC (The Distribution to Underserved Communities) grant. The display was initiated and organized by Leslie Auerbach on the Reference Team. She obtained a grant from a program which distributes books on contemporary art and culture free of charge to rural and inner-city libraries, schools and alternative reading centers nationwide. Thanks to Jeff and our volunteer Cathy, all items have been clearly labeled, and beautifully covered when needed.

The Felton branch's display case had a string of great displays in 2012. The branch's luck has continued in 2013. Carol Riddle, a water color artist from Ben Lomond, is displaying her work at the branch. Her display is what people first see when they walk into the branch, and many people have stopped to appreciate her work, which features Henry Cowell and Santa Cruz beaches.

Branciforte had a large group of Girl Scouts come to the library to do research on Egypt. Chantel talked with them about the library.

Thanks to *David Sidle*, Library Assistant III Downtown, the Programs & Partnerships Division has connected with our own in-house translator. Downtown Branch Library Aid, *Max Lopez*, will take on additional duties as Spanish language translator and Janis has eagerly given him a list of projects. Max is a native speaker and a student at Cabrillo. We are so grateful for his expertise and his willingness to share it with us.

Jeanne O'Grady, Programming Librarian, and Zoe Laird, Library Aide, are creating stars for the Reach Out and Read project on behalf of pediatricians at Palo Alto Medical Foundation. The idea is to have a series of stories and songs from regular storytimes put into a loop to be shown in the waiting room of the pediatrics group at PAMF. Programming Library Aide and UCSC film student, Zoe Laird, has put together a team of fellow UCSC students in an internship project to make the videos. Filming began Thursday, January 24 at the Downtown Branch with Valerie Murphy ready for her close-up. Cameras will be rolling on Friday, January 25 at Capitola and Monday, January 28 at Live Oak.

On Friday January 18, Janis O'Driscoll participated in the MAH's Third Friday event which was a Book Arts and Poetry Night from 5-9pm. She worked with artist Kim Marks and visitors to build a Book Lantern out of pages of damaged books. It was a great success. Pictures are on the Library's
Facebook page.

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

To foster local authors, CMS accepted and selected their donated copies to the library. In the first two weeks of January, CMS created 9 original records on OCLC for 5 local authors. In addition, it updated or added their names to our Local Author file (http://www.santacruzpl.org/readers/resources/scauthors/). The authors are Linda and AJ White, Ronald A. Lampi, Magdalena Zschokke and Joan F. Prebilich who wrote to express her appreciation to the library.

The Scotts Valley community contributed to a warm clothing and blanket drive at the Library organized by the library volunteer coordinators Amy and Zena.

Valri Peyser launched another wonderful art show in Scotts Valley. "About Face" is an exhibition bringing together 8 local artists focusing on faces and how they communicate personality and aspects of character. The subject matter is presented in various styles of art including painting, mixed media, photography, and sculpture. Faces are a fascinating subject in the world of art. Every face has history with a story behind it. This show explores the different methods and stories the artists choose to express. Artists include: Selfa Joseph, Susan Hancey, Katharina Short, Richard Bennett, Liz Crain, Mary Altier, Dee Hooker, and June Pace. An artist reception was hosted by local State Farm insurance agent Laureen Yungmeyer on Saturday, January 26, from 2-4pm. It was very well attended.

SCPL co-sponsored a teen event at Inklings Books and Things in Capitola Mall on Tuesday January 15. This program was a live stream from Carnegie Hall with authors John and Hank Green. They are known as the Vlogbrothers.

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

Scotts Valley afterschool middle school students fill the library every week day. Regular counts range from 80 - 110 unaccompanied children. Most are completing homework and socializing until they are picked up by their parents. They arrive by 3pm, and most are gone by 5pm. They are working in every free space they can find, on tables, benches and on the floor. It is a great help to have a staff member free from other duties to be around to keep the peace, or at least to control the chaos! Brenda McIlroy from Programs is there Wednesdays with a craft activity, on the alternate minimum days this runs from 1-5pm. Thursdays there is Homework Help (funded by COE) from 3-5pm, with Nadia Markova. This is a great resource and would be welcomed every day of the week.

The Library hosted the quarterly City of Santa Cruz supervisors and managers meeting at the Scotts Valley Library. City staff were very impressed with the building and greatly enjoyed the program that Library staff put together including a robust participatory demonstration of text-a-librarian (about 30 text reference questions were sent by attendees and answered by a team of staff, a delightful demonstration of the Tales to Tails program featuring Rowdy, and a description of the art programs in which the Library participates.

D.   Volunteers will be used effectively.

4. WELCOMING PLACE

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

Boulder Creek was closed for 2 days while the septic tanks were tested for leaks. The results are being analyzed with possible plans for a swale or ditch to divert rain water away from the tanks.

With a new paint job, the interior of the Felton branch looks fantastic. The branch also boasts new artwork, including several pieces a local artist has agreed to display at the branch. The Felton Friends have also lent their creative talents to the branch by decorating the children's area.

Felton branch staff has reorganized the children's area to give new children's items their own section. As a part of this reorganization, the children's area now has space for book displays as well.

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

The ILS, Evergreen, began experiencing serious problems this past month. Several times a day the system basically comes to a halt and online circulation, self checkout and access to the catalog have to be shut down. Staff then has to wait anywhere from a few minutes to a half hour then start everything up again. The support company, Equinox, is tracking the problem and trying to determine the reason this is happening. Intermittent computer problems are among the most difficult to diagnose and thereby fix so it is frustrating for them, library staff and patrons. Up until now, the Circulation module was running smoothly and was the most well developed and functioning aspect of Evergreen.

C.   People receive service at the level they need and want.
Denise Arasin commented on the level of service she received from Donna Barber, LA II at Capitola:
> "I just want you to know that I am really impressed with the excellent customer service Donna gives! She's a real joy to be around and treats each customer special. I think Donna adds a nice softness to the hardened world outside and it's a pleasure to come here and work on the computer or read books. All the girls are real sweet but Donna is unconditional kindness!"

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.

6. ORGANIZATIONAL READINESS

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

Boulder Creek staff happily welcomed and is training new Library Aide, Bryan Alfrey. Bryan is also a volunteer Storytime Assistant at Boulder Creek and Scotts Valley.

Boulder Creek's PIC, Cathy Landis, attended the eReader class conducted by library reference staff. This training will help staff help patrons with their eReader questions.

Garfield Park's PIC Catherine Workman also attended the eReader training and found it to be very helpful. She will also attend the city's module training for Communication Skills for Facilitating Effective Meetings.

Paula Jansen and Linda Gault of the Scotts Valley branch participated in an Infopeople webinar titled : Keeping Your Library Safe: Black Belt Librarians with Warren Graham. It provided good tips and techniques for working safely.

Kathleen Frey participated in an Infopeople webinar covering Family Law Basics for Public Libraries.

Galina Wells of the Capitola Branch participated in an Infopeople webinar "Keeping Your Library Safe: Black Belt Librarians" with Warren Graham. On January 31, 2013, she is scheduled to attend city's training "Communication skills for Facilitating effective meetings"

Donna Barber of the Capitola Branch attended "The Cultural Diversity" training and participated in "Personal Gadgets and the Library" Infopeople webinar.

Chantel Van Pelt attended the Cultural Diversity training this month.

B.   SCPL is committed to developing current library staff to become tomorrow's library leaders.
Teresa began her one year term as Chair of the California County Librarians Association.

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

A patron asked why: The "Alan Gregory" series by Stephen White, some are shelved in Mystery and some in Fiction? In response to this question, Collection Management Services resolved the discrepancy of genre classification for author Stephen White. More than 34 items from 42 titles by Stephen White we reclassified and records corrected.

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

MONTHLY STATISTICAL REPORT
FY12/13

January	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
Aptos	23,695		-100%	10,317	12,016	16%	135		-100%	59	65	11%
Boulder Creek	4,181		-100%	2,272	2,800	23%	35		-100%	19	19	-1%
Branciforte	8,914		-100%	5,842	8,105	39%	74		-100%	49	56	16%
Capitola	9,436		-100%	5,440	6,740	24%	68		-100%	39	43	8%
Downtown	53,475		-100%	31,902	35,618	12%	248		-100%	148	158	7%
Felton	2,826		-100%	1,587	1,768	11%	34		-100%	19	15	-22%
Garfield Park	2,954		-100%	2,688	3,658	36%	37		-100%	34	32	-4%
La Selva Beach	1,521		-100%	1,547	1,509	-2%	18		-100%	18	13	-32%
Live Oak	13,598		-100%	8,493	9,979	17%	116		-100%	73	66	-10%
Scotts Valley	20,818		-100%	14,760	15,082	2%	118		-100%	84	82	-2%
Outreach	2,917		-100%	1,370	1,228	-10%						
Subtotal	144,335	0	-100%	86,218	98,503	14%	883	0	-100%	541	549	1%
ebooks	11,420	7,552	-34%									
e-audio	900	1,399	55%									
TOTAL	156,655	8,951	-94%	86,218	98,503	14%	883	0	-100%	541	549	1%
website hits	527,072	519,384	-1%	127,092	128,689	1%						

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.

MONTHLY STATISTICAL REPORT
FY12/13

November	Circulation FY11/12	Circulation FY12/13	%change	Visitors FY11/12	Visitors FY12/13	%change	Circ/Open Hr FY11/12	Circ/Open Hr FY12/13	%change	Visitors/Open Hr FY11/12	Visitors/Open Hr FY12/13	%change
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%						
Subtotal	129,228	0	-100%	74,520	90,502	21%	906	0	-100%	533	553	4%
ebooks	6,686	11,184	67%									
e-audio	857	2,103	145%									
TOTAL	136,771	13,287	-90%	74,520	90,502	21%	906	0	-100%	533	553	4%
website hits	416,930	355,157	-15%	105,162	103,504	-2%						

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.

December	Circulation FY11/12	Circulation FY12/13	%change	Visitors FY11/12	Visitors FY12/13	%change	Circ/Open Hr FY11/12	Circ/Open Hr FY12/13	%change	Visitors/Open Hr FY11/12	Visitors/Open Hr FY12/13	%change
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%						
Subtotal	122,382	0	-100%	66,589	87,335	31%	859	0	-100%	483	545	13%
ebooks	10,656	10,168	-5%									
e-audio	893	1,349	51%									
TOTAL	133,931	11,517	-91%	66,589	87,335	31%	859	0	-100%	483	545	13%
website hits	432,813	461,921	7%	106,311	111,531	5%						

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.

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September	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
Aptos	17,478	23,703	36%	10,565	12,030	14%	106	136	28%	64	69	8%
Boulder Creek	2,717	3,943	45%	2,285	2,676	17%	30	30	0%	25	20	-19%
Branciforte	5,068	8,700	72%	4,489	6,573	46%	65	68	5%	58	51	-11%
Capitola	7,851	10,872	38%	4,945	4,776	-3%	82	74	-10%	52	32	-37%
Downtown	33,038	46,868	42%	28,816	35,410	23%	162	215	33%	141	162	15%
Felton	1,526	2,174	42%	1,088	1,532	41%	23	21	-12%	17	15	-13%
Garfield Park	2,211	2,986	35%	2,727	3,022	11%	28	31	9%	35	31	-11%
La Selva Beach	941	1,675	78%	1,178	1,372	16%	16	16	3%	19	13	-33%
Live Oak	11,145	14,612	31%	7,759	8,281	7%	86	109	27%	60	62	4%
Scotts Valley	17,717	24,161	36%	13,255	13,970	5%	120	139	15%	90	80	-11%
Outreach	2,471	3,047	23%	1,567	1,408	-10%						
Subtotal	102,163	142,741	40%	78,674	91,050	16%	719	838	17%	561	537	-4%
ebooks	9,502	6,868	-28%									
e-audio	1,106	2,373	115%									
TOTAL	112,771	151,982	35%	78,674	91,050	16%	719	838	17%	561	537	-4%
website hits	356,449	421,268	18%	104,316	118,499	14%						

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.

October	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
Aptos	12,938		-100%	8,084	12,030	49%	79	0	-100%	49	60	23%
Boulder Creek	3,092		-100%	2,346	3,235	38%	34	0	-100%	26	22	-14%
Branciforte	5,290		-100%	4,807	7,345	53%	68	0	-100%	62	51	-17%
Capitola	7,428		-100%	4,829	5,297	10%	78	0	-100%	51	33	-34%
Downtown	34,463		-100%	26,728	35,642	33%	169	0	-100%	131	147	12%
Felton	1,462		-100%	971	1,663	71%	22	0	-100%	15	14	-6%
Garfield Park	2,054		-100%	2,629	3,368	28%	26	0	-100%	34	27	-20%
La Selva Beach	914		-100%	1,089	2,162	99%	15	0	-100%	18	18	0%
Live Oak	13,316		-100%	8,291	9,022	9%	102	0	-100%	64	54	-16%
Scotts Valley	23,981		-100%	12,710	14,442	14%	163	0	-100%	86	72	-16%
Outreach	2,838		-100%	1,845	1,615	-12%						
Subtotal	107,776	0	-100%	74,329	95,821	29%	757	0	-100%	535	498	-7%
ebooks	8,390	9,308	11%									
e-audio	968	2,593	168%									
TOTAL	117,134	11,901	-90%	74,329	95,821	29%	757	0	-100%	535	498	-7%
website hits	279,066	450,622	61%	93,140	127,971	37%						

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.

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July	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
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	112,606	152,378	35%	67,853	91,396	35%	786	913	16%	489	566	16%
ebooks	5,990	4,533	-24%									
e-audio	1,103	1,204	9%									
TOTAL	119,699	158,115	32%	67,853	91,396	33%	786	913	16%	489	566	16%
website hits	367,712	518,988	41%	107,311	128,789	20%						

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.

August	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
Aptos	17,711	25,067	42%	9,932	11,719	18%	108	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	115,286	148,106	28%	85,578	89,035	4%	800	819	2%	610	495	-19%
ebooks	5,684	5,697	0%									
e-audio	1,171	2,110	80%									
TOTAL	122,141	155,913	28%	85,578	89,035	4%	800	819	2%	610	495	-19%
website hits	382,678	512,829	34%	111,546	126,192	13%						

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.

000034

SANTA CRUZ
FINANCE DEPARTMENT

TO: Finance Committee- Library Joint Powers Authority Board
FROM: Marc Pimentel, Finance Director
DATE: February 08, 2013
RE: Monthly Dashboard Report: Library's December 2012 financials

Contained herein is the December 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 $843,950.

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)	Actual Results (1)				Annual Budget (2) FY 2012/13	Percent of Budget Comparison		
	October	November	December	YTD		YTD Actuals	Months completed	Positive / (negative)
Revenue:								
Sales Tax	$ 466,387	$ 595,667	$ 652,350	$ 3,315,728	$ 5,991,473	55.3%	50.0%	5.3%
MOE- Member Contributions	425,076	425,076	425,076	2,550,454	5,149,416	49.5%	50.0%	(0.5%)
Library Fines	20,259	17,277	12,176	95,746	200,000	47.9%	50.0%	(2.1%)
Donations- Friends	4,965	169	150	7,261	70,000	10.4%	50.0%	(39.6%)
Other Revenue	4,884	10,701	2,160	31,876	96,745	32.9%	50.0%	(17.1%)
TOTAL REVENUE	$ 921,570	$ 1,048,890	$ 1,091,911	$ 6,001,066	$ 11,507,634	52.1%	50.0%	2.1%
Expenditures:								
Payroll	570,974	504,389	602,144	3,477,899	7,574,988	45.9%	50.0%	4.1%
Books (w/Grants)	127,578	49,044	81,299	523,409	909,826	57.5%	50.0%	(7.5%)
Janitorial Services	9,664	13,706	11,369	57,360	117,097	49.0%	50.0%	1.0%
Building & Facility O&M	15,532	8,332	16,215	66,916	154,752	43.2%	50.0%	6.8%
Rent (Equip, Building, Land)	25,934	2,168	49,700	157,135	312,409	50.3%	50.0%	(0.3%)
Utilities	48,935	14,935	24,954	178,742	312,410	57.2%	50.0%	(7.2%)
Other expenditures	161,328	110,675	72,173	695,655	2,056,871	33.8%	50.0%	16.2%
(2) **TOTAL EXPENDITURES**	$ 959,944	$ 703,249	$ 857,854	$ 5,157,115	$ 11,438,353	45.1%	50.0%	4.9%
Net Gain / (Loss)	$ (38,374)	$ 345,641	$ 234,057	$ 843,950	$ 69,281			
	October (1)	November	December	YTD	Annual Budget (2)			

Key Balance Sheet items	October	November	December	
(3) Cash	$ 2,663,537	$ 1,836,365	$ 2,059,941	
Total Current Assets	2,675,949	2,878,684	3,157,380	
Short Term Debt	155,086	64,606	111,167	
Long Term Debt (City of SC)	307,170	307,170	307,170	

Key Operating Indicators	Status
"Current" assets vs Short Term liabilities (Over 2 is good)	28.4
"Current" assets vs Long Term liabilities (Over 1 is good)	10.3
Cash vs Budgeted Revenue (10% was goal by FY16/17)	17.9%

Notes:
(1) July, August, September & October actuals 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 $296,619 from the Adopted Budget for prior year project carry-overs and/or by Board direction or minor clerical

(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.

Status Update for IT Strategic and Facilities Master Plans
January 29, 2013

IT Strategic Plan

Carson made his second site visit on January 17-18. He met with library staff, library IT staff and visited three branches not yet visited. In addition there was an invitation only focus group with ten tech leaders from the business, education, nonprofit and government communities. Carson also met with Nancy, David and Dick.

The two public surveys have closed and results are being tabulated. One was for online users and the other was for customers coming into the branches. An excellent return rate was achieved- 57% of the 400 surveys distributed in the branches were returned and 97 online surveys were submitted.

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. This is on the same timeline as the City's IT Strategic Plan which has a library component to it as well. A major recommendation is anticipated regarding the future of the Library's Integrated Library System (ILS). This is a very complicated issue with many facets to it, including costs for staying with the current system or migrating to a new one. These will be detailed in the plan itself and the ILS is an issue that is not yet ready for total vetting and consideration by the LJPB.

Teresa plans to meet with individual board members (or in groups of 2-3) to review the preliminary recommendations and to help the new board members get up to speed on the issues involved. This will happen as soon as the draft report comes out well in advance of the April Board meeting so that any necessary changes can be made.

Facilities Master Plan

The Consultants were in town for a visit with the administrators and key staff of each jurisdiction to review the progress on the analysis of capital maintenance needs and necessary improvements. Each jurisdiction and library staff are reviewing the draft information in detail in preparation for a draft report that will be ready by early March.

A project team meeting was held on Tuesday January 29 to review the data with library staff and to discuss the process moving forward.

Before the March 18 study session, Teresa will meet with individual board members (or in groups of 2-3) to review the preliminary recommendations and to help the new board members get up to speed on the issues involved. Adoption of the plan is on track for April. The Board will then need to focus on implementation and funding options and processes which will be presented separately from the plan as the plan itself will only go as far as recommending prioritization criteria and phasing options.

MEMO

DATE: January 15, 2013

TO: Library Joint Powers Board

FROM: Teresa Landers, Library Director
          For Councilmember Mathews and Citizen Member English

Councilmember Mathews and Citizen Member English requested the introduction of a by-laws amendment to address the issue of an at-large citizen member being able to serve on the LJPB until their replacement is appointed. Currently, the by-laws state:

> The Board shall fill regular vacancies in an At-Large Citizen Member position as soon as is practicable following the first day of January, but no later than the regular March meeting.

The by-laws do not allow the incumbent At-Large Member to serve on the Board past January. This creates a potential vacancy in the Board for two months. The proposed by-laws amendment to Article III #3 addresses this.

LIBRARY JOINT POWERS BOARD BYLAWS – BYLAW III-3

3. The At-Large Citizen Members shall each serve four-year terms, commencing from the January meeting closest to their appointment date. ~~The terms of the initial Citizen Members shall be staggered to end at 36 months, 42 months, and 48 months respectively. The initial Citizen Members shall draw lots to establish their respective terms.~~ Notwithstanding the foregoing, an At-Large Citizen Member shall continue to serve until a replacement has been appointed if a replacement has not been appointed as of the date of the At-Large Member's January term expiration.

The last line beginning with "Notwithstanding" is the addition. The deleted section refers to the initial terms of Citizen Members from when the LJPB was created and is no longer relevant so is recommended for deletion.

The by-laws state than an amendment to the by-laws must be delivered to all members of the Board at least ten (10) days prior to the meeting it will be acted on. This is that 10 day notification and approval will be on the February agenda

FOR IMMEDIATE RELEASE

Contacts: Janis O'Driscoll, Santa Cruz Public Libraries, (831) 427-7700, extension 7662

Target Media Hotline, (612) 696-3400

Santa Cruz Public Libraries Receives Grant from Target for

Cuéntame un Cuento (Read me a Story)

The Santa Cruz Public Libraries announce that its *Cuéntame un cuento* Spanish-language story time program was awarded a grant from Target Corporation (NYSE: TGT). In recognition of the efforts of the Santa Cruz Public Libraries to encourage early childhood literacy, the grant will support the library in expanding its story time offerings to include a one-hour Spanish-language story time program at the Live Oak Branch of the library. The grant will enable the program to give away a Spanish-language to book to each child who attends.

"We're pleased that Target recognizes the importance of early literacy activities for children whose primary language is Spanish," said Janis O'Driscoll, Division Manager of Programs, Information & Partnerships.

The grant is part of Target's ongoing efforts to build strong, safe and healthy communities across the country. These efforts include Target's long history of giving 5 percent of its income to communities, which today equals more than $3 million every week. As part of this commitment, Target is on track to give $1 billion for education by the end of 2015 to help kids learn, schools teach and parents and caring adults engage.

"At Target, we are committed to serving local communities where we do business," said Laysha Ward, President, Community Relations, Target. "That's why we are proud to partner with the Santa Cruz Public Libraries as we work to strengthen communities and enrich the lives of our guests and team members."

In addition to the grant received by Santa Cruz Public Libraries, Target also gives through signature programs such as:

- **Take Charge of Education**, a school fundraising initiative that provides undesignated funds to local schools for whatever they need most, from books and school supplies to classroom technology.
- **Arts Accessibility**, free or reduced-price admission to arts and cultural events nationwide.
- **Target School Library Makeovers**, a program that leverages Target's world-class design expertise to transform school libraries across the country with new construction, furniture, and technology, as well as 2,000 new books.

000038

- **Education Grants and Awards,** including Books for Schools Awards, Target Field Trip Grants and Early Childhood Reading Grants, that provide schools, libraries, teachers and nonprofit organizations the resources they need to bring learning to life and put more kids on the path to graduation.

About Santa Cruz Public Libraries

The Santa Cruz Public Libraries is a City-County library system providing library services to Santa Cruz County, California. Its ten branch libraries and bookmobile serve all of Santa Cruz County with the exception of the City of Watsonville, which maintains its own library.

About Target

Minneapolis-based Target Corporation (NYSE:TGT) serves guests at more than 1,763 stores across the United States and at Target.com. The company plans to open its first stores in Canada in 2013. In addition, the company operates a credit card segment that offers branded proprietary credit card products. Since 1946, Target has given 5 percent of its income through community grants and programs; today, that giving equals more than $3 million a week. For more information about Target's commitment to corporate responsibility, visit Target.com/hereforgood.

##

Janis O'Driscoll
Division Manager
Programs, Information & Partnerships
Santa Cruz Public Libraries
Tel: (831)427-7700, x7662
http://www.santacruzpl.org

SANTA CRUZ PUBLIC LIBRARIES

Want a signature like mine? Click here.

000039

Teresa L.
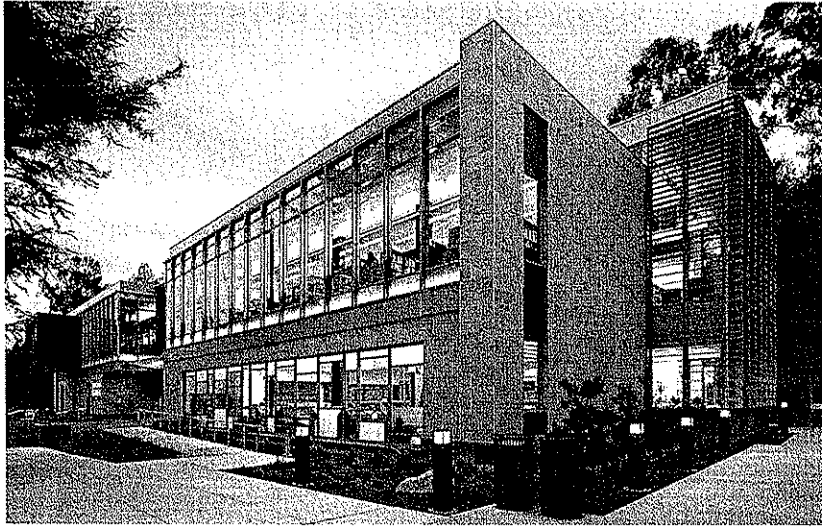
Library is beacon of green design

LEED-Gold library offers roomy, light-filled spaces along with ample square footage.

Photos courtesy David Wakely Photography
(top) The library's sustainable elements
include a light-colored plaza and roof
to reduce the heat island effect.
(center) The round "nurdle nooks"
in the children's area are popular
spots for sitting and reading.
(left) The library's atrium features a work of glass
art by Northern California artist Sheri Simons.

The old public library in Los Gatos, Calif., had long been bursting at the seams. Built in 1964, the facility no longer had the capacity to accommodate the needs of the town's population, which had tripled over the past 50 years. The new 30,250-square-foot LEED Gold-certified library, which opened earlier this year, offers residents almost triple the space of its predecessor.

Berkeley, Calif.-based Noll & Tam Architects conceived of the building as a lantern. Nestled into the base of a wooded hillside adjacent to the civic center, the two-story library glows at night when lit from within.

Organizing the structure as a long, narrow form along an east-west axis maximizes views and natural light during the day while minimizing solar heat gain.

The interior features a 35-foot-high lobby atrium with a grand staircase that incorporates a work of glass art from a Northern California artist. The first floor also contains administrative space, a periodicals room, a café, a circulation desk and a children's room.

Designed to create a country club feel, the periodicals room has a fireplace, wood bookcases and dark paneled walls. The second floor contains most of the book collections, a technology lab, two group study rooms, a lounge, a history center and a teen area with a large bay window.

In the public areas, a raised-floor HVAC system helps conserve energy. A bicycle rack and employee showers encourage use of alternative transportation. In addition, many of the building's materials contain high levels of recycled content, including the steel structure, insulation, exterior and interior masonry, as well as the carpeting.

Two digital monitors at the library's entry showcase the sustainable strategies and display real-time tracking of water and energy consumption and the amount of solar electricity being produced.

000040

Board Takes No Action on Library Sleeping Ban

Librarians like to crack down on behaviors that interfere with a studious environment

by **Georgia Perry** on Jan 09, 2013

The library board did not take any action relating to people sleeping on library grounds. Photo by Chip Scheuer.

In addition to carrying on the noble legacy of the Dewey Decimal System, librarians are also the de facto stewards of everyone who uses the public library, whatever their purposes.

The Santa Cruz Library Board periodically reviews its code of conduct to take into account whatever new issues are arising, whether they be hordes of boisterous teenagers swarming the Scotts Valley branch when schools let out, or local homeless sleeping for hours in the aisles of the downtown branch. The most recent revision, passed at last month's Library Board Meeting, gave librarians permission to issue suspensions for up to a year to patrons who violate the code. Previously, they had only been able to issue 30-day suspensions and had to obtain restraining orders from the City Attorney's Office for anything else.

"Most of the revisions [to the code] are based on staff recommendations as a result of their experiences," explains Santa Cruz Director of Libraries Teresa Landers. "Behaviors which prevent others from being able to use the library for its intended purpose are what we prohibit," she added.

Two other proposed changes to the code—which would have restricted support animals and imposed a sleeping ban—were not adopted by the board. The former was sent back for more research, and the latter was rejected in a close vote.

Related Articles

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The sleeping ban in particular generated the most controversy at the meeting. A few homeless advocates spoke, including Gail Williamson. "Since Santa Cruz has passed so many move-along laws, privatized public spaces and made it illegal to sleep at night, it would be inhumane to take away one of the few safe public amenities that is still free, should someone fall asleep," Williamson told the *Weekly*.
The code made a distinction between "dozing off for 10 minutes while reading a newspaper" and "sleeping for hours."

The homeless advocates applauded when the sleeping ban was shot down, but the two librarians present were clearly disappointed and even looked a little helpless when the resolution failed to pass. For them, it was obviously one resource taken away in a policing job they didn't ask for, but are expected to do.

Job Hazards

So exactly what kinds of things do today's librarians have to deal with? Some pretty weird ones, it turns out. For her part, Landers recalls the time she adopted two cats when she worked at a library in Phoenix. They had been abandoned on the magazine shelves. She says a library staffer here in Santa Cruz once found a pair of false teeth being used as a bookmark in a returned book. The reports from around the country are just as strange. For example:

• Katie Knight, a recently retired librarian at a Fayetteville, North Carolina public library told the Raleigh News Observer that she found dental floss used as a bookmark and a condom deposited in the book return slot, and once fielded an anonymous phone call from someone wondering if there was a warrant out for his arrest.
• Confessional website "Love the Liberry" runs anonymous complaints from librarians, such as: "Man comes to the desk with a dripping wet book and claims it was like this when he got it." Or, "A giant man in a t-shirt that says 'fuck' comes up to me at the children's desk and asks if we have At the End of the Sidewalk by Shel Silverstein."

• UC Berkeley student Nadia Cho made headlines this winter with a provocative sex column in The Daily Californian newspaper detailing an afternoon of on-campus sex. "I've always had the clichéd fantasy of having sex in Main Stacks, so we wasted no time in heading there first," she wrote. A self-identified university librarian complained in the comments section of the column of having to deal with "pedophiles, thieves, and people with poor bowel function," and now students using "liberal arts justifications" to have sex in the library.

Blogger "The Annoyed Librarian" had an altogether different and distinctly librarian-esque concern. With decades worth of "reliable sexual information in the library," she wondered, "why would anyone turn to a barely post-adolescent college student for sex tips?"

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Volunteer Income Tax Assistance starts Friday; refunds averaged $2,000 last year   1|29|13

By Jondi Gumz Santa Cruz Sentinel Santa Cruz Sentinel
Posted:

SantaCruzSentinel.com

SANTA CRUZ -- Starting Friday, IRS-certified volunteers will offer free tax preparation services to help workers earning less than $57,000 last year see if they qualify for the "earned income tax credit."

Last year, 18,309 Santa Cruz County taxpayers claimed the credit, receiving an average refund of $2,056, bringing $37.6 million into the local economy, according to IRS spokesman David Tucker.

IRS estimates one out of every four eligible people fail to claim the earned income tax credit, either because they don't know about it, don't know they qualify or are unaware of free tax filing assistance.

The Volunteer Income Tax Assistance program is offered locally at 15 sites and facilitated by nonprofits Project SCOUT, Santa Cruz Community Ventures and United Way of Santa Cruz County.

This is the 45th year for Project SCOUT's involvement and 25th year for Community Ventures.

Irma Ranzuglia of Santa Cruz Community Ventures and Jan Shirchild of the Seniors Council pointed out refunds can help families pay expenses such as utilities, rent, child care, as well as reduce debts and start long-term saving goals.

Locations are:

- Santa Cruz Community Credit Union: 324 Front St., Santa Cruz., noon to 5 p.m. Fridays and 1 to 7 p.m. Thursdays.

- Watsonville Public Library, 275 Main St., Watsonville, 3 to 5 p.m. Fridays and 4 to 7 p.m. Mondays.

- Highlands Park Senior Center, 8500 Highway 9, Ben Lomond, 10-11 a.m. Fridays.

- Santa Cruz Public Library, 224 Church St., Santa Cruz, upstairs, 11 a.m. to 1 p.m. Saturdays Feb. 2 and 16, March 2, 16 and 30 and April 6 and 3 to 6 p.m. Tuesdays, and 1 to 5 p.m. April 15.

- Louden Nelson Community Center, 301 Center St., Santa Cruz, 11 a.m. to 1 p.m. Saturdays Feb. 9 and 23, March 23 and April 13 and 9:30 to 11:30 a.m. Thursdays.

- Immigration Project, 406 Main St., Watsonville, 10 a.m. to noon Saturdays by appointment only. Call 831-724-5667.

- Live Oak Senior Center, 1777 Capitola Road, Santa Cruz, 10 a.m. to noon Mondays (closed April 1).

- Live Oak Family Resource Center, 1740 17th Ave., Santa Cruz, 2 to 5 p.m. Mondays by appointment only, Call 831-662-0305.

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- Workforce Santa Cruz, 18 W. Beach St., Watsonville, noon to 5 p.m. Mondays.

- La Manzana Community Resources, 521 Main St., Watsonville, 10 a.m. to noon Tuesdays.

- Market Street Senior Center, 222 Market St., Santa Cruz, 1 to 3 p.m. Wednesdays.

- Watsonville Senior Center, 114 E. Fifth St., Watsonville, 1 to 3 p.m. Wednesdays.

- Mid-County Seniro Center, 829 Bay Ave., Capitola, 1 to 3 p.m. Wednesdays.

- Aptos Library, 7695 Soquel Ave., Aptos, 1 to 3 p.m. Thursdays.

- Scotts Valley Senior Center, 370 Kings Village Road, Scotts Valley, 1 to 3 p.m. Thursdays.

At senior centers, senior citizens will get priority. No services will be available on Feb. 18, Presidents' Day. For information call 211 or 877-FRE-TAXS or go to www.irs.gov or www.scccu.org/our-community

Follow Sentinel reporter Jondi Gumz on Twitter at Twitter.com/jondigumz

000044

San Francisco library solves digital age puppy poop problem with newspapers

Posted: 1 | 22 | 13   SantaCruzSentinel.com

SAN FRANCISCO -- San Francisco's animal control agency is relying on donated newspapers to solve pooping puppies problem.

It seems digital newspaper subscriptions and smartphones have cut the once abundant supplies of old newspapers.

Animal Care & Control has been relying on public contributions and San Francisco Chronicle (http://bit.ly/XLirUN) donations to line the cages of shelter puppies needing potty training.

Now, the San Francisco Public Library is donating old newspapers to make sure the shelter has a consistent paper stream.

Animal control will pick up the newspapers twice a month.

Agency supervisor Eric Zuercher says the arrangement with the library has solved a big problem, noting puppies are poop machines.

NEWS BRIEFS

Artists reception planned at library

An artists reception will be from 2 to 4 p.m. Jan. 26, a Saturday, to celebrate the opening of an exhibition at Scotts Valley Branch Library.

The exhibition, titled "About Face," features work by local artists Sefla Joseph, Susan Hancey, Katharina Short, Richard Bennett, Liz Crain, Mary Altier, Dee Hooker and June Pace.

It opens Jan. 19 and runs through April 27 at the library, 251 Kings Village Road.

The exhibition is the latest part of an Art in the Library program chaired by Valri Peyser. The program was launched in 2011.

For information: www.fsvpl.org/p/art-in-library.html.

PRESS BANNER
FRIDAY, JAN. 25, 2013

Spanish stories told at Live Oak library

A Spanish-language story time has begun at the Live Oak Branch Library from 5:30 to 6:30 p.m. Mondays.

A grant from Target Corp. provided funding to start up the program, which is called "Cuéntame un Cuento" — in Spanish, "tell me a story."

A book in Spanish will be given to each child who attends.

The Live Oak Branch Library is at 2380 Portola Drive in Santa Cruz.

For information: 427-7700, ext. 7662, or www.santacruzpl.org.

■ *To comment or submit information for brief news items, email pbeditor@pressbanner.com or post a comment on www.press banner.com.*

000046

SANTA CRUZ SENTINEL

College workshop Feb. 9

Jerilyn Kass of Higher Standards, financial planner Steve Shapiro and writing consultant Maggie Paul will offer a college prep workshop at 10:15 a.m. Feb. 9 at the downtown branch Santa Cruz Public Library, 224 Church St.

Kass will share information and tips on SAT/ACT standardized testing. Paul, a college English instructor, will discuss what makes an effective college essay. Shapiro will talk about how college choice can impact financial aid.

Reservations are requested to steve@tuitionsolutionsnow.com.

SANTA CRUZ SENTINEL   JANUARY 18, 2013

Coat, toiletries drive winds down

Donations will be accepted through Saturday for a coat and toiletries drive sponsored by the Volunteer Center.

Donations can be dropped off during regular business hours at the following locations:

- Scotts Valley Library: 251 Kings Village Road, Scotts Valley.

- Staff of Life: 1266 Soquel Ave., Santa Cruz.

- Live Oak Library: 2380 Portola Drive, Santa Cruz.

- Santa Cruz Volunteer Center, 1740 17th Ave. Suite 2, Santa Cruz.

- Santa Cruz Main Library, 224 Church St., Santa Cruz.

- UC Santa Cruz College 10, Psychology Department, Social Sciences 2, Room 273.

Coast Lines: Jan. 16, 2013: Library board to get new members

By Sentinel Staff report Santa Cruz Sentinel Santa Cruz Sentinel
Posted:

SantaCruzSentinel.com

Library board to get new members

The nine-member Joint Powers Authority Board for the Santa Cruz Public Libraries will welcome new members in coming weeks.

On Monday, the board interviewed two applicants, Martha Dexter of Santa Cruz and James Anastas of Live Oak, to replace outgoing citizen member Leigh Poitinger. On Feb. 13, the board is expected to make an appointment, select a chair and vice chair, and welcome two representatives still to be named by the county Board of Supervisors.

The previous chair, Capitola Councilman Sam Storey, was replaced on the board by Councilman Mike Termini. Outgoing Santa Cruz Councilwoman Katherine Beiers was replaced by returning Councilwoman Cynthia Mathews.

Remaining on the board are Santa Cruz Councilman David Terrazas, Scotts Valley Councilman Jim Reed, and citizen members Nancy Gerdt of Felton and Dick English of Aptos.

SANTA CRUZ
PUBLIC LIBRARIES

Teresa Landers <landerst@santacruzpl.org>

Fwd: SCPL Patron Comment or Suggestion: library director-thanks

WEBMASTER SCPL <webmaster@santacruzpl.org>   Wed, Jan 9, 2013 at 1:04 PM
To: Metis Group <metis@santacruzpl.org>, Leslie Auerbach <auerbachl@santacruzpl.org>

Good work!

Diane Cowen
Virtual Services Coordinator,
Santa Cruz Public Libraries
Tel: 831.427.7706 x 7763
http://www.santacruzpl.org

SANTA CRUZ
PUBLIC LIBRARIES

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

Get a signature like this. Click here.

---------- Forwarded message ----------
From: <webmaster@santacruzpl.org>
Date: Tue, Jan 8, 2013 at 8:11 PM
Subject: SCPL Patron Comment or Suggestion: library director-thanks
To: webmaster@santacruzpl.org

The following message has been received from:

NAME: miguel auclair-valdez

PHONE NUMBER:

EMAIL ADDRESS: miguelav@onemain.com

==

Due to some confusion I had to request an extension of a hold. I was pleased to have Leslie Auerbach not only extend the hold but sent me an email to confirm. I was quiet happy and realized that this is the type of service I take for granted. As I think about jot just wanted to let you know your staff is wonderful. They are considerate, professional and efficient. Thanks for having them, M

==

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

000049

SANTA CRUZ
PUBLIC LIBRARIES

Teresa Landers <landerst@santacruzpl.org>

Fwd: SCPL Patron Comment or Suggestion: a compliment

WEBMASTER SCPL <webmaster@santacruzpl.org>   Thu, Jan 24, 2013 at 12:41 PM
To: Metis Group <metis@santacruzpl.org>, Ann Young <younga@santacruzpl.org>

I think they might mean the catalog

Diane Cowen
Virtual Services Coordinator,
Santa Cruz Public Libraries
Tel: 831.427.7706 x 7763
http://www.santacruzpl.org

SANTA CRUZ
PUBLIC LIBRARIES

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

Get a signature like this. Click here.

---------- Forwarded message ----------
From: <webmaster@santacruzpl.org>
Date: Thu, Jan 24, 2013 at 12:49 AM
Subject: SCPL Patron Comment or Suggestion: a compliment
To: webmaster@santacruzpl.org

The following message has been received from:

NAME: greg Powers

PHONE NUMBER: 8313318232

EMAIL ADDRESS: gregorypowers@gmail.com

===

I just want to say to the web designer(s) over there, I think you folks are doing an especially nice job, building out the new library website. It's becoming a pleasure to use the site now, as you improve it -- good ridden to that old library site.

So, keep up the good work!

-greg-

===

000050

Dear Hui-lan,

Thank you so much
for putting my books on the shelf!
I see that they are both taken
out - so I am glad that they are
being read. (Perhaps by my friends —
but that is OK)

I'm working on the
sequel to Harvest, called
Rising Fortunes. Maybe that will
find a home here also.

Thanks again!
Jon F. Preblich

000051

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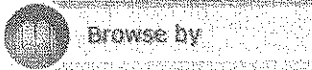
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Local Community
in the Era of Social
Media Technologies
A global approach
Hui-Lan H. Titangos
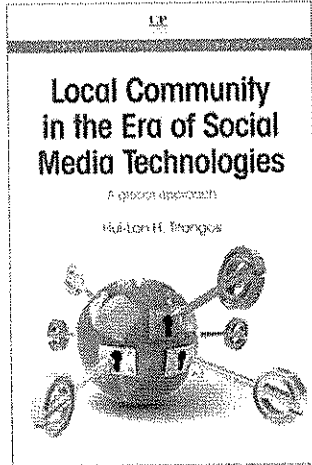
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Social media technologies can help connect local communities to the wider world, and Titangos effectively illustrates this by showcasing the efforts of Santa Cruz County government, California, to develop a truly global approach to connecting via social media. Highlights of his study include:

- Illustrating the potential for new developments through practical experience
- Examining efforts to move beyond digitization technology
- Demonstrating how to effectively present local information to the world-wide community

The book covers the early efforts of recording the local Santa Cruz area before moving on to deal with Library 1.0.

It then evaluates the present situation with Library 2.0 and its benefits, and ends with a discussion of future directions and the implications of Library 3.0 and beyond.

About the Author

Hui-Lan H. Titangos is Reference/Access Services Librarian at Santa Cruz Public Libraries. She holds a Graduate Certificate in Information Management and an MLIS from the University of California at Berkeley. Her previous experience includes working for The DIALOG Corporation, Pacific Neighborhood Consortium, and Shanghai Filmmakers' Association. She is the author of five working papers about Santa Cruz published in journals and publications, such as *Library Management* and *Chinese Librarianship*.

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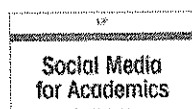
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IMLS 2010 Public Library Survey Results Announced
Libraries doing more with less – Local government taking larger funding role

Washington, DC—Public libraries served 297.6 million people throughout the United States, a number that is equivalent to 96.4 percent of the total U.S. population, according to new research by the Institute of Museum and Library Services (IMLS). In 2010, there were 8,951 public libraries in the 50 states and the District of Columbia with 17,078 public library branches and bookmobiles.

IMLS today released the 2010 Public Libraries in the United States Survey, an analysis of the most comprehensive annual data collection of U.S. public library statistics. Nationally, public libraries have seen reductions in operating revenue, service hours, and staffing. Numbers for circulation, program attendance, and computer use continue to trend upward.

This is the first federal statistical report on public libraries to go beyond a national level analysis to report on trends at the local, regional, and state levels. The report identifies indicators in three areas: services and operations, resources, and workforce. To provide a more complete picture of library service in the U.S., the report provides a snapshot for each state, describing characteristics of library service.

"Public libraries in America continue as strong anchors for their communities, valued by the people they serve and striving to meet the changing needs of their service populations," said IMLS Director Susan Hildreth. "The survey reports decreasing levels of state and federal funding for public libraries, with local support providing a

greater portion of funding than ever before."

"Trends to watch," continued Hildreth, "include public libraries increasing the number of non-print materials in their collections; offering more access to computers and computer resources; providing more public programs; and diversifying collections, including increasing numbers of e-books."

"Public libraries continue to be an essential service for the nation's children. The study finds that attendance at children's programs reached 60.50 million and circulation of children's materials increased 28.3 percent over the last ten years."

Highlights from the Report

Public Library Services and Operations

- **Public libraries offered 3.75 million programs to the public in FY 2010,** which amounts to an average of at least one program a day for every library system in the country. **The majority of these programs (61.5%) are designed for children.** Attendance at programs has continued to rise, indicating an increased demand for these services.
- **Public libraries circulated 2.46 billion materials in FY 2010, the highest circulation in 10 years,** representing a continued increasing trend. Circulation of children's materials has increased by 28.3 percent in the last 10 years and comprises over one-third of all materials circulated in public libraries.
- The composition of public library collections has changed dramatically in recent years. While books in print continue to dominate the physical portion of the collection, making up 87.1 percent of the total in FY 2010, the share of non-print materials, including audio and video materials and electronic books, has increased. **The number of e-books has tripled since FY 2003. In FY 2010, there were 18.50 million e-books available for circulation.**
- Public access computer use continued to be one of the fastest growing services in public libraries. In FY 2010, public libraries reported a computer use rate of more than one use for every five visits to the library. Public libraries have responded to demand by increasing access, **doubling the number of public computers in the past 10 years.**
- Physical visits to libraries decreased 1.1 percent in 2010. (Note: the survey does not collect data on online visits or transactions of public libraries.) Physical visits **remain strong with an overall 10-year increase of 32.7 percent from FY 2001-FY 2010.** On average, Americans visited a public library 5.3 times per year, a ten-year increase of 21.7 percent.

Public Library Resources

- Public libraries had **$11.3 billion in revenue in FY 2010, a decrease of 3.5 percent from FY 2009,** after adjusting for inflation. Although local governments have generally been the largest source of revenue for public libraries, they have had to take on an even larger role as state support declined over 10 years.
- **Public libraries reported operating expenditures of $10.77 billion dollars in FY 2010, the first decrease since FY 2001.** Although expenditures across all U.S. public libraries were $36.18 per capita, per-capita expenditures varied greatly by state, with spending as low as $15.99 and as high as $67.78.

Public Library Workforce

- The recession has had an impact on **the public library workforce, which has decreased by 6,385 Full Time Equivalent (FTE) staff since FY 2008, a decrease of 3.9 percent.** Staff-related expenditures were $7.21 billion, 67.0 percent of public library expenses in FY 2010.

- Librarians made up one-third of all library staff. Although the majority of these librarians hold a Master's degree in Library Science from a program accredited by the American Library Association (ALA-MLS), **only half of all libraries reported having a librarian with an ALA-MLS on staff.**

A copy of the FY 2010 Public Library Survey can be accessed online at:http://www.imls.gov/ research/public_libraries_in_the_us_fy_2010_report.aspx

research/public_libraries_in_the_us_fy_2010_report.aspx .

Researchers may also access the collected data online at: http://www.imls.gov/research/public_libraries_in_
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Link to blog post by IMLS Director Susan Hildreth.

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Not dead yet: Libraries still vital, Pew report finds

By David L. Ulin, Los Angeles Times Book Critic

4:00 AM PST, January 22, 2013

Perhaps the most groundbreaking aspect of "Library
Services in the Digital Age," the report released today by the
Pew Research Center's Internet & American Life Project is
how non-groundbreaking its findings are.

Based on "a survey of 2,252 Americans ages 16 and above"
conducted between October 15 and November 10 of last
year, the Pew report assures us that, even in the digital age,
libraries continue to serve a variety of functions, with nearly
60% of respondents having had some kind of interaction with
a library in the last 12 months, and 91% saying that "public
libraries are important to their communities."

As for the way these numbers break down, the vast majority
of patrons (73%) still visit libraries to browse the shelves and
borrow print books. In contrast, only 26% use library computers or WiFi connections to go online.

That's not to say that digital services are insignificant; 77% of those surveyed by Pew said it was "very
important" for libraries to provide free access to computers and the Internet, numbers that go up considerably in
black (92%) and Latino (86%) communities.

Nor does it suggest that library users are complacent; a big part of the report deals with "public priorities," with
an emphasis on literacy and curriculum.

"In general," Pew avers, "Americans are most adamant that libraries should devote resources to services for
children; over eight in ten Americans say that libraries should 'definitely' coordinate more closely with local
schools in providing resources to kids (85%), and a similar number (82%) strongly support libraries offering free
early literacy programs to help young children prepare for school."

So what does this mean? Well, for one thing, I'd suggest, it puts the lie to the decline of the library, much like that
of the print book. It's been tempting to see, in the rise of digital culture, some element of historical imperative, but
the truth, or so the Pew report suggests, is far more complex.

Yes, respondents would like additional access to e-books, but not at the expense of books on the shelves. They
want both, which is, to me, a mark of the world in which we find ourselves, where old and new technologies

exist side-by-side.

In that sense, perhaps, the most astute observations here come from the library staff members asked by Pew to comment on the survey and its results.

"We attempt to meet the needs of our community," one says. "Due to the fact that the needs of the community are very diverse, our services are also diverse. We have made room for many activities at the library such as tutoring, meetings, family gatherings such as wedding showers, study space or just a place to hang out."

The role of libraries — as it is now and as it has ever been. Certainly, they are repositories for books, even if (in my least favorite bit of data here) 20% of respondents think print titles should be moved "out of public locations to free up space for other activities."

But more to the point, they are community centers — not just for neighborhoods but also for the community of ideas. Libraries are places where readers and writers can come together, where we can have a conversation, where books and literature are not relegated to the margins but exist, as they ought to, at the very center of public life.

Sure, there are issues facing libraries — insufficient resources, a divide between older and younger patrons — all of which Pew documents. At the same time, it's hard not to be hopeful in the face of the statistics in this report.

"In my opinion," argues another librarian, "the idea of connection is what is most important. We are here to help people find their place in the community, provide access to information and services, and help people connect through the stories they love."

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Public Library Users Want Both Books and Technology

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By George Eberhart [6]

A new report by the Pew Research Center indicates that free access to technology in public libraries is as important to Americans ages 16 and older as printed books and reference services. "Library Services in the Digital Age" (PDF file [7]), released January 22 by the center's Pew Internet and American Life Project, showed that 80% of the 2,252 interviewees said borrowing books and consulting reference librarians were "very important" library services, while 77% gave free access to computers and the internet the same rating.

Of those who gave a high rating to technology in the library, African-American and Hispanic users were more likely than whites to feel free access was very important. Women and those with some college experience were also especially likely to feel this way.

The survey was conducted October 15–November 10, 2012, via cellphones and landlines in both English and Spanish. Funded by the Bill & Melinda Gates Foundation, the survey is part of a larger research effort launched in the fall of 2011 to explore the role libraries play in American communities.

In other survey findings, a notable share of Americans said they would welcome wider uses of technology, such as:

- Ask-a-librarian services (37% said they would "very likely" use this service).
- Apps-based access to library materials and programs (35% "very likely").
- Access to technology petting zoos to try out new devices (35% "very likely").
- GPS-navigation apps to help patrons locate materials within the library (34% "very likely").
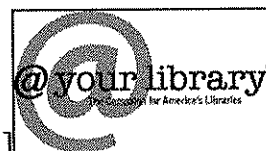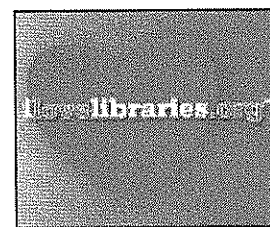
- Redbox-style lending machines or kiosks located throughout the community where people could check out books, movies, or music remotely (33% "very likely").
- Amazon-style customized book, audio, and video recommendation schemes (29% "very likely").

Larra Clark, program director for the American Library Association's Office for Information Technology Policy, represents OITP on the project's advisory group. "This is an incredible opportunity to increase our understanding of public perceptions and expectations of libraries in the digital age," Clark told *American Libraries*. "Pew does not advocate, but its work provides the ALA, libraries, and library advocates with timely information that can be used to identify gaps and opportunities, as well as communicate our changing roles in the community."

A majority (53%) of the interviewees said libraries should "definitely" offer a broader selection of ebooks. In addition, more than half would be likely to check out e-readers already loaded with books (58%), take classes on how to download library ebooks to handheld devices (57%), and take classes or instruction on how to use handheld reading devices like e-readers and tablet computers (51%). This represents a significant growth over the past year.

The 53% of Americans who visited a library or bookmobile in person in the past 12 months took part in the following activities:

- 73% browsed the shelves for books or media.
- 73% borrowed print books.
- 54% researched topics that interested them.
- 50% got help from a librarian. Asked how often they got help from library staff in answering research questions, 31% said they frequently got help, 39% said they sometimes got help, and 23% say they hardly ever got help.
- 49% sat, read, and studied, or watched or listened to media.
- 46% used a research database.
- 41% attended or brought a younger person to a class, program, or event designed for children or teens.
- 40% borrowed a DVD or videotape of a movie or TV show.
- 31% read or checked out printed magazines or newspapers.
- 23% attended a meeting of a group to which they belong.
- 21% attended a class, program, or lecture for adults.
- 17% borrowed or downloaded an audiobook.
- 16% borrowed a music CD.

The Pew Research Center also canvassed some 2,067 library staff members in December 2012 who provided answers to open-ended questions that illustrated what new services they were implementing or considering. Having more digital materials available was high on the list, and many said that they would love to have more ebooks available, as well as tablets and e-readers for checkout. Others wanted radio-frequency identification (RFID)

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tracking systems for books, hands-on projects in makerspaces, digitized local history resources, videoconferencing, and expanded community outreach.

"These findings paint a picture of a public that wants its libraries to be all things to patrons," said Lee Rainie, director of the Pew Internet Project and coauthor of the survey report. "There is no clear roadmap of public priorities for libraries, so different communities will likely come up with different mixes of services as they move into the future."

ALA President Maureen Sullivan welcomed [8] the report's findings, saying, "The good news is that our nation's libraries embrace this broad vision of meeting community needs in person and online and already are working to implement it. The challenge, of course, is determining how to best meet growing information and learning demands at a time when many libraries still face flat or reduced budgets."

A summary [9] of the survey findings as well as the complete report (PDF file [7]) can be found on the Pew Internet Project website.

American Libraries, Tue, 01/22/2013 - 06:00

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ALAAmericanLibraryAssociation

Forbes

(handwritten, top right:) Long but a good analeysis of issues facing libraries.

David Vinjamuri, Contributor
A brand guy speaking truth to power and teaching at NYU

Why Public Libraries Matter: And How They Can Do More

> *I have often thought that nothing would do more extensive good at small expense than the establishment of a small circulating library in every county, to consist of a few well-chosen books, to be lent to the people of the country under regulations as would secure their safe return in due time.*

Thomas Jefferson – letter to John Wyche, 1809.

From one standpoint, public libraries seem like a small thorn in the side of embattled publishers. They account for a small percentage of book sales, but bleed off more sales by lending bestsellers promiscuously. Publishers, anxious to discover the next Fifty Shades or Hunger Games have little time for their nattering and would prefer that the current fight over eBook pricing quietly disappeared.

But there is another side to public libraries in America: they are dynamic, versatile community centers. They welcomed more than 1.59 billion visitors in 2009 and lent books 2.4 billion times – more than 8 times for each citizen. More than half of young adults and seniors living in poverty in the United States used public libraries to access the Internet. They used this access, among other purposes to "find work, apply to college, secure government benefits, and learn about critical medical treatments" For all this, public libraries cost just $42 per citizen each year to maintain.

The growth of electronic reading holds significant opportunities and threats for both public libraries and publishers. This is no small affair: new research from the Pew Research Center shows that a third of Americans now own eBook readers or tablet devices, and Amazon sells more eBooks than print books.

Big six publishers limit public libraries' access to eBooks at their own peril. They fail to see that public libraries are an integral part of the fragile ecosystem of reading in America. Without libraries to encourage new readers, foster book groups and promote communities of reading, publishers will find fewer readers for their biggest titles, and readers will have more difficulty

discovering works not on the bestseller list.

Public libraries for their part have been slow to react to the dramatic changes in publishing and reading that threaten their ability to fulfill their core mission of promoting reading. By focusing too heavily on giving patrons access to bestsellers and popular movies, libraries risk missing the significant opportunity afforded by the explosion in the number of new books published each year.

This article is the second in a two-part series on libraries and their role in the marketing and readership of books. The first part focused on the current dispute between libraries and publishers. This article details the opportunities and obstacles for libraries in a changed world of publishing and reading.

Why Publishers Underestimate Libraries

Large publishers claim to embrace libraries, and they certainly have well-informed executives who do: just listen to Skip Dye, the VP of Academic and Library Sales and Marketing for Random House:

> We see that the libraries have an important role for us. Libraries have a great influence. They go through the whole family and create a great sense of community through books. We've always thought that our role is to help the influencers influence.

The actions of the big six publishers tell a different story, however. Indeed, Random House itself increased the price of many bestsellers in eBook format – some to $84 or more. As a group, large publisher are wary of libraries, or at best ambivalent.

Publishers have some justification for their viewpoint. In 2009, public libraries accounted for just 1.3% of total book sales, down from 4.3% in 1989. Moreover, Pew research suggests that a third of library eBook patrons might have bought the books they are borrowing had they been unable to find it at the library. This almost certainly exaggerates the actual cannibalization of book sales by libraries (consumer marketers know that self reported purchase intent notoriously overstates actual purchase behavior), but cannibalization does occur.

With this understanding, it's clear why large publishers might be ambivalent towards libraries. This narrow of view of public libraries misses an important dynamic, however. Like the humble starfish that preserves entire marine ecosystems by eating mussels, the American public library is the keystone species in the ecosystem of reading. Without public libraries to promote the culture of reading and build communities of interconnected readers, publishers would face a diminished market for their titles. Indeed, the fact that reading remains a vibrant part of American cultural life is somewhat startling in the face of the competition for consumers' attention: movies, video games, television, online shopping, browsing and social networking.

Moreover, large publishers face a world that is changing in ways that will make public libraries ever more important to them. The power of big publishers is threatened by Amazon, which depresses margins and promotes self-published authors who routinely underprice the market. At the same time, the number of bookstores is declining – there were 10,800 in 2012 versus 12,363 in 1997. This makes it harder for publishers to develop new

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authors and new genres. Libraries can help with this – if only they would.

Libraries Need To Rethink Their Acquisitions Strategy

> *Find out what they like, and how they like it, and let him have it just that way. Give them what they want, and when they want it, without a single word to say*
>
> *Thomas "Fats" Waller*

Public libraries risk missing the opportunities of an important trend: the explosion of published books. Back in 1950, there were just 11,022 titles published. In 2010, 328,259 titles were brought to market.

> *According to the Public Library Inquiry, libraries serving populations of 100,000 or more purchased an average 48,000 books in 1948 – enough to buy over 4 copies of every one of the 11,000 titles published in that year.*
>
> Steve Coffman, Library Support Services, Inc. (quoted from a forthcoming article Coffman provided to me)

By 2010, however, the situation had dramatically changed. In 2010, there were over 300,000 titles published, but the average library could buy only 21,000 of them.

Public libraries are still pursuing an acquisitions philosophy that is guided by a reality from the 1950's. When libraries could buy everything, individual libraries could curate the entire opus of the publishing industry and help consumers get what they wanted. The need for libraries to discover new books was minimal, because *everyone* knew what the new books were, and publications like The Library Journal and Publisher's Weekly could review most of the important books. The bigger issue was access. Under Charlie Robinson, the Baltimore County Public Library system adopted the philosophy of "Give 'Em What They Want." They focused on providing increased numbers of the most popular titles to patrons – and this philosophy eventually expanded to include tapes and DVDs. The benefit to libraries was increased circulation. At one point circulation numbers of the Baltimore County Public Library were topped only by the New York and the Los Angeles public library systems.

The benefit of this strategy is that it helped build loyalty to libraries among adult readers. The problem is that by focusing on books that patrons already wanted, libraries de-emphasized their important role in the discovery of new books.

"Libraries have not made the point that we can be an important piece in the discovery process," Coffman told me. And while libraries have long perceived themselves as the "place to get great book recommendations" this mission has always been accomplished on a library-by-library basis. Today, the number of

titles published is too great to make such ad hoc efforts effective.

Terry Kirchner, the Executive Director of the Westchester County Public Library System worries that libraries will try to mimic their traditional roles as the eBook world explodes, "I'm a little nervous about a model that's going to trap us where we are now in print: as a storage repository."

The Future: Public Libraries as Local Centers For Book Discovery

Libraries support three core missions: promoting reading, offering access to information and anchoring communities. Although individual library systems may communicate these priorities differently, most of the librarians I interviewed broadly agreed with these goals. All three missions contribute to make a library of the twenty first century the ideal place to discover new books.

Anchoring Communities – When I spoke with Tony Marx, the President of the New York Public Library, he was quick to point out that 87 branches of the New York Public Library opened within 48 hours of Hurricane Sandy's landfall. "It's the most democratic institution in the city," he said, noting that people from all walks of life use library resources side by side.   The NYPL recently reached an agreement with New York City to become the lending library for the New York public schools system – eventually making each of the 1.2 million students in the public school system a library member and allowing public school libraries to get any circulating book in the NYPL's catalog within 1-2 days.

Meeting space has also become a big selling point for libraries. Ginnie Cooper – head of the DC Public Libraries has overseen the renovation of 14 libraries over the past few years. "There are twenty meetings a week at any given public library. Our libraries are places of contact, community and pride." Cooper also pointed to Mary Dempsey in Chicago who was the architect of Mayor Richard M. Daley's strategy to rejuvenate neighborhoods by adding public parks and libraries. Dempsey presided over the building of over forty new library branches in Chicago, and told a gathering at an American Library Association annual meeting,

> I've purchased and knocked down more liquor stores, more no-tell motels, more really crummy and dilapidated, burned-out buildings in neighborhood after neighborhood and replaced them with libraries than I'd ever thought I'd do in my life.

The new role of libraries as *de facto* community centers has had practical implications for library renovations as well. "We learned that the community room has to be accessible when the library is closed," Sari Feldman, executive director of the Cuyahoga County Public Library system in Ohio. "There are a lot of meeting spaces. The space for physical books has decreased. We don't use high stacks anymore." Tracy Strobel, the deputy director of the library explains how the library links these meeting areas to impulse book borrowing:

> When you come into our library we don't want you to be able to leave without borrowing. Our greatest compliment is when someone comes in for a neighborhood block watch meeting and leaves with an armload of books that they can't pass up. That's all merchandising.

Indeed, librarians have long known what book superstores discovered in the 1980's: the "recommended reading" tables near the entrance to the store,

often grouped topically, generated much more book sales than stacks and stacks of spine-out titles. As libraries become more meeting oriented and less of a warehouse for books, they will be able to merchandise books more effectively. Steve Coffman points out that unlike bookstores, libraries are happy to be "show roomed" – to have patrons browse a book in the library but buy it online instead:

> *Merchandising is a major opportunity for libraries. If we do it well, it's likely to pay off very handsomely in terms of what people get out of these buildings. Let's make it easy for someone who finds something in the library to put it in their e-reader – or to buy it online! Let's turn libraries into book centers.*

When libraries become book centers, they will think more about their reciprocal ties to publishers large and small. Libraries have long hosted book groups, but few publishers currently provide advanced copies of novels to book groups through libraries. When publishers understand the marketing opportunities afforded to them by the transformation of libraries into community hubs, they'll fight for space on the display shelves and the mindshare of the readers.

Providing Access to Information – Since the advent of the information age, libraries have provided public access to online information. With the growth of the Internet in the late 1990's, many libraries added computers to allow patrons to get online. Over the past several years, the vast majority of public libraries are helping their communities bridge the digital divide by providing free broadband Wi-Fi access.

A 2010 report from the Institute of Museum and Library Sciences sponsored by the Melinda and Bill Gates Foundation details the critical role of libraries in providing access to Americans living below the poverty line:

> *Overall, 44 percent of people in households living below the federal poverty line ($22,000 a year for a family of four) used public library computers and Internet access. Among young adults (14–24 years of age) in households below the federal poverty line, 61 percent used public library computers and Internet for educational purposes. Among seniors (65 and older) living in poverty, 54 percent used public library computers for health or wellness needs.*

Susan Benton, CEO of the Urban Libraries Council adds,

> *Libraries are economic engines for communities, helping people find jobs and gain the skills they need to get ahead in their careers. The Chicago Public Library system found that 60 percent of the people using the Internet in their branches were applying for or seeking information about jobs.*

The digital divide is real, and the economic downturn hurt many working-class families, forcing them to reduce expenses on luxury items like high-speed Internet access. These patrons can still discover and promote new books even when they are not direct purchasers. As reading transitions to eBooks, libraries are well equipped to help patrons understand and get the most from this technology.

Can Libraries Escape A Technology Trap?

For consumers, using eReaders is a freeing experience. eBooks are easy to buy, less expensive and easier to collect on an eReader. None of these things are true for libraries, however.

The software for lending eBooks to library patrons ranges from inconvenient to archaic, catalogues are not integrated with library catalogs, eBooks are much more expensive or restrictive for libraries to obtain and the entire catalog of a library's licensed eBooks may be proprietary to a single technology provider.

Overdrive, founded in 1986 by Steve Potash was long the sole provider of eBooks to libraries through its eBook platform. Now 3M and Baker & Taylor also offer eBook platforms. Each of these companies uses proprietary software to lend books to library patrons. While they provide a valuable service, there are problems. First their systems are not compatible (unlike Adobe's digital rights standard format – the EPUB file). Secondly, Overdrive's licensing agreements do not give library customers eBook rights outside of its platform. If this sounds like a minor issue, it's not.

Jo Budler, who was just named "Librarian of the Year" for 2013 by Library Journal learned this the hard way. Budler

> *realized that an initial proposal in 2010 to renew the Kansas State Library (KSL) contract with OverDrive would increase administrative costs by some 700 percent over the next few years, as the state ebook deal was being restructured. Despite the risk of disrupting and even losing access to ebooks for the users of Kansas libraries, Budler rejected more than one proposal from OverDrive for a new contract until a year ago when she won the right to transfer titles from OverDrive to a new platform.*

I spoke with Potash at Overdrive who insisted that the migration issues were created by publisher licensing agreements rather than by Overdrive itself. Matt Tempelis at 3M (one of the vendors that KSL adopted after leaving Overdrive) pointedly told me that 3M has worked with publishers to set a different standard for migration than Overdrive:

> *3M sees an eBook as a software license. 3M believes that a library owns the license under the terms of the license. We will accept titles purchased from another platform and ensure that they can activate the titles in the 3M systems. If our libraries want to move to a competitive platform, we will support that.*

3M's position is helpful, although it's not all that surprising for a new entrant to be flexible in a category long dominated by Overdrive. Regardless, though, the biggest issue for libraries is that technology has increased the costs to lend eBooks to patrons above the cost of lending physical books – an odd and unhelpful inversion.

As I pointed out in my first article, libraries are licensing eBooks rather than buying them. But publishers still sell eBooks as if they're a single copy of the print edition. The combination of a license made to resemble a book purchase with license terms that may cause libraries to lose access to their licensed books is a big red flag. Most libraries are probably not worried today, because eBook lending is small – rarely over 5% of all circulation (7% in Douglas County). This number may grow quickly as reading habits evolve, however. If libraries don't find a way out of this technology trap, they'll find themselves limited in their ability to meet the needs of their next generation of patrons.

One Solution – Open Source and the Digital Public Library of America

Under Jamie LaRue, the Douglas County library system has worked hard to

be less dependent on technology providers. The library paid $10,000 for an Adobe content server license (which also costs $1500 a year for maintenance and 8 cents per book). They then hired a programmer to create open source software to allow the library to integrate the Adobe system with their existing catalogues. Having the secure Adobe system allows Douglas County to negotiate directly with publishers. It hasn't been an easy road, says LaRue,

> 66 *I was on the phone with someone from Simon & Schuster and said 'I will sign a check today for $250,000 to buy and host electronic content from you. Let's be partners.' He said no.*

The Kansas State Library is implementing a multi-vendor system to try to avoid some of the perils it encountered when tied solely to Overdrive. Making this kind of program work requires either significant software integration work or pleading for the tolerance of library patrons asked to use different systems to borrow books. It's not an ideal solution.

When I spoke to Maureen Sullivan, the President of the American Library Association about this issue, she was unequivocal in expressing her concerns:

> 66 *Having good technology infrastructure is critical to the library's ability to provide a full range of services. The more our patrons are digital natives the more important this will be.*

She pointed to the Digital Public Library of America – a project that grew out of a meeting at the Radcliffe institute in 2010 and now includes 40 different foundations, research institutions, governments and libraries. The goal is to create a single, comprehensive digital library to allow access to both public domain and copyrighted material online. The entire project will use open source software. Many of the works that the Digital Public Library will provide access to already exist online, but they are often found in silos that may be difficult to locate or access.

One of the great strengths and weaknesses of the current library systems in America is that they are individual and local. They are exceptionally good at serving the individual needs of their patrons and communities. But their capacity for collective action is limited. In a digital world, the concept of individual libraries negotiating for digital rights to works with publishers is inefficient. Libraries lose the advantage of scale. Although advocacy groups like the ALA can bring some pressure to bear on publishers, it's not the same as collective purchasing agreements. Technology providers, sitting between libraries and publishers have less incentive to negotiate as they represent the interests of both parties.

The Digital Public Library model is critical to the future of libraries for three reasons:

1. **Simplicity** – A single interface with open source software that will allow for full integration with existing online library catalogues will dramatically improve the user experience for library patrons.

2. **Universal Access** – having a single point of access to all titles takes the both the technology and the archival burden off of individual libraries. The Digital Public Library project will provide consistent metadata, full text searching and standardized digital rights management for all copyrighted titles.

3. **Group Purchasing** – The Digital Public Library will allow libraries to use their combined purchasing power to negotiate a single price for eBook lending with publishers.

This project is still some way from being functional – the operational work will

not begin until April of this year. But many prestigious organizations support the project operationally and financially. Although the aims of the Digital Public Library stretch far beyond the needs of local public library systems, the project is the best hope for public libraries to avoid proprietary lending systems and to ultimately reduce the delivered circulation cost of eBooks to be competitive with or below the cost of printed titles.

The Challenge of Indie Publishing

eBooks are both a blessing and a curse to readers. They are cheaper and more portable than physical books. But it is astonishingly difficult to reliably find good things to read outside of the bestseller lists. Online reviews are notoriously unreliable and unlike movies, where Metacritic or Rotten Tomatoes serve to consolidate critical reviews of a single work, no such service exists for books. Adding to the difficulty, a significant percentage of eBooks are so-called "indie" books: self-published or published by a very small press.

It would be easy to ignore these books if they resembled the vanity press works of previous years. Some do, but others do not. Publisher's Weekly estimates that fifteen of the 100 bestselling books of 2012 were self-published. Beyond the predictable romance and thriller novels there are surprising works, like Wool by Hugh Howey, a novella that has won critical acclaim as well as a film option from Ridley Scott.

The biggest problem for libraries right now is that they do not have access to these works as eBooks. Saira Rao, co-founder of indie publishing house In This Together Media whose youth title "Soccer Sisters" by Andrea Montalbano has been featured on the Today Show explains:

> When we tried to get into Overdrive they said they really only consider publishers with at least 25 titles. So small, indie publishers like us who really value librarians for word-of-mouth — and self-published authors—are de facto boxed out.

When I pressed Rao on the value of libraries she said that she and most small publishers and authors would be happy to donate copies of their eBooks to libraries if that were possible. While Overdrive told me that they work with some self-published authors and 3M has inked a deal with Smashwords, neither platform has access to either Andrea Montalbano's eBook or Hugh Howey's. When I asked Hugh Howey whether he'd give free copies of Wool to libraries, he was even more direct:

> I learned something interesting from the Kindle Lending Library and digital pirates, two admittedly quite different sources. What I learned is that free copies lead to sales. If your works are priced appropriately, and you gain a fan through free, they'll often purchase a legitimate copy as well. Libraries are amazing institutions for authors as well as readers. They provide exposure. They give curious minds a place to sample outside of their comfort zone. I would absolutely give libraries a free copy of Wool.

This is a major oversight but one that libraries can quickly remedy. Current eBook providers are customer driven and if 3M and Overdrive begin hearing from multiple libraries that they want access to a broader selection of indie press and self-published titles they will most likely get it. That's a hint.

The bigger problem by far — and the one that offers the biggest opportunity for libraries is the question of discovering indie books that don't land on the Today Show or the New York Times Bestseller list.

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Libraries Should Cooperate To Discover Great Books

The second problem with Indie books is that there are so many of them. Bowker estimates that over 235,000 books and ebooks were self-published in 2012 alone. This number is growing quickly and even in print alone, self-published books accounted for 43% of the total publishing output in 2011.

Those numbers are astonishing (harken back to the 11,000 books published in 1950), and their magnitude explains why eBook users have difficulty finding the next book to read. Once we abandon the bookstore for the virtual world we find that it is a primeval forest, dangerous and uninviting, replete with frauds and scams looking to scrape a quick buck off of unsuspecting readers. There are a few sites like Goodreads and Indie Reader that offer alternatives to the untrustworthy online review, but for the ordinary reader, there is no single source available to sort the diamonds from the coal.

Now let's do some simple math: there are 16,000 library buildings in the United States. If each library were to review just one unique book a month, as a group they would cover 192,000 titles in a year. That's 58% of the total books published for 2010. Many of these books could be reviewed quickly: they are poorly written, unedited and lacking any redeeming virtues. Perhaps one in ten would be worthy of a detailed review. Yet if each library discovered just one interesting book a year — and shared that result with other libraries who could review and rate those interesting books there would be 16,000 interesting books for libraries to review. If we assume that just one in one hundred of those reviewed books are "great" libraries would still have discovered 160 great new books to recommend to library patrons each year.

None of this requires more work than libraries do today. Librarians routinely read books just for the purpose of deciding whether to recommend them to patrons. But the process is *ad hoc*: it's done on a library-by-library or system-by-system basis. There is no coordination. But such coordination would not be difficult to arrange, nor would it require a mandate or any significant funding. It would just require a website with a list of new titles and links accessible only to real people working in real libraries.

The benefits of cooperating to evaluate a meaningful portion of the opus of American publishing would be tremendous. Libraries are the most trusted source of book recommendations, as they have no financial interest in the result of the recommendation. If libraries start discovering new authors, publishers will pay much keener attention to them. The current paradigm of publishers who reluctantly sell libraries eBooks will reverse. Publishers will treat libraries at least as well as book bloggers and copies of new works will be distributed for free.

The opportunities and challenges for libraries in the new millennium seem vast, but Ginnie Cooper at the DC Public Libraries reminded me that they've seen it all before:

   There was a time when libraries did not buy paperbacks.

Cooper is correct. The paperback changed everything. The first paperback printed in the U.S. was an edition of The Good Earth by Pearl S. Buck printed by Pocket Books in 1938. By the 1950's, the low cost of paperback books had created such a boom of sales that LeBaron R. Barker of Doubleday, stated that paperbacks would **"undermine the whole structure of**

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publishing."

The low cost of the paperbacks undercut the popularity of pulp magazines and as a result, many popular pulp authors had the previously unthinkable opportunity to become book authors. Among them were:

Isaac Asimov

Ray Bradbury

Edgar Rice Burroughs

Raymond Chandler

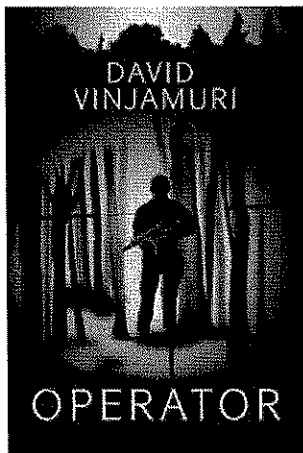Philip K. Dick

Dashielle Hammett

Robert Heinlein

Elmore Leonard
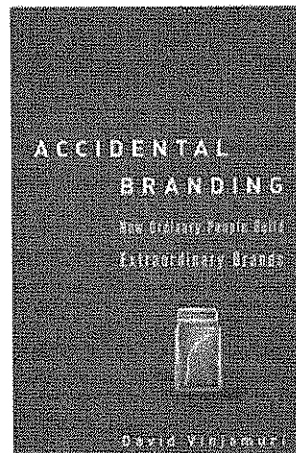
Let us hope that we've truly seen this all before.
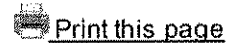
NOTE: This article is part 2 of a two-part series.

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http://www.forbes.com/sites/davidvinjamuri/2013/01/16/why-public-libraries-matter-and-how-they-can-do-more/

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Return to Story

Library case worker to help homeless

BY SARA PLUMMER World Staff Writer
Monday, January 14, 2013
1/14/2013 8:51:14 AM

A case worker from Family & Children's Services will now be on hand at Tulsa City-County Library's Central branch in an effort to assist the homeless and indigent who visit the downtown location.

Yvonne Woodfin, a case manager with Family & Children's Services' homeless outreach team, works four hours a day, five days a week out of the Central Library helping anyone who comes in with questions about community resources.

"It ranges from housing to food," Woodfin said. "We've had several people just come off the bus. They come with all their luggage. I've told them they can go to this shelter or this place."

The partnership started last summer after a pilot program in July and August. In those two months, the number of reported incidents between staff and patrons dropped by about 50 percent from the same time period a year before, said Cindy Hulsey, readers' library manager at Central.

"Librarians who work here are often frustrated because the people who would come in would need more help or services than we could provide," Hulsey said. "Her (Woodfin) presence helped de-escalate some situations."

Woodfin said the library staff members are generous and gracious when dealing with homeless and patrons in need, but they don't have time to just talk with someone for 20 minutes, which is sometimes all they want.

The pilot program was so successful that the library was awarded a $20,000 grant from the Anne and Henry Zarrow Foundation to continue the partnership.

Woodfin started working out of Central at the beginning of January and has already begun meeting with clients and assisting librarians.

"They'll (library staff) ask me what to do or if I could talk with someone. That's key, establishing that relationship, that rapport," she said.

Many know the library has resources, Woodfin said, they just may not know what is available and how to utilize it, including the library's computer labs and Job Lab programs.

"Sometimes we don't realize how anxious they are to learn things, they just don't know how to go about it."

In addition to established clients and referrals from library staff, Woodfin also walks around the library and stops to talk with people who may need help, Hulsey said.

"My staff were absolutely thrilled when they heard Yvonne was coming back," she said.

Woodfin will also be available to go to branch libraries if a need arises and have training sessions for staff on how to better communicate with people who may have an untreated mental illness.

"We try to treat everyone who walks in the same," Hulsey said. "The library is working with social service agencies. We're all working toward the same end."

Original Print Headline: Case worker on hand at library to aid homeless

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Return to Story

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Drexel U. Library Adds Vending Machine to Dispense Laptops

January 14, 2013, 12:07 pm

By Jake New
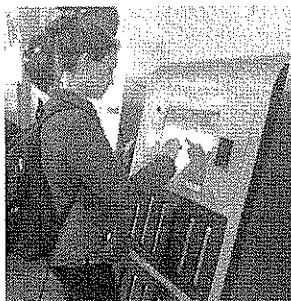
The new vending machine in Drexel University's main library doesn't dispense soda or study-time snacks. In fact, those snacks should be kept away from what this machine delivers, to keep crumbs from getting in the keyboards.

This kiosk lends out 15-inch MacBooks free, with the swipe of a Drexel ID card.

When the library started staying open 24 hours a day during midterms, in 2012, a student-government representative noticed a potential problem.

"From a safety standpoint, students carrying expensive laptops, especially at night, is not a good idea," said the student leader, Omer I. Hashmi. The library has long lent laptops at a desk the old-fashioned way—having people sign them in and out. But staff members were not always available to check the equipment out during the late shift. So Mr. Hashmi, who has since graduated, approached the library last year with his safety concerns.

The solution? A 24-hour machine that dispenses MacBooks with the touch of a button.

Danuta A. Nitecki, the university's dean of libraries, said the administration was already talking about expanding laptop access in its libraries, particularly late at night. "This was a nice way of being able to respond to a very specific student need, but then it also dovetailed into a spirit of innovation," Ms. Nitecki said.

The dispenser, manufactured by the Dallas-based company LaptopsAnytime, functions much like the automated DVD-rental units run by Redbox. Students, faculty, and staff can use a touch screen to select an available MacBook before swiping their Drexel ID card to confirm the rental.

A MacBook then pops out of one of the 12 slots at the front of the machine. The computer, which must remain within the library, has to be returned to its slot within five hours. Once returned, the vending machine recharges the laptop.

The vending machine cost about $30,000, Ms. Nitecki said, including the price of the 12 15-inch MacBooks.

Drexel is one of only a handful of universities to install the kiosks, but Rick Anderson, interim dean of the University of Utah's library, said that other institutions across the country could soon follow suit.

"On one hand, as a librarian, you go, 'Wow, it's so sci-fi, so futuristic,'" Mr. Anderson said of the kiosk. "But at the same time, you see it as a step back into the old way of doing things, of delivering objects to people."

Ms. Nitecki said the machines were proving popular at Drexel. MacBooks have been checked out more than 400 times, or about 30 times per day.

The university is looking at other possibilities for the kiosks, Ms. Nitecki said, noting that they could one day be found around the campus, lending out other devices, like iPads.

Bexar set to turn the page on idea of books in libraries

By John W. Gonzalez
Updated 1:55 am, Friday, January 11, 2013

Bexar County Judge <u>Nelson Wolff</u> is an unabashed book lover with 1,000 first editions in his private collection, but even he sees the writing on the wall.

Paper books have lost their allure, and future generations may have little use for them, Wolff contends.

So when he embarked on a mission to create a countywide library system, he decided it should be bookless from the start.

Today, after months of planning, Wolff and other county leaders will announce plans to launch the nation's first bookless public library system, BiblioTech, with a prototype location on the South Side opening in the fall.

"If you want to get an idea what it looks like, go into an <u>Apple</u> store," Wolff said.

Inspired while reading Apple founder <u>Steve Jobs</u>' biography, Wolff said he envisions several bookless libraries around the county, including in far-flung suburbs.

"It's not a replacement for the (city) library system, it's an enhancement," Wolff said.

"People are always going to want books, but we won't be doing that in ours," Wolff said.

The <u>University of Texas at San Antonio</u> is a pioneer among academic institutions with bookless collections and technical libraries. Many cities, including San Antonio, offer downloadable books and other digitized information along with their paper volumes.

But no entire public library system is bookless, and unlike others, Bexar County's BiblioTech library system won't have a legacy of paper. It'll be designed for, not adapted to, the digital age, Wolff said.

"We've called everywhere and I don't believe anybody's done this before," he said.

Not that it hasn't been contemplated.

San Antonio is considering a bookless library for the far North Side, using funds set aside for District 9 in the 2012 bond issue.

Newport Beach, Calif., decided in 2011 to make its original library bookless, but withdrew the plans amid public outcry.

Tucson-**Pima Public Library System** in Arizona opened a small bookless branch in 2002 in a neighborhood where residents were largely without computer access. But about five years ago, the system added books at the community's request, spokeswoman **Kenya Johnson** said.

"They told us they wanted their own collection there, so we shifted the format and now it's a full-access library. It still has the computers," she said.

At UTSA, which opened one of the nation's first bookless academic libraries in 2010, officials are pleased with the outcome and confident the concept will spread.

"The students love it. It's full all the time," UTSA library dean **Krisellen Maloney** said. UTSA students use the facility in person, at home, in classrooms and via mobile devices, she said.

Despite conveniences, bookless libraries often confront copyright issues. Even so, the county has "the right idea," Maloney said, because it's planning to have personnel available to help library users with homework or other research.

People visit libraries for various services, "not just for the books," she said.

"They (Bexar County) are probably coming up to this at just the right time," Maloney added.

Wolff on Tuesday will ask Commissioners Court to approve several measures to launch BiblioTech, a play on the Spanish word for library — *biblioteca.*

Commissioners will decide whether to seek a contractor to complete the design of the library and another to provide e-book titles; hire staff; and create a seven-member advisory board.

At least $250,000 will be needed to gain access to the first 10,000 book titles, Wolff said. Costs for design and construction aren't set, but the county will save by using a county-owned building.

"We wanted to find a low-cost, effective way to bring reading and learning to the county and also focus on the change in the world of technology," Wolff said. "It will help people learn," he said.

Still, the South Side location — in a remodeled building that houses offices for tax assessor, justice of the peace and constable — is considered a test.

"We want to make sure it works before we have an obligation to do anything else," Wolff said. Other sites likely would be in shopping centers or spaces provided by partnering suburbs, he said.

With rampant growth in unincorporated areas, and with San Antonio's policy of not annexing more territory, Bexar County needs its own countywide system, Wolff asserted. Harris County operates a system with 29 branches, including two technology labs, he noted.

"People in those outlying areas have no library services, so this would be a relatively inexpensive way to bring those services to them," Wolff said.

The county pays San Antonio $3.7 million a year so county residents can take advantage of the **San**

Antonio Public Library System, particularly its suburban branches, Wolff said.

But "they want $6.7 million now … we're the only county that gives this much money to a city system," he said.

The judge is aware that opposition may arise over cost and need, but he's got his arguments ready. For one thing, the project starts on the South Side — where a decade ago citizens protested over lack of any bookstores there.

"We know they have less access to technology and less economic buying power than other regions of the city," Wolff said. "Now we'll be providing them a service that anybody else that has money would have," he said.

The first site, open till 8 p.m. on weeknights, will allow plenty of opportunities for after-school study, said Wolff, a native South Sider.

The countywide aspect of the system still is being planned. Officials envision a system offering any county resident who registers in the system to have easy access to the county's titles.

At the first library, residents will be able to check out one of 100 e-readers available for home use.

Wolff said there may be some losses of the $100 devices, but "we do have your name, we do have your address. You check it out for two weeks, just like a library book. In two weeks, your e-book goes dead, so you won't have anything worth keeping."

jgonzalez@express-news.net

*News Researcher **Mike Knoop** contributed to this report.*

Your Gadgets Are Slowly Breaking the Internet

The Internet isn't robust enough for the ongoing explosion of connected devices. Now labs around the country are scrambling for solutions.

By David Talbot on January 9, 2013

Behind all the dazzling mobile-ready electronics products on display at the Consumer Electronics Show in Las Vegas this week is a looming problem: how to make the networks that support all these wireless devices function robustly and efficiently.

With less fanfare than you'd see in Vegas, potential solutions are arising in labs in Pittsburgh, Los Angeles, and New Brunswick, New Jersey. The grand challenge is to overhaul the Internet to better serve an expected flood of 15 billion network-connected devices by 2015 – many of them mobile – up from five billion today, according to Intel estimates.

The Internet was designed in the 1960s to dispatch data to fixed addresses of static PCs connected to a single network, but today it connects a riot of diverse gadgets that can zip from place to place and connect to many different networks.

As the underlying networks have been reworked to make way for new technologies, some serious inefficiencies and security problems have arisen (see "The Internet is Broken"). "Nobody really expects the network to crash when you add one more device," says Peter Steenkiste, computer scientist at Carnegie Mellon University. "But I do have a sense this is more of a creeping problem of complexity."

Over the past year, fundamentally new network designs have taken shape and are being tested at universities around the United States under the National Science Foundation's Future Internet Architecture Program, launched in 2010. One key idea is that users should be able to obtain data from the nearest location – not seek it from some specific data center at a fixed address.

Today I have on my desk a smartphone, a tablet, and a Mac computer. To move data between them, the request goes all the way to the cloud – God knows where that is – so it can come back here to another device that is two feet away," says Lixia Zhang, a computer scientist at the University of California, Los Angeles. "That is wrong, it is simply wrong."

Things would work quite differently under the Named Data Networking (NDN) project that Zhang heads. Under NDN, users request desired data by their names, instead of the IP address where they can be found. Using data names could, among other things, allow easy sharing of data directly between devices. In the end, I think we can improve the speed, throughput and overall efficiency. Today you have many data centers that can have thousands of people asking for same piece of data. An NDN network just find the nearest copy of that data," says Zhang. "Conceptually this is pretty simple, but it is really a evolution."

This data-centric concept allows security and privacy settings to be cryptographically attached directly to the data — with different settings depending on how sensitive the data is — rather than relying on measures such as VPNs and firewalls.

In addition to Zhang's project, the NSF effort also funds Internet architecture projects with similar goals at Rutgers, the University of Pennsylvania, and CMU, where Steenkiste runs the expressive Internet architecture, or XIA, project.

David Clark, the MIT computer scientist and the Internet's former chief protocol architect, says it's too early to say which will win out. "All are research, all are speculative, and are potentially exciting," he says, but he adds that the NDN effort "is the most revolutionary — the project really changes the underlying model of what a network does. It replaces communication among end-points with access to data, wherever it may be."

Several early demonstrations of these new Internet architecture projects have taken place over the past year, and more are expected in 2013. It is early days for these efforts, says Dipankar Raychaudhuri, head of the Rutgers Winlab, who runs its NSF-funded Mobility First project, which tries to make mobile devices and car networks a more seamless part of the infrastructure. Still, he predicts that "in another two years, you should be able to see comparative evaluations and metrics," that show the value of the projects.

Among other things, new architectures could allow devices to attach to two or more networks at the same time. Today your smartphone can switch back and forth between, say, 4G and Wi-Fi, but not use them both and combine the data coming from each. The root of the problem is that the original protocols assumed only a single network interface. "You could, in principle, remain connected to both networks, and the network could decide how to send you the data at each moment," Raychaudhuri says.

Meanwhile, some existing applications help fill a gap. For example, the network optimization company Akamai — which runs 119,000 servers and delivers between 15 and 30 percent of the Web's traffic (see Akamai's New CEO Aims to Speed Up Mobile Computing") — has for several years been offering something called Net Session. This application allows device-to-device file transfers, rather than server-to-device downloads, and is popular in developing countries where connectivity is poor.

So far, Net Session has been installed on 30 million devices, most of them laptops. "The goal is to 000078 expand it so it can support mobile handsets, tablets, and media-type boxes at home," says Kris Alexander, director of strategy at Akamai. However, making that leap is no small feat. No Net Session

app for iOS or Android is available, and the main reason is that the necessary processing power and battery drain is too large.

David Talbot Chief Correspondent

I'm *MIT Technology Review*'s chief correspondent, keeping an eye most often on the world of information and communication technologies – and asking my kids when I don't understand what's going on. Recent projects have taken me to Kenya to write about mobile-phone-based health initiatives, and... continue »

About David »

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January 10, 2013

TO: CLA MEMBERS/ SYSTEMS/ NETWORK CONTACTS

FROM: Mike Dillon, CLA Lobbyist

           Christina DiCaro, CLA Lobbyist

RE: **News From The Capitol**

GOVERNOR RELEASES 2013-14 BUDGET – LIBRARY FUNDING PRESERVED

Today Governor Jerry Brown released his 2013-14 State Budget during a morning press conference, calling it a plan that puts the state "on the road to sustainable balance." He acknowledged that the state's improved economic position was due to the difficult cuts that the legislature was required to make over the past few years in order to bring the state closer into balance, combined with the new revenues that will be derived from the passage of Proposition 30 (the Governor's tax initiative). However, the Governor stressed the importance of

"living within our means" for the next four years, particularly due to the unknown impact of the federal budget decisions on California and the remaining economic uncertainties.

Despite the improved condition, the State Budget does make reductions to various departments, and includes no increases for public employee salaries. But notably, the Budget spares public libraries from any further reductions. Additionally, the Budget pays down some of the prior debt and draws down dollars or extends fees totaling approximately $1 billion from different sectors of the Budget in order to create an adequate reserve.

As you may recall, last year (2012-13) CLA was able to secure $4.7 million for library funding in the State Budget, to maintain literacy services and protect the basic integrity of the library systems throughout the state. These dollars also helped to preserve approximately $12.5 million in important corresponding federal funds that funded essential programs such as the Braille and Talking Books program. During the winter months, we met with the Governor's Department of Finance, as they were helping the Governor assemble his 2013-14 Budget, and, at a minimum, we urged continuation of the $4.7 million in the Budget. We are pleased that the Governor recognized these important library programs when he released his proposal this morning.

In the coming months, the legislature will begin reviewing the Governor's Budget during formal Budget Subcommittee and full Budget Committee hearings in each house. CLA members and supporters will have an opportunity, through that process, to send letters in support of increasing the baseline funding of $4.7 million for the systems and literacy programs. Look for our regular alerts for instructions of how to participate in this advocacy effort in the next few weeks.

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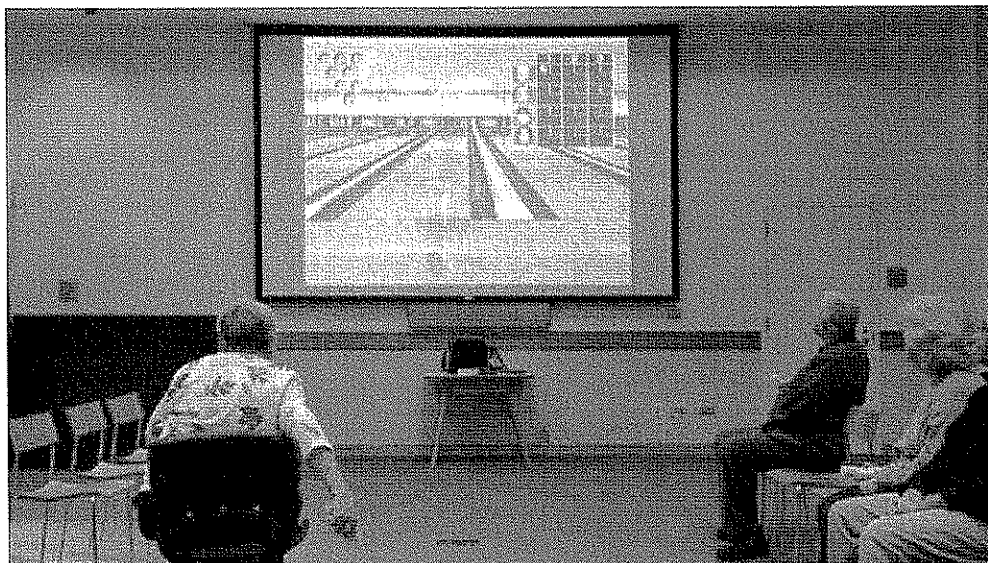
THE WALL STREET JOURNAL.

WSJ.com

THE A-HED | Updated January 7, 2013, 10:13 p.m. ET

Check These Out at the Library: Blacksmithing, Bowling, Butchering

To Draw Crowds, Some Facilities Offer Much More Than Books; Expanding the Tool Selection

By OWEN FLETCHER

Libraries are taking extreme measures to stay relevant in the digital era. To keep customers coming, they're hosting classes and seminars on everything from Wii to hog butchering. WSJ's Owen Fletcher reports.

Alex Pope had no qualms about the ruckus one of his employees made on a recent afternoon at the Central Resource Library in Overland Park, Kan. The fellow in a black apron and baseball cap sawed around the joint of a 120-pound pig carcass and snapped off the back leg.

"It was a pretty audible crack," said Mr. Pope. "We like to start with that one because it's pretty dramatic."

Mr. Pope, owner of Local Pig, a butcher shop in nearby Kansas City, Mo., was at the library to give a hog-butchering demonstration to about 100 people in an event advertised as "Books and Butchers."

"If you can butcher a hog in a library, then all sorts of other things become possible," says Sean Casserley, a

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Bill Harmer, director of the district library in Chelsea, Mich., is trying to make it OK to laugh at libraries, too. In recent summers, he has hosted comedy shows on the library lawn in the small town.

"I put Chelsea in Mapquest and it was like—come on," comedian Horace H.B. Sanders told an audience seated in plastic chairs in 2010. "You go find it."

Now, Mr. Harmer is setting up a national tour of standup comics, trying to turn public libraries into new venues rivaling comedy clubs. "The only difference is that you couldn't drink and you can't smoke," he said.

Public libraries have long served as gathering places and offered a range of nonliterary programs. And those who predicted their demise "have been proved wrong," says historian Wayne Wiegand, emeritus professor of library and information studies at Florida State University.

Community-focused activities at libraries aren't new developments, he says, but rather "repetitions of what happened in the past."

Librarians say they are increasing the number and variety of programs they offer—and people seem to be responding.

Attendance at public library programs rose 29% from 2004 to 2010, as overall visits to libraries also rose, according to the most recent survey by the Institute of Museum and Library Services.

ALEX POPE

Some old-school types have mixed feelings about the push to diversify. "I hope the library doesn't turn into something that is a type of cooking-class meeting place with computers attached and no books," says Michael Gorman, former president of the American Library Association and university librarian emeritus at California State University, Fresno.

"If it appeals to youth and the youth are using the library...good luck to you," Mr. Gorman says, "though personally I would pay good money not to attend a standup comedy evening or a hog butchering."

Mr. Casserley, who organized the hog butchering in Kansas, says some staffers balked when he suggested it as part of his mission to expand the library's offerings. "You want to do what?" he says they asked.

Attendance at the demonstration surpassed his expectations, and he is now planning a card catalog of new activities: a home-brewing class, and a project to enter a car in a demolition derby under the library's name.

Mr. Casserley wants artists and kids to help decorate the car for the vehicle-ramming competition, and its driver will be a literary character—potentially The Cat in the Hat.

The hog-butchering demonstration lasted about two hours—including questions from farmers and curious city dwellers.

As his employee cut up the pig carcass, Mr. Pope pointed out which parts of the body produce different pork products.

"When he cut the piece where the bacon comes from, the crowd spontaneously went, 'ooh!' " Mr.
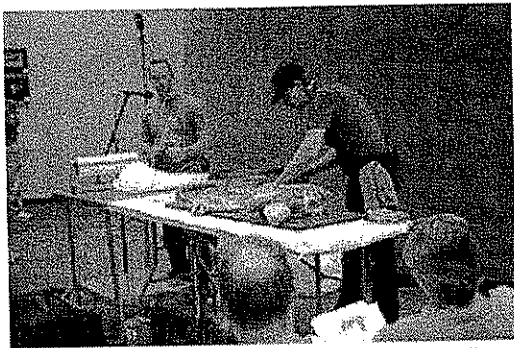
John Helling/Johnson County Library

A hogbutchering demonstration at the Overland Park, Kan., library in November.

new county librarian for Overland Park, who dreamed up the idea.

Which raises the question: Have you checked out the library lately?

In an age where people use search engines instead of reference books and download novels on Kindles and iPads, some public libraries are taking extreme measures to stay relevant.

They are offering Zumba dance classes, seminars on landscaping and tips for holiday shopping. Besides hog-butchering, some have hosted demonstrations of blacksmithing and fly fishing. A library in Joliet, Ill., last summer held a "Star Wars Day" featuring games for kids, volunteers dressed as storm troopers and lemonade served at a mock-up of the famous Star Wars Cantina.

Ann Kuta, a 67-year-old former secretary in the financial services industry, swiftly swung her arm in an upward motion one recent Friday morning at a Des Plaines, Ill., public library. She stared intently at a giant screen as a virtual bowling ball rolled down a lane before knocking down most of the 10 virtual pins.

She pumped her fists in the air as about a dozen other seniors cheered.

Ms. Kuta is a top bowler in the biweekly Nintendo Wii bowling competitions for seniors here. She has won the admiration of her fellow players, and a trophy, for bowling two perfect games on the videogame system.

Joliet Public Library

'Star Wars Day' at the Joliet, Ill., library last summer.

"There have been ups and downs, but I always try to wear my lucky shoes," Ms. Kuta said, pointing to her white Keds.

Beyond the usual books, e-books, CDs and DVDs, some libraries are now lending out telescopes, musical instruments and electricity monitors.

The Berkeley Public Library in California, which has long offered tools like saws and demolition hammers for checkout, is expanding its selection in response to growing interest, library deputy director Doug Smith said.

"People will be coming in and getting some books or movies and then skipping over to the tool library and getting drill bits or drywall tools," he said.

Paul DeGeorge and his brother, Joe, are rarely quiet when they show up at a library. Performing as Harry and the Potters, the indie rock duo have played nearly 300 shows in libraries since 2004, with songs like "Voldemort Can't Stop the Rock" and other tunes in the key of Harry Potter.

Asked whether library patrons ever try to hush them during the band's loud shows, Paul DeGeorge said: "Usually patrons don't directly complain to us. I'm sure they complain to the librarians."

Casserley said. "They're bacon lovers."

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Date	A P T	B C	B 4 0	C A P	D T N	F T N	G P H	H Q	L S B	L O	S V	Time	General Brief Description	Steps Taken	Police Called
12/28/12			1									3:30pm	Gas smell reported	Building Mtc. Investigated	no
01/03/13					1							11:30am	Man in wheel chair yelling, touching security guard with his wheelchair when asked to leave	John Ottenberg, Police officer Winston	yes
01/03/13			1									12:50pm	Patron fell off bicycle outside B40 and injured her wrist.	woman was taken home by Pollock w/o consent of acting PIC	no
01/06/13					1							3pm	Patron had seizure.	Guard summoned - 911 called	yes
01/08/13											1	2:15pm	Patron Gilda Zelin tripped outside library	Patron drove herself to UrgentCare.	no
01/09/13					1							11:45am	Patron viewing pornography was asked to leave internet area.	Roaving guard John Ottenberg and Oscar were summoned	no
01/10/13								1				7am	Person sleeping, blocking the entrance - left before guard arrived	Roaving Guard summoned	no
01/16/13					1							11am	Patron causing disturbance	Patron asked to leave	no
01/16/13					1							3:20 AM	Intoxicated patron sleeping	Patron asked to leave	no
01/18/13				1								1:40pm	Patron complained of hypthermia	911/Ambulance was called	yes
01/22/13					1							10:45am	Patron complained about not being able to leave his bike & trailer in back alley.	John Ottenberg called & escorted patron out of library	no
01/25/13					1							12:45pm	Patron said cell phone and coat had been stolen	First Alarm guard Wells was called	no
01/22/13		1										6:45pm	Alarm triggered	911 & First Alarm Called	yes
01/26/13					1							10:20am	Patron accused another of stealing wallet	Dane Jensen/First Alarm Guard spoke to patrons	no
01/26/13	1											1:10pm	Pressure in the water pipes. Patron Leonard Kennedy turned on the outside water and pressure subsided	Patron fixed problem.	no

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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.

STAFF REPORT

DATE: February 1, 2013

TO: Library Joint Powers Board

FROM: SCPL Recognition Committee

CC: FSCPL

RE: Staff Recognition Monthly Report

SUMMARY

The Library has instituted a way to recognize staff formally and on an on-going basis. The committee will be recognizing these individuals monthly in a report to the LJPB.

BACKGROUND

A few months ago there was a suggestion made by a staff member to establish some way of recognizing library staff and all the good work they do everyday. This idea resulted in a newly formed Staff Recognition Committee made up of several library staff.

The Staff Recognition Committee developed the following mission:

Mission
Staff are our most valuable resource and as such, are deserving of ongoing recognition to feel connected and to keep morale high. The Staff Recognition Committee is charged with developing ways to accomplish this purpose.

The Staff Recognition Committee then developed procedures on how library staff could nominate their peers. All library staff are eligible including: regular staff, on-calls, aides, volunteers, and AMERICORPS. Nominations are on-going and will be part of the LJPB packet. All nominees will receive a small token of appreciation that the Friends' organization was kind enough to financially support.

NOMINATIONS

Elaine Anderson
I submitted order cards for DVDs for Santa Cruz Reads, and she made sure items were ordered and processed quickly. When the items came in, she made sure they were processed immediately, so that I could give them to Janis. So now the programming will be able to happen without stress with new DVds! Job well done Elaine (Nomination by P. Contreras).

Daniel Ruiz
I would like to recognize Daniel Ruiz for managing the work of the Sheriff's Volunteers he deals with daily. Specifically I would like to recognize an instance when the volunteer for the day was

deaf. Daniel worked with the young man on painting the outside of the DTN branch library. Daniel was able to accomplish the job by communicating with the young man with hand gestures and a carefully coordinated dance. Daniel would be up on the ladder painting and the young man was holding the ladder and handing him things as needed. From my passer-by eye it seemed like a well choreographer dance. It also made me feel so proud to be part of a program where we could help people fulfill their community service while doing something positive for their community. I think Daniel does an amazing job of not only managing the program but treating the participants with the up most respect even when he is given challenging volunteers by the Sheriff's Program (Nomination by K. Henifin).

Donna Barber
Donna is a great coworker. She is always willing to help and does it with a lot of enthusiasm. Capitola patrons love her (Nomination by G. Wells)

Valerie Murphy
I really appreciate Valerie's willingness to help out with our programming storytimes and class visits. The Santa Cruz High database trainings are particularly challenging to schedule and Val is always ready to jump in and lend her assistance (Nomination by P. Turpenen).

Hui-Lan Titangos
When I need books ordered for the adult book discussion kits, Hui-Lan is always so prompt and helpful. Most times she has them ordered for me that same day (Nomination by P. Turpenen)!

Carolyn Bryks
Carolyn keeps Capitola Branch beautiful by taking care of all the indoor plants (Nomination by G. Wells).

Jeanne Czarnecki, Julie Richardson, Victor Willis, Valerie Murphy, and Gary Decker
For their amazing work helping us promote Text a Librarian to other city departments via a Text a Librarian contest at the City of Santa Cruz's Quarterly Supervisor/Manager Meeting. They did a fantastic job under extremely stressful circumstances answering large numbers of rapidly asked questions just before opening. They rocked it (Nomination by D. Cowen)!

Helga Smith
I left the HDQ kitchen a bit of a mess after lunch with the IT Consultant. I had every intent of coming back at the end of the day to clean up. When I did, I found everything had been taken care of. I am pretty sure it was Helga who took care of it. Much appreciated (Nomination by T. Landers)!

LOCO, Scotts Valley Staff, Brenda McIlroy, and the Reference Team
The Library hosted the quarterly City of SC supervisors and managers meeting. LOCO members planned and executed the program and provided the food. Reference staff stood at the ready downtown and handled a barrage of text messages as we demonstrated text a librarian. SV Staff showed their usual hospitality and Brenda her flexibility by moving story time (Nomination by T. Landers)!

Maile McGrew-Frede
She took on the task of displays at Aptos and has done a great job in both the children's area and the main library. She changes the displays monthly and keeps the shelves stoked with books and other materials that relate the theme (Nomination by J. O'Grady).

Tinka Anderson, Jessie Bunker-Maxwell, Gary Griffiths, Jessica Teeter and Ann Young
They have been working VERY hard on many projects and problems, with much grace and even humor (Nomination by L. Suhd).

Felton Library Status Report

25 July 2012 rev: 2 Aug 2012, 13 Aug 12, 31 Aug 12, 11 Sept 12, 13 Oct 12, 30 Nov 12,
24 Jan 13

Changes marked Red,
OK in MOU means that it is a part of the MOU that everyone seems OK with.

	Issue	Action required	Primary responsibility	Notes
1	Verutti access across library site until Kirby Street access developed	Draft agreement, easement description	County counsel	OK in MOU
2	Help Veruttis remove squatter on public land extension of Kirby Street		County counsel	Squatter is not there on 8/13/12
3	Septic disposal off site on public land	DPW OK; EHS OK language for GP and ordinance revisions	EHS	John Ricker has generated the changes and sent them to legal review DPW OK with concept.
4	Composting toilets	OK if allowed by future ordinance changes	EHS	
5	Use and maintenance easement to benefit of library on south side of Bull Creek	Easement description	Project engineers	Waiting for title report. Easement needs to be drafted and approved by Veruttis.
6	Access agreement from Veruttis to allow library studies etc. on land	Done	Teresa	
7	Boundary adjustment with SLV water district to allow Veruttis access to Kirby Street	Final approval by SLVWD board	Nancy Gerdt	SLVWD board approved in concept on 6 Sept. Legal description is in process. Deed to SLV site has been provided to project engineers.
8	Well needs future access and development agreement/easement	Easement description	County counsel	OK in MOU
9	The land gift is to be a restricted to use as a library and related incidental uses	Legal language	County counsel	Verutti MOU changes to county counsel
10	The library needs to start construction within 10	Legal language	County counsel	OK in MOU

	years of the gifting			
11	Civil engineering for lot split		Teall	Engineers waiting for title report which is waiting to see if MOU can be agreed upon.
12	Archaeology report	Done	Teall	Negative result. No issues
13	Phase I environmental	Done	Teall	Completed. No significant environmental liability
14	Biotic report and restoration plan	Done	Teall	Completed. No impacts
15	Traffic study	Contract	Teall	Traffic engineers have completed their study and submitted to the county traffic engineer.
16	100 year flood plan update	Update letter	Teall	Contract in place
17	Geotechnical report update	Done	Teall	
18	Project description, narratives for application	Generate	Teall w/ planning	Rough draft

County of Santa Cruz

January 7, 2013

AGENDA: January 14, 2013

BOARD OF DIRECTORS
Library Financing Authority
224 Church Street
Santa Cruz, California 95060

PRELIMINARY REVENUE ESTIMATE FOR 2013-14

Dear Members of the Board:

Section 4.2 of the Library Financing Authority Agreement provides that in January of each year the County Administrative Office shall provide the Authority's Board with a report including an estimate of the funds available to the Authority for the upcoming fiscal year. Section 4.2 also provides that based on the report of funds available, the Board shall make a determination for the upcoming fiscal year of the proposed amount to be distributed to qualified public libraries.

The final distribution amount for the upcoming fiscal year is then determined in June following the issuance of updated population numbers by the State and based on the latest estimates for Sales Tax and Property Tax growth.

Revenue Estimates

The table, which follows, shows:

- ✓ the Budget Amount Approved for 2012-13;

- ✓ the Revised Estimated Actual Amount for 2012-13 and the Variance from the Approved Budget;

- ✓ the Preliminary Estimate for 2013-14 and the difference from the 12-13 Budget;

- ✓ the Distribution Detail for the qualified public libraries.

SERVING THE COMMUNITY – WORKING FOR THE FUTURE

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Library Finance Authority - January 2013 Estimates

(1)	(2)	(3)	(4)	(5)	(6)	(7)
		2012-13			2013-14	
Item	Population %**	Approved Budget	January Estimate	Variance	January Estimate	Difference from Prior Year Budget
Measure R (Sales Tax)*		$7,692,187	$8,082,047	$389,860	$8,082,047	$389,860
Maintenance of Effort						
City of Santa Cruz		1,394,751	1,394,751	0	1,394,751	0
City of Watsonville		541,684	541,684	0	541,684	0
County (Library Fund)		4,648,781	4,629,261	(19,520)	4,719,100	70,319
Interest Earnings		3,752	3,313	(439)	3,313	(439)
Total		$14,281,155	$14,651,057	$369,902	$14,740,895	$459,740
Distribution Detail						
Measure R (Sales Tax)						
Watsonville Library	22.54%	$1,733,819	$1,821,693	$87,875	$1,821,693	$87,875
Santa Cruz Library System	77.46%	5,958,368	6,260,354	301,986	6,260,354	301,986
Total	100.00%	$7,692,187	$8,082,047	$389,860	$8,082,047	$389,860
Maintenance of Effort						
Watsonville Library	22.54%	$1,484,308	$1,485,765	($4,400)	$1,500,158	$15,850
Santa Cruz Library System	77.46%	5,100,908	5,085,508	(15,120)	5,155,377	54,469
Total	100.00%	$6,585,216	$6,571,273	($19,520)	$6,655,535	$70,319
Interest Earnings						
Watsonville Library	22.54%	$846	$747	($99)	$747	($99)
Santa Cruz Library System	77.46%	2,906	2,567	(340)	2,567	(340)
Total	100.00%	$3,752	$3,313	($439)	$3,313	($439)
Grand Total						
Watsonville Library	22.54%	$3,218,972	$3,302,348	$83,376	$3,322,598	$103,625
Santa Cruz Library System	77.46%	11,062,183	11,348,708	286,526	11,418,297	356,115
Total	100.00%	$14,281,155	$14,651,057	$369,902	$14,740,895	$459,740

* Net of the $3,500 required for the annual audit which was authorized by the Library Sales Tax ballot measure and the State Board of Equalization's Administrative Cost Assessment

** Based on California Department of Finance E-1 Population Estimates for January 1, 2012 as released May 1, 2012

Revised 2012-13 Estimate

As a result of the revised estimate for 2012-13 (Column 4), we anticipate that the total revenues available to the Library Financing Authority for distribution in 2012-13 from (1) Maintenance of

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Effort Contributions: (2) Measure R Sales Tax; and (3) Interest Earnings, will be $369,902 greater than the budgeted amounts approved in June 2012.

✓ **Revised Sales Tax Revenue**

The revised sales tax estimate for 2012-13 is $389,860 greater than the June estimate. The revised estimated is based on actual sales tax receipts for the first two quarters of 2012-13 and prior year actual receipts for the third and fourth quarters. Attachment 1 provides a history for the library sales tax receipts. The following table shows a history of actual annual receipts and a projection for 2012-13.

Library Sales Tax Revenue - Actual and Projected Receipts

■Actual   □ Projected
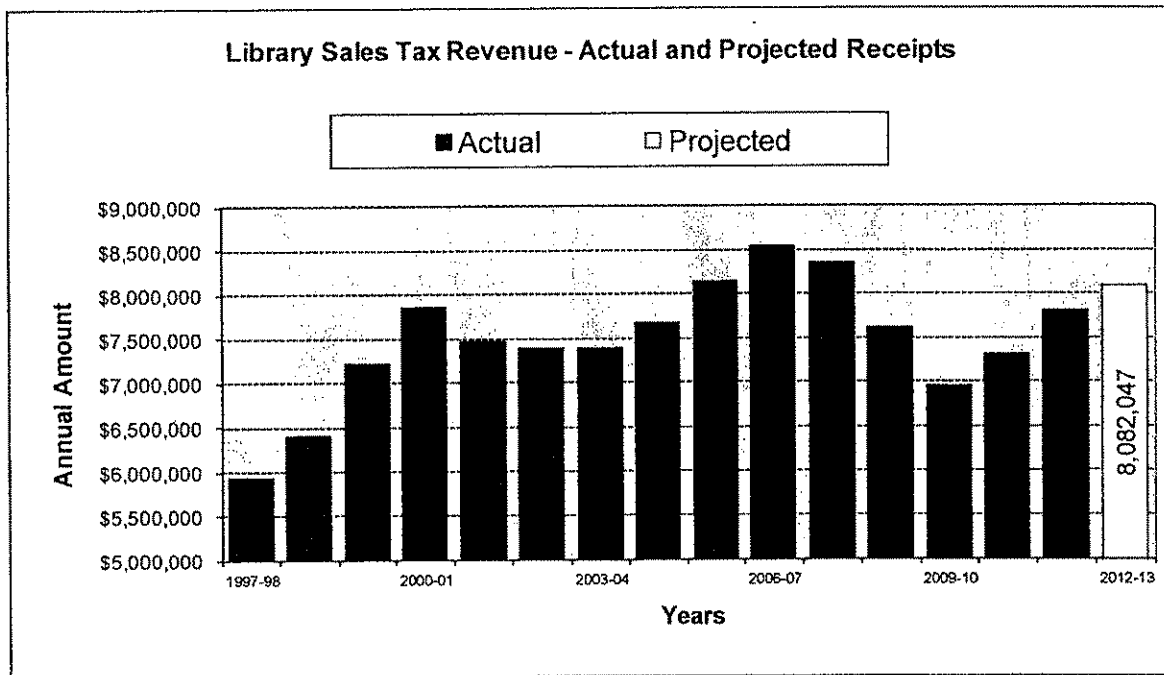
✓ **Revised Maintenance of Effort**

The Maintenance of Effort payments for the cities of Santa Cruz and Watsonville are fixed amounts. The County Library Fund payment is a function of property tax receipts for the Library Fund. The 2012-13 County Library Fund estimate is slightly below ($19,520) the June 2012 estimate. As a result of a reduction in property tax values, the County Library Fund experienced a property tax revenue shortfall of $22,411 in 2011-12. The 2012-13 Library Fund property tax apportionment has been increased by $2,891. The 2011-12 shortfall and revised 2012-13 apportionment result in a 2012-13 County Library Fund MOE contribution of $4,629,261, a reduction of $19,520.

✓ **Revised Interest Earnings**

We anticipate that 2012-13 interest earnings for the Library Financing Authority will be $439 less than the June 2012 estimate.

The Preliminary 2013-14 Estimate

The preliminary estimate for 2013-14 (Column 6) is that the total revenues available to the Library Financing Authority will be $459,740 greater than the budgeted amount for 2012-13.

The sales tax component of the 2013-14 preliminary estimate is based on actual sales tax receipts for the first two quarters of 2012-13 and prior year actual receipts for the third and fourth quarters.

The property tax component of the 2013-14 revenue estimate assumes a 1.5% increase in the secured property tax revenue available to the County Library Fund.

Updates

In accordance with your Board's direction this office provides an update at the end of each quarter to the members of the Authority and to the libraries and the cities. In April 2013 when actual sales tax revenues for the third quarter of the current fiscal year are known we will provide the next update. We will continue to work with the County Assessor to refine the property tax estimate at that time.
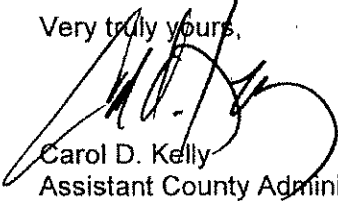
Annual Audit

The recommendations at the conclusion of this letter include your Board authorizing the County Administrative Office to sign a letter of engagement for audit of the Authority's transactions for the fiscal year ending June 30, 2013. The audit for the year ending June 30, 2012 will be presented at your June 2013 meeting.

Recommendation

At this time it is RECOMMENDED that your Board approve the amounts in the table on page 2 of this letter as the Revised Revenues Estimate for 2012-13 and the Preliminary Revenue Estimate for 2013-14 and authorize the County Administrative Office to sign the letter of engagement for the Library Financing Authority's annual audit.

Very truly yours,

Carol D. Kelly
Assistant County Administrative Officer

cc: Director of Libraries, Santa Cruz City-County Library System
        Library Director, City of Watsonville
        Auditor-Controller
        County Counsel
        Santa Cruz City Manager
        Watsonville City Manager
        Santa Cruz Director of Finance
        Administrative Services Director, City of Watsonville

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Attachment 1
History of the Library Sales Tax Measure
Quarterly and Annual Amounts

Library Sales Tax Receipts - Quarterly and Annual

Year	Quarter	Quarterly Actual and Est/Act (Bold)	Estimate **	Annual Actual/ Estimate	Annual Change over Prior Year	Annual % Change over Prior Year
2002-03	1	1,826,667				
2002-03	2	2,032,714				
2002-03	3	1,833,704				
2002-03	4	1,686,660		$7,379,745	($91,239)	-1.22%
2003-04	1	1,843,988				
2003-04	2	1,986,815				
2003-04	3	1,787,501				
2003-04	4	1,712,421		$7,330,725	($49,020)	-0.66%
2004-05	1	1,969,607				
2004-05	2	1,911,909				
2004-05	3	1,983,125				
2004-05	4	1,800,041		$7,664,682	$333,957	4.56%
2005-06	1	1,912,226				
2005-06	2	2,298,069				
2005-06	3	2,060,642				
2005-06	4	1,878,281		$8,149,218	$484,536	6.32%
2006-07	1	2,124,038				
2006-07	2	2,318,897				
2006-07	3	2,098,577				
2006-07	4	1,998,430		$8,539,942	$390,724	4.79%
2007-08	1	2,182,266				
2007-08	2	2,182,896				
2007-08	3	2,035,609				
2007-08	4	1,953,174		$8,353,945	($185,997)	-2.18%
2008-09 *	1	2,112,168				
2008-09	2	2,125,649				
2008-09	3	1,795,098				
2008-09	4	1,570,743		$7,603,658	($750,287)	-8.98%
2009-10	1	1,783,988				
2009-10	2	1,764,882				
2009-10	3	1,747,693				
2009-10	4	1,650,856		$6,947,419	($656,239)	-8.63%
2010-11	1	1,845,994				
2010-11	2	1,944,408				
2010-11	3	1,784,248				
2010-11	4	1,738,035		$7,312,685	$365,266	5.26%
2011-12	1	1,977,610				
2011-12	2	2,017,194				
2011-12	3	1,926,748				
2011-12	4	1,878,232		$7,799,784	$487,098	6.66%
2012-13	1		2,067,291			
2012-13	2		2,213,276			
2012-13	3		**1,926,748**			
2012-13	4		**1,878,232**	$8,085,547	$285,763	3.66%

2012-13 Estimated Total Receipts Net of Audit Fee   *$8,082,047*

History for additional years going back to Fiscal Year 1997-98 is available upon request.

* The amount for the 1st quarter of 2008-09 includes the cost of the Measure R Election.
  Estimated cost of the election was $275,000. Actual cost of the election was $198,267.
** Bold Amounts are Estimated