



LIBRARY JOINT POWERS AUTHORITY BOARD

Monday December 2, 2013
Scotts Valley Branch Fireside Room
251 Kings Village Road, Scotts Valley CA 95066

6:30 PM PUBLIC MEETING

1. ROLL CALL
2. APPROVE AGENDA OF DECEMBER 2, 2013
3. ORAL COMMUNICATIONS
4. PRESENTATIONS:
 - Mango Languages & Little Pim
 - Snapshot Stories Update and Demo
5. STAFF RECOGNITION
6. MEMBER REPORTS
7. CONSENT AGENDA
 - A. Approve Minutes of November 7 (PG.5-8)
 - B. Approve Circulation Policy (PG.9-11)
 - C. Approve Board meeting calendar for 2014 (PG.12)
8. FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES REPORT
9. OTHER BUSINESS
 - A. Interviews for Citizen Board Member position: (PG.13-56)
 - a. Marjorie Colletta
 - b. Lisa Dilles
 - c. James Mosher
 - d. Fred Reiss
 - e. Kathleen Ritchie

10. STAFF REPORTS

INFORMATION ITEMS

- A. Monthly Narrative Report: October 2013 (PG.57-64)
- B. Statistical Reports (PG.65-66)
- C. Financial Snapshots September and October (PG.67-68)
- D. Discard Process (PG.69-70)
- E. Facilities Master Plan Update (PG.71)
- F. ILS Implementation Update (PG.72-74)

11. WRITTEN COMMUNICATIONS

- A. Patron Written Comments (PG.75-79)
- B. Security Incidents Log (PG.80-85)
- C. Website Statistics (PG.86)
- D. Articles about Santa Cruz and California Libraries (PG.87-98)
- E. Articles on Libraries Nationwide (PG.99-109)

12. BOARD MEETING CALENDAR

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

13. NEXT MEETING

The next regularly scheduled meeting is Monday January 13, 2014 at 6:30 pm at the Downtown Branch Library.

14. ADJOURN

The Library Joint Powers Authority Board will adjourn from the Regular Meeting of December 2, 2013 to the Regular Meeting of January 13, 2014 at 6:30pm at the Downtown Branch Library Meeting Room.

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.



STAFF REPORT

DATE: November 18, 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.

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.

NOMINATIONS

Jessie Bunker-Maxwell

Not only does Jessie do a superhuman amount of work, not only does she possess knowledge that no mortal in this system possesses, but she can also bail you out when you do something stupid to the evergreen logins on one of the computers. I won't go into the unfortunate details, I will just say that I am very much in Jessie's debt. Really, where would any of us be without her (Nominated by R. Lee)?

Paula Turpenen and Gabe Reyes

For working together to make an easily understandable and usable plan for the program team to request subs and get their hours on Aesop without confusing everyone - oncalls and program team alike. And then doing the data entry for us as well. thank you Paula and Gabe (Nominated by J. O'Grady)!

Staff Day Support

The Staff Day Committee would like to recognize Leslie Auerbach, Shelley Bodamer, Jennifer Cockerill, Valerie Murphy, Hui-Lan Tatangos and Victor Willis for their willingness to serve as presenters during the program on October 14. They willingly

shared their time and their knowledge and for that we are extremely grateful (Nominated by D. Fritsch)!

Lynette George

For doing a great job running the branch while I was gone for the better of two weeks. I felt confident knowing that she had everything under control. Thanks Lynette (Nominated by D. Addison)!

SANTA CRUZ PUBLIC LIBRARIES
A CITY-COUNTY SYSTEM

LIBRARY JOINT POWERS BOARD

MINUTES

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

November 7, 2013

6:30 PM PUBLIC MEETING

I. ROLL CALL

Present: Supervisor Zach Friend, Councilmember Michael Termini, Citizen Member Dick English, Citizen Member Martha Dexter, Citizen Member Nancy Gerdt

Absent: Councilmember David Terrazas
Councilmember Cynthia Mathews

Until 6:34pm Supervisor Bruce McPherson

Until 6:37pm Councilmember Jim Reed

Staff: Teresa Landers, Library Director

II. APPROVAL OF MEETING AGENDA OF NOVEMBER 7, 2013

Citizen Member English moved, seconded by Citizen Member Dexter

That the Board approve the Agenda of November 7, 2013

UNAN

Absent: Reed, Mathews, McPherson, Terrazas

III. ORAL COMMUNICATIONS

The Board discussed looking at increasing open hours at the February budget hearings.

IV. STAFF RECOGNITION

V. CONSENT AGENDA

Citizen Member Dexter moved, seconded by Supervisor Friend

That the Board approve the Consent Agenda of October 7, 2013.

UNAN

Absent: Reed, Mathews, McPherson, Terrazas

A. Approve Minutes of October 7, 2013

VI. FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES REPORT

Cordelia Neff, Office Manager of the FSCPL, reported that

In October 2013, FSCPL...

- Raised over \$500 at Shadowbrook Restaurant thanks to supporters.
- Passed a revised budget.

FSCPL plans include...

- **November 8 and 9, 2013** We will have our annual Fall Book Sale at the Civic. November 8 will be a members only night and will also feature wine, music, crafters and more!
- **November 8, 2013** Our end of year appeal will be mailed. We are hosting a Relax At Home With A Good Book, an event where you can just stay at home and read a book! Don't come!

- **November 11, 2013** Say you love your libraries and Pizza My Heart (in Santa Cruz and Capitola) will donate 30% of your sale to the Friends of the Library!
- **December 7, 2013** We will hold our Holiday Book Sale immediately following the Santa Cruz Christmas Parade.

VII. STAFF REPORTS

A. Facilities Master Plan: Update from City/County Administrators Group

Director Landers gave a status update. She reported that the Committee is making good progress. Issues include the pending contract with Michael Zilver and a review of the financing options. Early financing parcel tax information has been procured and the committee is also working on the JPA agreement. The schedule has been developed with the goal of submitting a report to the FMP Steering Committee in January. Councilmember Termini was able to contact Strategic Projects Management who did the original estimates for their worksheets. The worksheets have been passed on to Michael Zilver which will save a lot of time and money. The new Project Management Software has been used to prepare the report and it is working well. The Administrators Group is planning at least 3 meetings, with the last one scheduled for December 19 or 20. Director Landers responded to a number of questions concerning the work on the JPA agreement. The Board directed Director Landers that recommendations come to the Board first before being sent to the jurisdictions for approval.

B. Snapshot Stories

The Snapshot Stories Project under the leadership of Janis O'Driscoll will have its first event at the MAH on November 9. This exciting project will travel throughout the county giving people the opportunity to have historical photos scanned and shared on the Library's Local History Photo Collection. The project will go on to the Live Oak Branch Library on January 11, 2014.

VIII. BOARD MEETING CALENDAR

No changes

IX. NEXT MEETING

The LJPB will adjourn from the Regular Meeting of Thursday, November 7, 2013 to the next regularly scheduled meeting on Monday, December 2, 2013 at 6:30 pm at the Scotts Valley Branch Library Fireside Room.

X. ADJOURN

The regular meeting adjourned at 6:50 p.m.

Respectfully submitted,

Helga Smith, Clerk of the Board

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

STAFF REPORT

DATE: October 23, 2013
TO: Library Joint Powers Board
FROM: Teresa Landers, Director of Libraries
RE: Circulation Policy

RECOMMENDATION: The LJPB adopts the new Circulation Policy

BACKGROUND

There has been no concise circulation policy. There were several documents dealing with specific aspects related to circulation and many procedures

DISCUSSION

The proposed Circulation Policy focuses on the policy related issues related to circulation rather than detailing procedures which change much more often as circumstances warrant.

The key elements include:

- Cards are free
- Cards are issued to individual users who can check out any materials they want, regardless of age
- Access to library materials is without charge; while the Library does reserve the right to charge fees for some services such as photocopying or the replacement of lost or damaged items.
- Materials can be returned to any SCPL location
- Notices are a courtesy and borrowers retain ultimate responsibility for the management of their accounts
- All staff are empowered to address and resolve circulation issues

The value of this policy is to provide staff with a framework for providing service, and is not meant to address every situation that could arise. There is also a very detailed internal procedures manual that directs staff on how to handle situations, relying on the Circulation Policy to state the underlying values.

Policy Title: LIBRARY CIRCULATION POLICY

Policy Statement:

The Santa Cruz Public Library is committed to providing free and equitable access to information in all of its forms; innovative tools and technologies; and learning opportunities in line with evolving community needs. SCPL maintains collections and provides services that are organized to meet the different needs of children, teens, and adults. In addition, the Library provides for outreach and homebound programs to meet the needs of individuals or groups who might otherwise not have access to library services.

Library cards are issued free of charge to all Santa Cruz County residents. Application and eligibility requirements for anyone wishing to obtain a SCPL card are provided on the Library website. The Library requires borrowers to periodically renew their library card as way to keep borrower account and contact information correct and up to date. Additionally, the Library provides borrowers with online access to their personal information and account status. It is the borrower's responsibility to keep their contact information current.

Library cards are issued to individual users regardless of age and all protections and compliance with confidentiality laws apply equally to all users. While library staff assists all borrowers in finding materials and information appropriate to meet their needs, the library does not restrict the ability of anyone with a library card to check out any library materials that are available for checkout. Parents and/or Guardians of individuals under the age of twelve years old are advised of this policy information in a "Letter to Parent" handout when their child receives their first library card.

The Library makes every effort to ensure that its services and collections are free to the community in order to ensure equitable access. However, the Library may charge fees for some services or use consistent with the community trust to maintain materials and to provide for equitable access to those materials or services for all members of the community.

For example, the Library charges fees for the replacement of lost and damaged materials. It charges overdue fines to encourage the timely return of materials. The purpose of these fees is not to be punitive or restrictive but to maximize the use and access to collections obtained from community funding.

Revenues collected by library fees are used to off-set service provided on a cost-recovery basis or passed on directly to the Library budget.

The Library website provides information detailing standard loan periods, renewal and request limits, overdue fines, lost and damaged item fees, refund procedures, debt collection service fees and eligibility, library card replacement fees, and any other fees that may be assessed to library borrower accounts. Changes in fines and fees will be approved by the Library Joint Powers Board.

All borrowers have equal access to materials. All items which appear in the Library's online catalog, except reference, special collections, and other types of in-library-use-only material, can be requested. Requests are filled in order by the date requested. Requests can be placed for on-order titles, checked out titles, and available titles. Borrowers can designate the library location most convenient for them to pick-up requested items.

Materials can be returned to book returns at any SCPL location regardless of where the items were checked out.

All library noticing is done as a courtesy. The Library provides borrowers with options for receiving library notices and details the notice types, intervals, and delivery options on the Library website. The Library makes every effort to fulfill the delivery of library notices. However, failure to receive a library notice for whatever reason does not mitigate the borrower's responsibility or obligations regarding the borrowing and use of materials.

Reported circulation issues or disputes on borrower accounts are handled on an individual basis. It is the borrower's responsibility to inform library staff in a timely manner of any problem on their account or in the event their card is lost. For borrowers reporting items "claims returned," the Library provides an informational handout that explains how the item will be searched and the process that is followed to resolve the issue.

All regular and on-call staff are empowered to address and resolve circulation issues and account disputes. Staff may refer disputes to other appropriate staff members to research or clarify information as needed. Borrowers may request that the Onsite Services Manager review an issue if they are in disagreement with the decision or resolution by library staff at their location.

Review Schedule: This policy will be reviewed every three years.

Adopted: unknown

Revised: 10/7/2013

2014 LJPB Meeting Dates: All are Mondays

January 13	Downtown
February 10	Downtown (Teresa will be out of the country on Feb 3)
March 3	Aptos
April 7	Downtown
May 5	Downtown
June 2	Scotts Valley
July 7	Downtown
August 4	Downtown
September 8	Aptos
October 6	Downtown
November 3	Downtown
December 1	Scotts Valley

Notes:

1. Closed sessions, when necessary, are usually held at 6pm
2. January and June meetings are preceded by a meeting of the Library Financing Authority which is arranged by the County of Santa Cruz

*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 5:00pm November 12, 2013.

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

For more information, contact Teresa Landers, Library Director or David Terrazas, Chair of the Board.

Email: landerst@santacruzpl.org or dterrazas@cityofsantacruz.com

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

Name: Marjorie Colletta

Address: 4227 Glen Haven Rd.
Soquel, CA 95073

Phone: 831-476-9583

Email: mcolletta@mac.com

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

How long have you been a resident of Santa Cruz County? 22 years

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

I have enormous regard for the Santa Cruz library. The master's degree in library science I received in 2008 has given me a further appreciation of how hard it is to run a library system. As a user, volunteer and former page of the library I would love to join the board because of this unique insight, and add it to those who already serve. I would love to

learn from those who have been part of the library and do whatever I can to keep our libraries thriving.

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

When Main St. school opened the library building was beautiful and empty. Thom Dunks, the principal, started filling the library with new books purchased with funds raised. As a parent I helped the librarian choose and catalog the books. In my tenure, 1994 to 2000, we increased the library items from 500 to 9,000. After that I went to Good Shepherd automate their library of 5,000 books. In 2005 I started pursuing a degree in library science and received a MLIS in 2008. I was the top student of my graduating class. During the pursuit of the degree, I interned at the UCSC library and the Soquel High School library.

Previous to my library work, I was an accountant. I have a Bachelor of science degree from the University of Detroit. I have attached a resume.

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

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

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

I have been an active volunteer at Main St. school, the SCPL, Good Shepherd School, and Soquel High. I am a member of the American Library Association and keep current on issues facing libraries across the country.

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

Since I volunteered and worked there from approximately 1998 to 2008 I believe I have more knowledge than the average citizen and that knowledge will help me see both sides of the library-as a user and as a member.

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

The library is one of the only places that people who do not have computers in their home have free access to digital technology. Libraries help close this digital divide. In addition, many libraries serve as a safe place for children who are too old for day-care to do homework, read and just hang out after school while their parents are still at work. Finally, libraries are a resource that can be used by those of all ages and economic status, we are all equal in our library membership.

What are some of the challenges facing libraries?

First funding, it is a constant struggle to keep the item collection and technology up to date. Secondly, to many people libraries are quickly being replaced by the internet, and this perception needs to be changed. Finally, in the downtown branch especially, the library serves as a safe place for the homeless in our community to be safe, warm and dry.

What are some of the opportunities facing libraries?

Libraries are in the unique position to offer free services to the unemployed and under employed. As more people use the internet the library can help them distinguish good information from the not so good.

What are your goals in serving on the Board?

I would love to see the library join forces with the schools and the state to coordinate their resources. Any cooperation between them would help them all. With the limited resources facing our community new relationships must be forged and new ways to look at challenges must be found.

Do you have regular access to email and the Internet?

Yes.

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

I have attached a resume.

Maigrie Collette
Signature

11/9/13
Date

Marjorie Colletta
4227 Glen Haven Rd.
Soquel, CA 95073
(831) 476-9583
mcolletta@mac.com

Summary

- Thirteen years of library positions
- Eight years of financial reporting and systems analysis experience
- Six years of website development
- Experienced in committee work and various non-profit organizations in Santa Cruz County

Education

- University of Detroit - Detroit, Michigan
- B.S. of Accounting, graduated 1981
- University of Wisconsin-Milwaukee, MLIS, May 2008.
- Continuing education in Java Programming, PC troubleshooting, Mac Operating Systems, writing classes, HTML & Web Design

Library

- I worked in copy cataloging, original cataloging, serials cataloging, AACR2, MARC and, LCSH. In addition, I worked with OCLC, specialized map cataloging, and observed first hand what is involved in moving 1,500,000 books from one location to another.
- Interned and volunteered at Soquel High School. Much of my time was working with the students to help them find and evaluate information.
- Established Main St. School library, increased holdings from 500 to 9,000 items
- Selected, prepared, and cataloged items for the Main St. School library
- Selected and Cataloged more than 5,000 items for Good Shepherd Catholic school library and assisted school children in finding items to meet their needs
- Assisted at the circulation desk at the Capitola branch of the Santa Cruz Public library as both a volunteer and an employee while pursuing my masters degree.

Website Development/Financial Reporting/Systems Analysis

- Research Analyst for Bates-Creek Research & Consulting conduct competitive intelligence on consumer stocks for hedge-fund clients
- Established internal systems and controls for the internal accounting department at the Federal Reserve System of San Francisco
- Planned an integrated payroll and personnel system for the Federal Reserve System of San Francisco
- Assisted in creating the internal financial reports for British Petroleum Alaska Exploration
- Created, coordinated and maintained the Soquel High School Website www.soquelhs.net
- Trained volunteers to maintain the website
- Established procedures to get current information for the website
- Have working knowledge of HTML, Front Page, Dreamweaver and Joomla web development tools

Non-profit Work

- Website Development Team for Soquel High School, 2005 to present
- Newsletter editor for the Knitting Guild of Santa Cruz, 2005 to present
- Established the 501 (c) (3) IRS filing status for Friends of Main St. School, the Knitting Guild of Santa Cruz, and Jacob's Heart Children's Cancer Association
- Served on the initial Board of Directors for Jacob's Heart Children's Cancer Association

Santa Cruz Public Library
Library Joint Powers Board

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Email: landerst@santacruzpl.org or dterrazas@cityofsantacruz.com

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

Name: Lisa Dilles

Address: P.O. Box 66123
Scotts Valley, CA 95067

Phone: 831-438-4808

Email: lisadilles@yahoo.com

Occupation: School Principal

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

30 years

NOV 6 2013

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

Libraries have always been important in many facets of my life. As a child, student, mother, and teacher, I have benefited from libraries in a variety of ways. I strongly believe in their importance for a literate democracy. As a Scotts Valley resident of almost 20 years, with relatives in San Lorenzo Valley, I believe I can effectively represent our community. As an educator in Live Oak School District for over 25 years, I am familiar with the needs of Live Oak families and their children. I would be a well-rounded Citizen Member of the Board.

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

I am a bilingual educator (Spanish) who has worked extensively in the Live Oak schools and community for over 25 years. As a principal, I am aware of the changes that libraries are facing, even at school sites. I am a collaborative team member who enjoys working with others. When issues arise, I am a solution-oriented member of the group. Having been involved in both Scotts Valley library activity and community building in Live Oak, I have extensive familiarity with Area 2. As a biliterate person, the importance of library services for all children matters greatly to me, and I am prepared to share my knowledge of, and experience with, these communities.

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) Education (teacher and administrator)
Bilingual and biliterate

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

- Live Oak School District/ Green Acres Elementary School- *principal and former teacher*
- Friends of the Library- *member*
- Santa Cruz County Reading Association- *member*
- Volunteer Center of Santa Cruz County, Literacy Program, *supporter*
- Migrant Education, Live Oak- *former coordinator*
- Association of Supervision & Curriculum Development (ASCD), *member*

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

I am very familiar with the following branches: Central, Scotts Valley, Live Oak Branciforte, and Garfield Park. I have used the computer systems to find books and request them from other branches. I am a regular user of the library, and have often checked out books, books on tape, CDs and DVDs, books in Spanish, and e-books. I love the new automatic check-out system and e-mail reminders. I am excited to read that the updated library computer system will go live in 2014.

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

The library provides literary, information-based, and digital resources for all members of our communities. It is a community hub that entertains, informs and connects.

What are some of the challenges facing libraries?

Budgets, facilities and modernization are all challenges to be addressed. Facilities require updating and resources need to be carefully considered. The library has taken a very important step forward in planning for the future by recently adopting the Facilities Master Plan. Now the library will need to identify methods to fund facility maintenance, improvements, and expansions, and will need to develop phasing priorities for projects, as described in the Facilities Master Plan.

What are some of the opportunities facing libraries?

Libraries have the opportunity to embrace the wealth of digital resources available. They can help guide the skillful integration of print, digital, and web-based sources. Hosting community events, linking to schools, and going out into the community are a few ideas for widening library use. The community photos on the exterior walls of the Scotts Valley library and the beautiful art on Central's exterior walls are examples of great opportunities for libraries to visually enhance our community.

What are your goals in serving on the Board?


My goals are to actively represent Area 2, work collaboratively to address the needs of all segments of the community, support all branches, and look to the future that our young people will be entering. Using my experiences as an educator, parent, and longtime user of many of our libraries, I believe that I can approach this exciting period in the library's development with an open and reasonable perspective.

Do you have regular access to email and the Internet?


Yes.

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

During my time in Scotts Valley, I have watched the branch library change in incredible ways from its former small storefront to the new location. Now it is replete with state of the art resources which promote a wider variety of uses for the community. The design of our new library has made a huge impact on the Scotts Valley community.



Signature



Date

Santa Cruz Public Library
Library Joint Powers Board

Citizen Member Application for Appointment

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Email: landerst@santacruzpl.org or dterrazas@cityofsantacruz.com

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

Name: James F. Mosher
Address: 5707 Plateau Drive
Felton, CA 95018

Phone: 831-216-1156
Email: jimmosher@sbcglobal.net

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

Public Health law researcher and policy analyst specializing in alcohol and other drug policy.

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

Since 1977 (with an absence from 1983-1990). Member of the UCSC pioneer class from 1965-1969. I currently work from my home office in Felton.

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

I am passionate about libraries, and wish to help make our system a model of how libraries can serve the public in the 21st century. I believe I can make significant contributions to the ongoing effort to build and sustain such a system in Santa Cruz County. I am seeking new opportunities for community service.

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

I believe I can provide important skills and experience to the board. I am an attorney with expertise in community-based organizations and have served on numerous governmental and non-profit boards including several in Santa Cruz County. I was a leader of Felton FLOW (Friends of Locally Owned Water). FLOW organized and implemented a successful campaign to pass a \$10 million bond, which was used by the San Lorenzo Valley Water District to purchase the Felton system and integrate into the SLVWD. I served as chair of FLOW's legal committee, which successfully negotiated with various public governmental bodies (including the Board of Supervisors and SLVWD) to create a Mello-Roos voting district and develop the legal documents needed to accomplish the purchase of the water system. I have also served in the organizing committee to pass a statewide initiative to increase alcohol taxes. Although ultimately unsuccessful, I learned valuable lessons regarding political campaigns. This experience can be especially valuable to the Board as it considers a bond measure to support library facilities.

My professional work is focused on building community capacity to address alcohol and other drug problems. I have organized numerous political campaigns and provided expert technical assistance to community groups regarding legal issues regarding the implementation of local policies and promoting an informed, active citizenry. I am also an experienced fundraiser, successfully raising funds from foundations, governmental agencies, and private sources.

I have strong management and leadership skills. I served as Executive Director of the Marin Institute for the Prevention of Alcohol and Other Drug Problems. In that capacity, I reported to a non-profit board, oversaw a \$2.5 million budget, managed a staff of 20 professionals, supervised fundraising campaigns, worked with the organization's Board of Directors to develop long-term strategic plans, and developed and supervised an ambitious program development effort. As documented in my resume, I have had numerous other management-level positions with similar responsibilities in both non-profit and for-profit organizations.

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

- Finance
- Strategic Planning
- Legal
- Government Relations
- Management
- Human Resources
- Building Programs
- Technology

- _____ Marketing
- _____ Librarianship
- _____ Other (please explain)

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

See my resume for a full list of my participation in community and professional organizations. Highlights include:

- Santa Cruz County Alcoholism Advisory Board (1982-83)
- ORGANIZE Training Center, Board of Directors (1998-2003)
- Felton FLOW (Friends of Locally Owned Water) Steering Committee, Chair, Legal Committee;
- California Governor's Citizens Committee on Alcoholic Beverage Control (1982-83)
- American Public Health Association, Governing Council (1988-89); Program Development Board (1995-96)

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

I have been active in the Felton Friends of the Library since its inception in 2005 and have assisted in many of its fundraising and community awareness events. During this time, I have attended numerous Joint Powers Board meetings, and have become familiar with its governing and staffing structure, services, mission, and challenges. As mentioned at the beginning of my application, I am passionate about libraries and their important role in building community and providing educational opportunities for all ages.

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

Libraries have critical roles for the communities that they serve. They provide a learning environment for all ages and backgrounds. This is particularly critical for low income communities and families who may not have the resources to purchase their own educational materials. They introduce young people in particular to a whole universe of experience and learning opportunities, and play a crucial role in building early literacy.

Libraries also serve as a community hub – a gathering place and forum that brings people together for a common purpose – to learn and grow. The strength of our communities and society as a whole is our diversity on multiple levels. The risk of that diversity is divisiveness and disrespect. Libraries celebrate our diversity and serve as an institution that heals the divisiveness and builds respect. They do this in part by focusing our attention on learning the facts, understanding and respecting different points of view. The fact that polls show

that funding for libraries is so strongly supported across all sectors of the community reflects this critical role that libraries play here in Santa Cruz County and across the country.

What are some of the challenges facing libraries?

First and foremost is stable and adequate funding. As the system looks forward to modernizing facilities and in some branches expanding the footprint, allocating funds for increased usage and services will be vital in order to meet the demands of the public.

Library staff has done an outstanding job in fulfilling the library's mission in the face of the funding shortages. Strategic use of resources to continue to expand the library's outreach efforts and to serve our diverse communities is an ongoing challenge.

What are some of the opportunities facing libraries?

New technologies provide multiple opportunities for optimizing library functions in service of communities. Internet ordering of books, which allows library users to access the library's collection at their local branches is a practical example of how the library has started to adopt new technologies in a strategic way. More globally, the fact that libraries are one of the very few public institutions that gains widespread support and enthusiasm from all sectors of the community provides multiple opportunities to enhance community life and discourse.

What are your goals in serving on the Board?

As discussed earlier, my goals are to strengthen the library system and to serve as a resource and spokesperson for the library system. I am hopeful that my skills and expertise will be useful to the Board as it moves forward in the next few years in seeking new funding (possibly with a bond measure campaign) and addressing the challenges and opportunities on the horizon.

Do you have regular access to email and the Internet?

Yes

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



October 23, 2013

Signature

Date

JAMES FREDERICK MOSHER, J.D.

Senior Policy Advisor, The CDM Group, Inc.

President, Alcohol Policy Consultations

Adjunct Professor, Bloomberg School of Public Health, Johns Hopkins University

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CURRENT EMPLOYMENT

Senior Policy Advisor, The CDM Group March 1, 2008—present. Responsibilities include: program development and implementation, administration, fundraising, and budgeting. Supervise programmatic content associated with the Alcohol Policy Information System (funded by the National Institute on Alcohol Abuse and Alcoholism), a web-based analysis of state and federal alcohol legislation (<http://apis.niaaa.nih.gov>). Serve as project director for preparation of the State Report on Underage Drinking Policies mandated by the Federal STOP Act pursuant to a contract with the Substance Abuse and Mental Health Services Administration. Provide technical assistance and training to international, national, regional, state and local governmental and nongovernmental organizations.

President, Alcohol Policy Consultations, 1994—present. Provide expert consultations and trainings to professional, governmental, and community organizations and associations. Deliver keynote presentations, conduct workshops, and provide technical assistance. Provide expert consultations to private attorneys regarding dram shop liability and other alcohol-related legal claims. Serve as expert witness, including depositions and appearances at trial.

Adjunct Professor, Bloomberg School of Public Health, Johns Hopkins University, November 1, 2011—present. Prepare and conduct graduate seminars and provide expert legal consultation to the Center on Alcohol Marketing and Youth.

SELECTED PAST POSITIONS

Director, Center for the Study of Law and Enforcement Policy, Pacific Institute for Research and Evaluation, November 2001—February 2008 (Division became a Center in January 2004). Supervised Center which focused on the role of legal policy in preventing alcohol, tobacco and other drug problems. Center had annual budgets ranged from \$600,000 to \$2.5 million. Supervised government contracts and foundation grants addressing regulation of alcohol advertising, enforcement and compliance issues related to alcohol control policies, lessons learned from the tobacco litigation experience applicable to alcohol policy among other topics. Established the National Center on Alcohol Law Enforcement (funded by the U.S. Department of Justice from 2004 to 2007).

Director of Alcohol Policy, Trauma Foundation (February 2001—November 2001). Provided expert consultation and assistance regarding all alcohol policy activities at the Foundation. Assisted in program development, administration, budgeting, and fundraising. Organized a statewide coalition to support local, regional and state alcohol policy reform. Developed resource tools for community activists, provided technical assistance, organized regional and statewide workshops and strategy meetings, and built collaborations with researchers, activists working in other aspects of injury control, and professional associations.

Executive Director, April 1992—April 1994, **Program Director**, August 1988—April 1992, and April 1994—February 2001, Marin Institute for the Prevention of Alcohol and Other Drug Problems. Co-founded the Marin Institute. As Executive Director, responsible for all programmatic and administrative activities of the Institute. Implemented Board directives, and managed development and administration of annual budget of approximately \$1.4 million. Reported directly to the Board of Directors. In all three positions, designed and conducted original research and published scholarly articles on the prevention of alcohol and other drug problems. Supervised and raised outside funding for the Institute's public policy and media advocacy activities, including technical assistance and training. Served as principal investigator for federal and foundation grants and as consultant to governmental and private organizations.

Associate Director for Alcohol Policy, Trauma Foundation, San Francisco General Hospital, December 1984—July 1988. Founded and supervised the Alcohol Policy Initiatives Project. Conducted workshops and seminars, disseminated research materials, published quarterly newspaper and provided technical assistance and background information on alcohol policy issues to constituency groups and policy makers. Designed and supervised federally-funded research projects analyzing the role of alcohol policies in the prevention of alcohol-related problems. Managed project fundraising from federal, state, foundation, and private sources (\$500,000 annual budget). Provided expert consultations to policy makers and private attorneys regarding dram shop liability law.

Associate Director for Policy Studies, Prevention Research Center, Pacific Institute for Research and Evaluation, 1983-87. Designed and conducted legal research projects at a federally-funded national alcohol research center.

Administrative Director, Prevention Research Group, Institute of Epidemiology and Behavioral Medicine, Medical Research Institute of San Francisco, 1982-85. Duties similar to those performed at the Prevention Research Center.

Research Scientist, Alcohol Research Group, Institute of Epidemiology and Behavioral Medicine, Medical Research Institute of San Francisco (formerly Social Research Group, School of Public Health, University of California, Berkeley), 1977-82. Duties similar to those performed at the Prevention Research Center.

Legislative Counsel to New York State Senator Franz S. Leichter. 1977 legislative session..

Law Clerk to Justice Samuel J. Roberts, Pennsylvania Supreme Court, 1975-76.

Vista Volunteer, Pickett County, Tennessee, 1970.

AWARDS

Leadership Award, Section on Alcohol, Tobacco, and Other Drugs, American Public Health Association (November 1994).

Milton Terris Award for Distinguished Leadership in the Development and Implementation of Public Health Policy, National Association for Public Health Policy (November 1994).

ACADEMIC BACKGROUND

Boalt Hall School of Law, University of CA, Berkeley, Fall 1973—Spring 1975. J.D., 1975.

Awards: \$4,800 Fellowship from Alcohol Program Management, Health and Welfare Agency, State of CA.

Honors: Order of the Coif.

Hastings College of the Law, San Francisco, CA, Fall 1972—Spring 1973.

Honors: Nominated to Law Review Staff and Thurston Honor Society.

University of Santa Cruz, A.B., 1969.

Honors: Highest Honors in Government; Cowell College Honors.

MEMBERSHIPS AND APPOINTMENTS (Selected)

California Bar Association (inactive status)

American Public Health Association, Section on Alcohol and Drugs, Chair (1990-92)

APHA, Governing Council (1988-89); Program Development Board (1995-96)

ORGANIZE Training Center, Board of Directors (1998-2003)

National Alcohol Policy conference series, Organizing Committee

Public Health Institute, Technical Assistance Legal Center, Advisory Board (1998-2005)

National Association for Public Health Policy, Board of Directors (1983-2006)

National Judicial College, faculty (1988-94)

Presbyterian Church (U.S.A.) Task Force on Alcohol Use and Abuse (1984-86)

California Governor's Citizens Committee on Alcoholic Beverage Control (1982-83)

Santa Cruz County Alcoholism Advisory Board (1982-83)

Journal of Public Health Policy, Editorial Board

Addiction, Editorial Advisory Board

American Journal of Public Health, reviewer

SELECTED CONSULTANCIES, 1980 TO DATE

American Medical Association
Arizona State Division for Substance Abuse Policy
California Alcoholic Beverage Control Department
California Department of Alcohol and Drug Programs
California State Office of the Attorney General
Center for Substance Abuse Prevention, U.S. Dept. Health and Human Services
Centers for Disease Control and Prevention, U.S. Dept. Health and Human Services
Georgetown University, Center on Alcohol Marketing and Youth
Health Promotion Resource Center, School of Medicine, Stanford University
Henry J. Kaiser Family Foundation
Illinois Department of Alcoholism and Substance Abuse
National Academy of Sciences
National Highway Traffic Safety Administration
National Institute on Alcohol Abuse and Alcoholism
New Zealand Alcoholic Liquor Advisory Council
Office of Juvenile Justice and Delinquency Prevention, U.S. Dept. of Justice
Oklahoma Dept. of Mental Health and Substance Abuse Services
Pew Charitable Trusts
Robert Wood Johnson Foundation
San Francisco City and County Department of Health
Stanford Center for Research in Disease Prevention, Stanford University
University of California San Diego Ext., Program on Alcohol, Tobacco, & Other Drug Studies
University of Minnesota, School of Public Health, Alcohol Epidemiology Program
Ventura County, CA, Behavioral Health Department
World Health Organization

WEBSITE DEVELOPMENT

<http://apis.niaaaa.nih.gov>

The Alcohol Policy Information System website (produced by the National Institute on Alcohol Abuse and Alcoholism) features legal research on a wide variety of state and federal alcohol policies. As Senior Policy Analyst, assisted in the development, updating, and maintenance of the system (2003 – present).

SELECTED PUBLICATIONS

Books, Monographs, and Other Major Publications

Liquor Liability Law (lead author; 2 volume set). N.Y.: Matthew-Bender Company (1987; updated annually).

Reducing Community Alcohol Problems Associated with Alcohol Sales: The Case of Deemed Approved Ordinances in California (co-authored). Oxnard, CA: Ventura County Behavioral health Department, September, 2009.

Alcohol, Energy Drinks, and Youth: A Dangerous Mix (coauthored with Michele Simon). San Rafael, CA: Marin Institute for the Prevention of Alcohol and Other Drug Problems, 2007.

State Alcohol Advertising Laws: Current Status and Model Policies (lead author). Washington, DC: Center on Alcohol Marketing and Youth, Georgetown University, 2003.

How to Use Local Regulatory and Land Use Powers to Prevent Underage Drinking. Rockville, MD: Pacific Institute for Research and Evaluation (prepared for the Office of Juvenile Justice and Delinquency Prevention's Enforcing the Underage Drinking Laws Program, Department of Justice, January 2000).

Regulatory Strategies for Preventing Youth Access to Alcohol: Best Practices. Rockville, MD: Pacific Institute for Research and Evaluation (prepared for the Office of Juvenile Justice and Delinquency Prevention's Enforcing the Underage Drinking Laws Program, July 1999).

Overcoming the Barriers: Implementing Environmental Approaches to Prevent Alcohol, Tobacco, and Illegal Drug Problems (co-authored with Jernigan, D.) Rockville, MD: Center for Substance Abuse Prevention (June 1999).

The Alcohol Policy Slide Set Series: Resources for Organizing and Advocacy. San Rafael, CA: Marin Institute for the Prevention of Alcohol and Other Drug Problems (July 1997).

Confronting Sacramento: State Preemption, Community Control, and Alcohol-Outlet Blight in Two Inner-City Communities (lead author with Works, R.) San Rafael, CA: Marin Institute for the Prevention of Alcohol and Other Drug Problems (December 1994).

Responsible Beverage Service: An Implementation Handbook for Communities. Palo Alto, CA: Stanford Center for Research in Disease Prevention, Health Promotion Resource Center (1991).

Progress Report: Alcohol Promotion on Campus (co-authored with Ryan, B.) San Rafael, CA: The Marin Institute for the Prevention of Alcohol and Other Drug Problems, in cooperation with Health Promotion Resources, St. Paul, MN (1991).

Alcoholic Beverage Control in a Public Health Perspective: A Handbook for Action (The ABC Handbook) (lead author). San Rafael, CA: The Marin Institute for the Prevention of Alcohol and Other Drug Problems; Trauma Foundation, Center for Injury Prevention (March 1989).

Alcohol, Society and the State I: A Comparative Study of Alcohol Control (co-authored with Makela et al.). Toronto: Addiction Research Foundation (1981).

Spirits of the West: Strategies for the Prevention of Alcohol Problems in Rapidly-Growing Communities (co-authored). Denver, CO: Denver Research Institute, University of Denver (September 1981).

The DUI Project: Description of an Experimental Program to Address Drunk Driving Problems (co-authored with Wallack, L.) Sacramento, CA: California Department of Alcoholic Beverage Control (1979).

Model Legislation

Best Practices in Municipal Regulation to Reduce Alcohol-Related Harms from Licensed Alcohol Outlets. Ventura, CA: Ventura County Behavioral Health Department (2008).

Best Practices in Responsible Alcoholic Beverage Sales and Service Training, with Model Ordinance, Commentary and Resources. Ventura, CA: Ventura County Behavioral Health Department (2007).

Model Social Host Liability Ordinance. Ventura, CA: Ventura County Behavioral Health Department (2005).

Model Ordinance Restricting Alcoholic Beverage Sponsorship and Sponsorship Signs at Municipally Sponsored Events. Washington, DC: Center on Alcohol Marketing and Youth, Georgetown University (2003).

Model Ordinance for Regulating Billboard and Other Forms of Outdoor Alcohol Advertising. San Rafael, CA: Marin Institute for the Prevention of Alcohol and Other Drug Problems (1998).

The Model California State Alcoholic Beverage Control State/Local Partnership Act. San Rafael, CA: Marin Institute for the Prevention of Alcohol and Other Drug Problems (May 1995).

The Model Responsible Server Training Act. San Francisco, CA: Trauma Foundation, San Francisco General Hospital (1987).

The Model Alcoholic Beverage Retail License Act of 1985 (model provisions with commentary). Prevention Research Group, Medical Research Institute of San Francisco. Published in *Western State Law Review* 12(2):442-517 (1985).

Guest Editor

(With David Jernigan) Special Section, "Global Alcohol Marketing and Youth – Public Health Perspectives." *Journal of Public Health Policy* 26(3): 287-376 (2005).

(With L. Wallack) Special Issue, "Public Health Aspects of Alcohol Availability." *Contemporary Drug Problems* 9(3) (Fall 1982).

Articles (Selected)

“State Preemption, Local Control, and Alcohol Retail Outlet Density Regulation.” (lead author). *American Journal of Preventive Medicine* 44(4): 399-405 (2013).

Joe Camel in a Bottle: Diageo, the Smirnoff Brand, and the Transformation of the Youth Alcohol Market. *American Journal of Public Health* 102(1): 56-62 (2012).

“Public Health, State Alcohol Pricing Policies, and the Dismantling of the 21st Amendment” (second author). *Journal of Medicine and Law* 15(2): 177-201 (2011).

“Dram Shop Liability and Overservice Law Enforcement Initiatives: A Commentary” *American Journal of Preventive Medicine* 41(3): 350-352 (2011).

“Litigation & Alcohol Policy: Lessons from the U.S. Tobacco Wars” *Addiction* 104(S1): 27-33 (2009).

“Legal Framework for Alcohol Regulation in the United States,” pp. 48-59 in *Traffic Safety and Alcohol Regulation: A Symposium*. Transportation Research Circular E-C123. Washington, DC: Transportation Research Board of the National Academies (2007).

“Flavored Alcoholic Beverages: An International Marketing Campaign that Targets Youth” (lead author). *Journal of Public Health Policy* 26(3): 326-342 (2005).

“State Laws Mandating or Promoting Training Programs for Alcohol Servers and Establishment Managers: An Assessment of Statutory and Administrative Procedures” (lead author). *Journal of Public Health Policy* 23(1): 90-113 (2002).

“Making the Link: A Public Health Approach to Preventing Alcohol-related Violence and Crime” (lead author). *Journal of Substance Use*, 6: 273-89 (2001).

“Alcohol Policy and the Young Adult: Establishing Priorities, Building Partnerships, Overcoming Barriers.” *Addiction* 94(3): 357-69 (1999).

“Preemption or Prevention? Lessons from Efforts to Control Firearms, Alcohol and Tobacco” (co-author). *J. Pub. Health Policy* 19(1):37-50 (1998).

“Schools and the Community Alcohol, Tobacco, and Illicit Drug Environment: Opportunities for Prevention,” pp. 64-112 in *The Role of Schools in Prevention: Curricula and Environments*. Rockville, MD: Center for Substance Abuse Prevention Monograph (September 1998).

Editorial: “What Place for Alcoholic Beverage Container Labels? A View from the United States.” *Addiction* 92(7):789-92 (1997).

“The Emergence of an Alcohol Policy Reform Agenda in the United States: A Don Cahalan

Legacy.” *Drugs and Society* 11:73-92 (1997).

“The Rise of a Consumer Movement to Address Alcohol problems in the United States: A Brief History,” pp. 24-28 in Brobeck, S., and Mayer, R., eds. *Encyclopedia of the Consumer Movement*. Santa Barbara/Denver/Oxford: ABC-CLIO Press (1997).

“A Public Health Approach to Alcohol and Other Drug Problems: Theory and Practice,” pp. 243-60 in Scutchfield, F., and Keck, W., eds. *Principles of Public Health Practice*. Albany, NY: Delmar Publishers, Inc. (1996).

“The Merchants, Not the Customers: Resisting the Alcohol and Tobacco Industries’ Strategy to Blame Young People for Illegal Alcohol and Tobacco Sales.” *J. Pub. Health Policy* 16(4): 412-32 (1995).

Annotation: “Alcohol Advertising and Public Health: An Urgent Call to Action.” *American Journal of Public Health* 84(2):180-81 (February 1994)

“Alcoholic Beverage Server Liability and the Reduction of Alcohol-Involved Problems” (co-authored). *Journal of Studies on Alcohol* 54:23-36 (January 1993).

“Alcohol and Poverty: Analyzing the Link Between Alcohol-Related Problems and Social Policy,” pp. 97-121 in Samuels, S., and Smith, M., eds., *Improving the Health of the Poor*. Menlo Park, CA: The Henry J. Kaiser Family Foundation (May 1992).

“Public Health, Not Social Warfare: A Public Health Approach to Illegal Drug Policy” (lead author). *J. Pub. Health Policy* 12(3):278-323 (Autumn 1991).

“Drug Availability in a Public Health Perspective,” pp. 129-68, in Resnick, H., et. al., eds., *Youth and Drugs: Society's Mixed Messages*. Rockville, MD: Office for Substance Abuse Prevention, Monograph 6 (1990).

“The Alcohol Policy Bill of Rights: Recommendations for Public Policy,” pp. 515-31 in *Prevention Plus II: Tools for Creating and Sustaining Drug-Free Communities*. Rockville, MD: Office for Substance Abuse Prevention (1989).

“Public Action and Awareness to Reduce Alcohol-Related Problems: A Plan of Action” (lead author). *J. Pub. Health Policy* 9(1):17-41 (1988).

“Alcohol in the Workplace and Employee Liability” (lead author). *Western State Law Review* 14(2):375-408 (1987).

“Server Intervention: A Guide to Implementing Local and State Programs,” pp. 233-52 in Holder, H., ed., *Control Issues in Alcohol Abuse Prevention: Strategies for States and*

Communities. Greenwich, CT: JAI Press (1987).

“Preventing Alcohol-Related Motor Vehicle Crashes: Public Policy Options” (lead author). *Contemporary Drug Problems* 14(3):242-78 (1987).

“Prevention Research: The Model Dram Shop Act of 1985” (lead author). *Alcohol, Health and Research World* 10(4):4-12 (1986).

“Public Health Implications of Beverage Marketing: Alcohol as an Ordinary Consumer Product” (lead author). *Contemporary Drug Problems* 12:621-57 (Winter 1985).

“Alcohol Policy and the Nation's Youth.” *J. Pub. Health Policy*, 6(3):295-99 (1985).

“Preventing Alcohol-Related Injuries: Dram Shop Liability in a Public Health Perspective” (co-author). *Western State Law Review* 12(2):417-41 (1985).

“Legal Liabilities of Licensed Alcoholic Beverage Establishments: Recent Developments in the United States,” pp. 235-56 in Single, E., ed., *Public Drinking and Public Policy*. Toronto: Addiction Research Foundation Press (1985).

“Alcohol Policy and the Presidential Commission on Drunk Driving: The Paths Not Taken.” *Accident Analysis and Prevention* 17(3):239-50 (1985).

“Public Health Implications of the International Alcohol Industry: Issues Raised by a World Health Organization Project” (lead author). *British Journal of Addictions* 80(2):141-48 (1985).

“A New Direction in Alcohol Policy: Comprehensive Server Intervention Policy,” pp. 57-67 in Gerstein, D., ed., *Alcohol and Public Policy*, Vol. 2: “Toward the Prevention of Alcohol Problems—New Debates and Initiatives.” Washington, DC: National Academy Press (1985).

“The Impact of Legal Provisions on Barroom Behavior: Toward an Alcohol-Problems Prevention Policy.” *Alcohol* 1:205-11 (1984).

“Justifying Alcohol Taxes to Public Officials” (lead author). *J. Pub. Health Policy*, 4(4):422-38 (1983).

“Server Intervention: A New Approach for Preventing Drinking-Driving.” *Accident Analysis and Prevention* 15(6):483-93 (1983).

“Alcoholic Beverages as Tax Deductible Business Expenses: An Issue of Public Health Policy and Prevention Strategy.” *Journal of Health Politics, Policy and Law* 7(4):855-88 (1983).

“Government Policies Concerning Alcohol Taxation: Beyond the Excise Tax Debate,” pp.

197-200 in Grant, M., Plant, M., and Williams, A., eds., *Economics and Alcohol: Consumption & Controls*. London, Canberra, and New York: Gardner Press (1983).

"Tourism, Alcohol Problems, and the International Trade in Alcoholic Beverages: a Case Study of Two Caribbean Islands and the Impact of U.S. Tax Policy" (lead author). *Contemporary Drug Problems* 9(4):593-629 (1982).

"Federal Tax Law and Public Health Policy: The Case of Alcohol-Related Tax Expenditures." *J. Pub. Health Policy*, 3(3):260-83 (1982).

"The Impact of Economic Development on Drinking Patterns and Problems: The Case of Tourism" (lead author), pp. 46-64 in Institute of Medicine, *Legislative Approaches to Prevention of Alcohol-Related Problems: An Inter-American Workshop*. Washington, DC: National Academy Press (1982).

"The International Study of Alcohol Control Experiences (ISACE): Summary of the Final Report" pp. 213-24 in Institute of Medicine, *Legislative Approaches to Prevention of Alcohol-Related Problems: An Inter-American Workshop*. Washington, DC: National Academy Press (1982).

"Dram Shop Liability and Drunk Driving: Toward an Integrated Approach to Prevention." *Abstracts and Reviews in Alcohol and Driving* 3(5):3-7 (1982).

"International Trends in Alcohol Consumption, Alcohol Related Problems and Alcohol Control Policies," pp. 201-218 in Armyr, G., Elmer, A., and Herr, V., eds., *Alcohol in the World of the 80s*. Stockholm: Sober Forlags AB (1982).

"Government Regulation of Alcohol Advertising: Protecting Industry Profits versus Promoting the Public Health" (co-authored with Wallack, L.) *J. Pub. Health Policy* 2(4):333-53 (1981).

"Alcohol Advertising, Risk Taking and Government Regulation." *Abstracts and Review in Alcohol and Driving* 2(9):17-22 (1981).

"California's Alcohol Experience: Stable Patterns and Shifting Responses" (co-authored), pp. 159-98 in Malela, K., et. al., eds., *Alcohol, Society and the State: Social History of Alcohol Control in Seven Countries*. Toronto, Ontario, Canada: Addiction Research Foundation (1981).

"The Role of Non-Alcohol Agencies in Federal Regulation of Drinking Behavior and Consequences" (lead author), pp. 388-458 in Moore, M. & Gerstein, D., eds., *Alcohol and Public Policy: Beyond the Shadow of Prohibition*. Washington, DC: National Academy Press (1981).

"Discriminatory Practices in Marijuana Arrests: Results From a National Survey of Young Men." *Contemporary Drug Problems* 9(1):85-107 (1980).

“The History of Youthful Drinking Laws: Implications for Current Policy,” pp. 11-39 in Wechsler, H., ed., *Minimum Drinking Age Laws: An Evaluation*. Lexington, MA: D.C. Heath and Co. (1980).

“Dram Shop Law and the Prevention of Alcohol-Related Problems.” *Journal of Studies on Alcohol* 40(9):773-98 (1979).

“A Role for Regulatory Agencies in the Prevention of Alcohol Problems” (co-authored with Room, R.) *Alcohol Health and Research World*, 4(2):11-19 (Winter 1979-80).

“The DUI Project” (co-authored with Wallack, L.) *Contemporary Drug Problems*, 8(2):193-206 (Summer 1979).

“The Prohibition of Youthful Drinking: A Need for Reform.” *Contemporary Drug Problems* 6(3):397-436 (Fall 1977).

“Alcohol and Legal Negligence” (lead author). *Contemporary Drug Problems* 7(2):145-79 (Summer 1977).

SELECTED CONFERENCE PAPERS, PRESENTATIONS AND OTHER INVITED PARTICIPATIONS

“Alcopops, Alcoholic Energy Drinks and Beyond: Strategies for Addressing New Alcohol Products that Put Youth at Risk.” Keynote presentation at the 4th Annual Northwest Alcohol Conference, Scottsdale, AZ, July 14-15, 2011, Scottsdale Arizona.

“The STOP Act State Report on Underage Drinking Laws, Policies and Programs: An Overview.” Workshop presentation at the Annual Meeting of the National Liquor Law Enforcement Association and Enforcing Underage Drinking Laws Program, Anaheim, CA, August 19, 2010.

“Alcoholic Energy Drinks and Youth: A Dangerous Combination.” Workshop presentation at the Friday Night Live Training Institute, August 11, 2010, Santa Cruz, CA.

“Alcohol Policy, Underage Drinking Prevention, and the Health Care Reform Debate.” Keynote Presentation, Shutting off the Tap to Teens and Young Adults: Preventing Underage Drinking Through Policy Conference, Minneapolis, MN, December 2, 2009.

“Joe Camel in a Bottle: Diageo, the Smirnoff Brand, and the Transformation of the Youth Alcohol Market.” Paper presented at a Conference sponsored by The Institute on Medicine as a Profession entitled: “On Medicine-Industry Relationships: Comparing Tobacco, Alcohol, Food,

and Pharmaceuticals,” New York, NY, November 2-3, 2009

Alcohol Policy and Social Change: Practicing “Dangerous Selflessness.” Luncheon presentation, the Northwest Alcohol Conference, Boise, Idaho, June 15, 2009.

Heeding the Surgeon General’s Call to Action: The Case of Alcoholic Energy Drinks and Alcopops.” Keynote presentation at the Georgia Summit to Prevent Underage Drinking, Macon, GA, April 30, 2009.

“Alcohol Regulation: Let’s Get Off Tobacco Road.” Plenary presentation at the 16th Annual Symposium on Alcohol Beverage Law and Regulation, National Alcohol Beverage Control Association, Alexandria, VA, March 9, 2009.

“Alcopops, Alcoholic Energy Drinks & Youth: Recent Research & Policy Developments.” Workshop presentation at the 2nd Annual Combined Mental Health, Prevention, & Substance Abuse Conference, Norman, Oklahoma, February 11, 2009.

“Alcohol Policies Across the Country: Implications for Michigan.” Keynote presentation at the Michigan Alcohol Policy Conference: Burning Issues in Prevention: 2008 conference sponsored by the Michigan Prevention Association, November 6, 2008.

“Alcohol Policy and Advocacy: Preventing Underage Drinking and Drinking Driving.” Keynote presentation at the Northern Cal. Traffic Safety Seminar, Redding, CA, September 23, 2008

“Understanding Responsible Beverage Programs and Community Organizing for Policy Change.” Workshop organizer and co-presenter, sponsored by the Ohio Center for Coalition Excellence, Ohio Drug Free Alliance, September 3-4, 2008.

“Alcohol, Energy Drinks, and Youth: A Dangerous Mix.” Presentation to the California Governor’s Prevention Advisory Council, Sacramento, CA, April 18, 2008

“Alcopops, Alcohol Marketing and Underage Drinking: Implications for FASD Prevention.” Keynote presentation at the Fetal Alcohol Syndrome Disorder Conference sponsored by the Oklahoma Department of Mental Health and Substance Abuse Services, April 7, 2008.

“The Great Alcopops Debate.” Luncheon Address, Alcohol Policy 14 Conference, San Diego, CA, January 28, 2008.

“Of Alcopops and Energy Drinks – New Alcohol Products that Target the Teenage Market.” Presentation at the 2008 Substance Abuse Conference, Oklahoma Department of Mental Health and Substance Abuse Services, January 23, 2008.

“New Products and the Youth Market: The Case of Alcoholic Energy Drinks.” Plenary

presentation at the 9th Annual National Leadership Conference, OJJDP Enforcing Underage Drinking Laws program, August 3, 2007.

“Alcohol Availability and the Prevention of Alcohol Related Problems.” Presentation at Arizona’s Second Substance Abuse Conference, May 1, 2007.

“Underage Drinking, Social Host, and the Law.” Presentation at the 19th Annual Southwest Regional Behavioral Health Conference, April 24, 2007.

“Alcohol Marketing: Does it Contribute to Underage Drinking Problems?” Keynote presentation at the Kansas Enforcement Underage Drinking Laws Annual Conference, November 2, 2006.

“Testimony Regarding New Mexico’s Proposed Rules Related to Furnishing Alcohol to Minors and Obviously Intoxicated Persons.” Testimony provided at a Rule Hearing, New Mexico Regulation and Licensing Department, Alcohol and Gaming Division, July 5, 2006.

“Flavored Malt Beverages: A Consumer Fraud?” Plenary Presentation, San Diego County Policy Panel on Youth Access to Alcohol, June 22, 2005.

Preventing Underage Drinking Through Alcohol Policies: The Alcohol Policy Information System.” Presentation at the 2005 Policy Meeting of the Leadership to Keep Children Alcohol Free Initiative and Foundation, May 19, 2005.

“Injury Prevention and the Law: The Case of Alcohol Policy.” Centers for Disease Control 2005 National Injury Prevention and Control Conference: Injury and Violence in America,” May 11, 2005.

“Flavored “Malt” Beverages: Implications for State Regulation.” Presentation at the Youth Access to Alcohol Task Force, National Association of Attorneys General, January 23, 2005.

“Alcohol Policy and the Community: Defining the Problem, Identifying Solutions.” Keynote presentation at a conference entitled: Strategies that Work: Land Use and Policy Approaches to the Prevention and Reduction of Community Alcohol Problems, sponsored by the Sonoma County Advisory Board on Alcohol and Other Drug Problems, November 17, 2004.

“Strategies to Reduce and Prevent Underage Drinking: State by State Comparison of Underage Drinking Policies Based on The Institute of Medicine’s Recommendations.” Presentation at the 132th Annual Meeting of the American Public Health Association, November 8, 2004.

Restricting Youth Access to Alcohol: A Public Health and Law Case Study.” Presentation at The Public’s Health and The Law in the 21st Century Conference sponsored by the Centers for Disease Control, June 16, 2004.

“An Introduction to the Alcohol Policy Information System.” Presentation at the Research Society on Alcoholism (RSA) 26th Annual Scientific Meeting, June 22, 2003.

“The Role of Alcohol Taxes in Preventing Youth Alcohol Problems.” Keynote presentation, Santa Clara County Department of Alcohol and Drug Services Conference: “Changing Community Environments: Reducing Alcohol-Problems Through Policy Initiatives” (February 26, 2002).

“Alcohol Issues in Communities—Proactive Decision Making and Effective Responses.” Plenary presentation, National Conference of State Liquor Administrators 2001 Central/Western Conference (August 27, 2001)

“It’s Only Beer: Community Norms, Alcohol Policy, and the Prevention of Underage Drinking Problems.” Plenary presentation, Northwest Substance Abuse Prevention Conference entitled “Making the Connection: Prevention and Treatment in the Northwest” (May 3, 2001).

“Preventing Alcohol Problems Through Population-Based Strategies: The Prevention-Treatment Continuum.” Keynote presentation, Minnesota Fetal Alcohol Syndrome Institute 2001 (April 30, 2001).

“Underage Drinking and Public Policy.” Keynote address, Washington State Department of Social and Health Services Public Policy Forum, Seattle, WA (February 27, 2001).

“Prevention of Alcohol-Related Injuries: Community Norms and Public Policy.” Plenary address, Fourteenth Annual California Conference on Childhood Injury Control (October 23, 2000).

“Defusing the Mine Fields: A Community Approach to Preventing Alcohol, Tobacco, and Other Drug Problems.” Plenary presentation, Georgia Association for the Prevention and Treatment of Substance Abuse and the Supreme Court Committee on Substance Abuse and Courts Annual Conference (September 20, 2000).

“Making the Link: A Public Health Approach to Preventing Alcohol-Related Violence and Crime.” Plenary address, Alcohol Policy XII Conference entitled: *Alcohol & Crime: Research and Practice for Prevention*, National Crime Prevention Council (June 12, 2000).

“Health Claims and Health-Related Statements for Alcoholic Beverages.” Expert testimony delivered to the Bureau of Alcohol, Tobacco & Firearms Rulemaking Hearing (May 23, 2000).

“Overcoming the Barriers: Implementing Environmental Approaches to Prevent Alcohol, Tobacco, and Illegal Drug Problems.” Workshop presentation at three sites: American Public Health Ass’n annual membership meeting, Chicago, IL (November 1999); National Prevention Network research conference, Buffalo, NY (September 14, 1999); Society for Prevention

Research annual meeting, New Orleans, LA (June 24, 1999).

“The Role of Alcohol Policy in Shaping Healthy Communities.” Keynote presentation, Northland Foundation conference entitled *Building Healthy Communities: Shaping the Dream of a Healthier Future*, Duluth, MN (March 16, 1999).

“Regulatory Issues Affecting State and Local Alcohol Policy Legislation.” Keynote presentation, workshop sponsored by the League of California Cities and the University of California Berkeley Institute for the Study of Social Change entitled *Alcohol Outlets and Alcohol Problems: Recent Advances in Nuisance Abatement and Local Control* (October 29, 1998).

“The Tobacco and Alcohol Policy Connection.” Plenary address, New Mexico ASSIST Project conference entitled *The Tobacco and Alcohol Connection: Research, Policy, and Public Health Implications*, Albuquerque, NM (September 10, 1998).

“Changing Focus: Toward a Health Alcohol Environment in College Communities.” 1998 Illinois Campus Alcohol and Traffic Safety Conference, Springfield, IL (February 9, 1998).

“Reducing Youth Access to Alcohol: A Key Strategy to Impact Youth Alcohol Problems,” and “Community Organizing to Reduce Access by Youth.” Keynote addresses, Community Prevention Coalition, Hennepin County Community Health Department conference entitled *Shutting Off the Tap to Teens: Eliminating Sources of Alcohol to Underage Youth*, Minneapolis, MN (January 28, 1998).

“Alcohol and the Community: How Does Alcohol Abuse Affect Alaska’s Communities?” Keynote presentation, Alaska Health Summit Conference, Anchorage (December 3, 1997).

“Like Pouring Gasoline on a Fire: Reducing Alcohol’s Role in Societal Violence.” Paper delivered at the 125th Annual Meeting of the American Public Health Association, Indianapolis, IN (November 10, 1997).

“Community Alcohol Environments: Impact on Families.” Plenary address, Physicians for Violence-Free Society annual meeting, San Francisco, CA (February 7, 1997).

“Environmental Prevention Strategies.” Keynote presentation, Drive Smart Colorado Summit Conference, Denver (September 2, 1996).

“Alcohol Policy and the Young Adult: Establishing Priorities, Building Partnerships, Overcoming Barriers.” Keynote address, Alcohol Policy X conference sponsored by the Addiction Research Foundation, Toronto, Ontario, Canada (May 8, 1996).

“Implementing Environmental Strategies for the Prevention of Alcohol-Related Problems.” Trainer, basic and advanced courses (3-4 trainings annually) sponsored by the University of

California at San Diego Extension Program on Alcohol Issues. San Rafael, CA (1987-95).

“Alcohol, Drugs and the Courts.” Faculty member for course offered annually at the National Judicial College, Reno, NV (1988-94).

“Seeking Social Justice: Alcohol, Tobacco, and Other Drug Prevention Strategies at the Turn of a Turbulent Century.” Leadership award acceptance speech, Alcohol, Tobacco and Other Drugs Section, American Public Health Ass’n annual meeting, Washington, DC (November 1994).

“Environmental Approaches to Preventing Alcohol and Other Drug Problems in the College Campus Community.” Keynote address, FIPSE Grantee Training Institute, Washington, DC (February 11, 1994, and February 5, 1993).

“Sex, Lies and Alcohol Advertising: Public Policy Approaches to Preventing Alcohol-Related Problems.” Featured speaker, Alcohol Awareness Hour, Betty Ford Center, Rancho Mirage, CA (January 15, 1994).

“Effects of Alcohol and Injury on Young People.” Plenary address, Arizona Safe Kids conference (October 24, 1993).

“Alcohol-Related Injuries: Current Issues and Public Policy.” Plenary address, Seventh Annual California Injury Control Conference (April 27, 1993).

“Preventing Drinking-Driving in the Employment Setting: Toward an Environmental Perspective.” Plenary presentation, Drinking Driving Prevention Symposium sponsored by the Automobile Club of Southern California, Ontario, CA (November 15-17, 1992).

“The Campus Environment: What Is It and Why Is It Important in Preventing Alcohol and Other Drug Problems?” Keynote address, National FIPSE Conference, Washington, DC (October 25, 1992).

“An Environmental Approach to the Prevention of Alcohol and Other Drug Problems.” Keynote address, 1992 Oregon Prevention Conference, Portland (October 2, 1992).

“Seeds of Change: Addressing the Barriers to Alcohol Policy Reform.” Keynote address, 17th Annual California Conference on Alcohol Problems, Orange County (September 23, 1992).

“Environmental Approaches to the Reduction of Alcohol-Related Problems.” Keynote address, statewide prevention conference entitled *Challenging the Status Quo: A Forum to Stimulate Community Action Against Substance Abuse*, Colorado Springs, CO (May 7, 1992).

Co-chair, conference planning committee, and plenary speaker, Alcohol Policy VIII national conference, Washington, DC (March 27, 1992).

Steering committee member for Secretary Sullivan's national conference on alcohol-related injuries entitled *Healthy People/Healthy Environments*, Washington, DC (March 22-25, 1992).

"Planning a Comprehensive Community Alcohol and Other Drug Prevention Program." Keynote presentation, Orange County Substance Abuse Prevention Partnership, Ahaheim, CA (May 16, 1991).

"Corporate Liability for Alcohol Abuse." Luncheon speaker, Los Angeles County Bar Ass'n program (January 31, 1991).

"Policies and Procedures to Reduce the Risk of Dram Shop Liability." Presentation, Los Angeles County Bar Ass'n (February 1990).

"Responsible Beverage Service: Results from a Community-Based Prevention Program." Paper delivered at the Alcohol Policy XII conference, Portland, OR (March 15, 1990).

"Environmental Approaches to the Prevention of Alcohol-Related Problems." Presentation at a statewide conference sponsored by the Illinois State Department of Alcoholism and Substance Abuse, Chicago (May 9, 1990).

"Host Responsibility: Building a Comprehensive Prevention Program in New Zealand." Keynote speeches delivered at three conferences sponsored by the New Zealand Alcoholic Liquor Advisory Council, in Auckland, Wellington and Christchurch (August 1990).

"Public Policies for the Prevention of Alcohol-Related Problems: Taxation, Availability, Server Intervention and Labeling—Overview and Resources." Paper presented at the annual meeting of the National Prevention Network, Burlington, VT (June 1987).

"Prevention of Alcohol-Related Problems: Conceptual and Global Issues." Paper presented at the annual meeting of the Special Libraries Association, Los Angeles, CA (June 1987).

"Alcohol Policy and Health Promotion." Workshop presentation at the Health Promotion and Disease Prevention in the Community conference, sponsored by the Stanford University Center for Health Promotion and Disease Prevention, Palo Alto, CA (July 1987).

"The War on Drugs: One Year Later," and "Research Agendas on Alcohol and International Trade: Who's Calling the Tune?" Papers presented at the 115th Annual Meeting of the American Public Health Ass'n, New Orleans, LA (October 1987).

"Alcohol in the Workplace: Beyond Employee Assistance." Presenter at a national conference sponsored by University of California at San Diego Extension Program on Alcohol Issues, San Diego, CA (November 1987).

“Accessing Alcoholic Beverage Systems for the Prevention of Alcohol-Related Problems.” Paper presented at the Alcohol Policy V conference entitled *Community Applications to the Prevention of Alcohol Problems*, sponsored by the South Carolina Commission on Alcohol and Drug Abuse, Charleston (November 1987).

Planning committee member and workshop presenter, National Conference on Alcohol Abuse and Alcoholism, sponsored by Secretary Bowen, Health and Human Services, Rockville, MD (November 1987).

“Challenging the Alcohol Lobby,” and “Preventing Alcohol-Related High-Risk Sex Among Gay Men” (co-authored with Jernigan, J.) Paper presented at the 114th Annual Meeting of the American Public Health Ass’n. Las Vegas, NV (September 28-October 2, 1986).

Keynote speaker, Washington State Youth Policy Conference sponsored by the Washington State Council on Alcoholism, Seattle (September 22, 1986).

“Alcohol Policy, 1986: A Call for Action.” Plenary speech presented at the 11th Annual California Conference on Alcohol Problems, Clearlake (September 17-19, 1986).

Workshop coordinator and leader, “Environmental Approaches to the Prevention of Alcohol-Related Problems,” presented at the Stanford University Health Promotion Conference (July 17-19, 1986).

Presenter and organizer, “Preventing Drunk Driving in California.” Seminar sponsored by the California Policy Seminar, University of California at Berkeley (April 24, 1986).

“Public Policy Options for the Prevention of Alcohol-Related Problems.” Annual meeting of the California Ass’n of Alcohol and Drug Educators, Sacramento (April 11, 1986).

“The Public Health Implications of Sales of Alcoholic Beverages in Gasoline Stations.” Testimony presented to the Select Committee on Alcohol and Related Problems of the California State Assembly, Sacramento (April 10, 1986).

Keynote speaker and moderator, Southern Counties Regional Forum on Alcohol Problems Prevention sponsored by the California Department of Alcohol and Drug Programs and the University of California at San Diego Extension Program on Alcohol Issues (March 12-14, 1986).

Keynote speaker, Conference on Research Issues on the Prevention of Alcohol-Related Injuries sponsored by Prevention Research Center, funded by National Institute on Alcohol Abuse and Alcoholism, Berkeley, CA (March 3-4, 1986).

“Dram Shop: What are the Options?” Plenary speaker, Second Northeast Conference on Responsible Beverage Service, *Issues for the Future*, Boston, MA (November 1985).

Witness, California State Attorney General's Commission on the Prevention of Drug and Alcohol Abuse, public hearing, San Francisco, CA (December 12, 1985).

Organizer, presider, and presenter, session entitled “Alcohol Taxes: Public Health Approaches,” 113th American Public Health Ass’n Meeting, Washington, DC (November 1985).

Workshop presenter, “Preventing Alcohol Problems Among Young People: The Impact of Alcohol Advertising, Availability and Price.” National Ass’n for Children of Alcoholics, San Francisco, CA (July 11, 1985).

Lead-off witness, Hearing on the Prevention of Alcohol-Related Problems Among Young People, United States House of Representatives Select Committee on Children, Youth and Families, Washington, DC (May 2, 1985).

Briefing/background seminar on alcohol policy to U.S. Congressional staff, sponsored by the Center for Science in the Public Interest, Washington, DC (March 5, 1985).

Witness, hearing held by the American Bar Ass’n Advisory Commission on Youth, Alcohol and Drug Problems (February 22, 1985).

Organizer and presider, session entitled “The Alcoholic Beverage Industry and Public Health,” 112th American Public Health Association meeting, Anaheim, CA (November 1984).

“Server Intervention: A Guide to Implementing Local and State Programs.” Paper presented at conference entitled *Control Issues in Alcohol Abuse Prevention II: Impacting Communities* sponsored by the South Carolina Commission on Alcohol and Drug Abuse and other organizations, Charleston (October 7-10, 1984).

“Server Intervention: Present Status and Future Prospects.” Presented at a research workshop on the drinking driver sponsored by the National Institute on Alcohol Abuse and Alcoholism and the National Highway Traffic Safety Administration, Bethesda, MD (May 2-4, 1984).

“Legal Liabilities of Licensed Alcoholic Beverage Establishments: Recent Developments in the United States.” Presented at a symposium on public drinking and public policy sponsored by the Addiction Research Foundation, the Alberta Liquor Control Board, and the Canada Health Promotion Directorate of Health and Welfare, Banff, Alberta (April 26-28, 1984).

“Public Policy Implications of the Presidential Commission Report on Drunk Driving.” Presented at the 63rd Annual Meeting of the Transportation Research Board, National Academy of Sciences, Washington, DC (January 16, 1984).

“Server Intervention Programs: The Role of the Alcohol Server.” Plenary presentation delivered at the First Northeast Conference on Alcohol-Server Liability, Boston, MA (January 13, 1984).

“The Impact of Legal Provisions on Barroom Behavior: Toward an Alcohol Problems Prevention Policy.” Presented at the 11th International Congress of Anthropological and Ethnological Sciences, Vancouver, BC, Canada (August 21, 1983).

“Prevention of Drinking-Driving: The Role of the Commercial Server of Alcoholic Beverages.” Presented at the 149th Annual Meeting of the American Ass’n for the Advancement of Science, Detroit, MI (May 31, 1983).

Steering committee member and presenter, Conference to Review the Report on Alcohol and Public Policy, National Academy of Sciences, Washington, DC (May 20-21, 1983).

Moderator, “Dram Shop and Third Party Liability,” session at *Lifesavers/2: National Conference on Alcohol Countermeasures and Occupant Protection* sponsored by the National Highway Transportation Safety Institute, Washington, DC (April 5, 1983).

“Justifying Alcohol Taxes to Public Officials” (co-authored with Beauchamp, D.) Presented at the 110th Annual Meeting of the American Public Health Association, Montreal, Quebec, Canada (November 1982).

“The Prevention of Alcohol Problems: Public Policy Issues.” Presented to the Director's Prevention Task Force, California Department of Alcohol and Drug Programs, August 24, 1982.

“Tourism, Alcohol Problems and the International Trade in Alcoholic Beverages” (co-authored with Ralston, L.) Presented to a World Health Organization meeting for the study of international production, marketing and distribution of alcoholic beverages, Geneva, Switzerland (May 1982).

“The Impact of Economic Development on Drinking Patterns and Problems: The Case of Tourism” (co-authored with Ralston, L.) and “The International Study of Alcohol Control Experiences: Summary of the Final Report.” Both presented at the Inter-American Workshop on Legislative Approaches to Alcohol-Related Problems, Institute of Medicine, Academy of Sciences, Washington, DC (March 8-10, 1982).

Participant, prevention section, *The Future of Alcoholism Services in California: A Think Tank* sponsored by the California Health Research Foundation, Tiburon, CA (December 5-6, 1981).

Respondent, *Economic Aspects of the Use and Misuse of Alcohol* sponsored by the Alcohol Education Centre (London), Wivenhoe Park Conference Center, University of Essex, England (November 1981).

“Federal Tax Law is Dangerous to the Public Health: The Case of Alcohol-Related Tax Expenditures.” Presented at the 109th Annual Meeting of the American Public Health Ass’n, Los Angeles, CA (November 1981).

“Alcohol: Both Blame and Excuse for Criminal Behavior.” Presented at a conference on alcohol and disinhibition sponsored by the Social Research Group, Berkeley, CA (February 1981).

“Social Science Research on Alcohol Use and Abuse: New Directions for the 1980s,” 5th Annual California Alcoholism Conference, San Rafael, CA (September 1980).

“The History of Youthful Drinking Laws: Implications for Current Policy.” Presented at the Symposium on the Impact of Minimum Drinking Age Laws, Boston, MA (October 1979).

“The Alcoholic Beverage Control System in California”; “Marketing of Alcoholic Beverages in California”; and “Retail Distribution of Alcoholic Beverages in California.” All presented at the second plenary session, International Study of Alcohol Control Experiences, Monterey (March 1979).

Hi!

I'd love to be a citizen representative on the board. I go the library every week. I enjoy seeing the Moms dropping off the children's books. I love seeing kids carrying books and retired guys reading the paper. A library is a vibrant place. And all I'd like to contribute is improving its reach to the community and tapping the best skills of the librarians to enjoy their work even more. I'd have to say one of my goals would be trying to get more book donations, and perhaps establishing a coffee shop at the Scotts Valley location, and have more evening activities. I think the Martin Luther King library in San Jose is an excellent example of multi-uses and activities.

I filled out the application and elaborate on my hopes to fill the citizen position.

Thank you,

Fred Reiss

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 5:00pm November 12, 2013.

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

For more information, contact Teresa Landers, Library Director or David Terrazas, Chair of the Board.

Email: landerst@santacruzpl.org or dterrazas@cityofsantacruz.com

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

Name: Fred Reiss

Address:
6 Manzanita Rd

Phone: 831 335-5565

Email: fpreiss@aol.com

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

How long have you been a resident of Santa Cruz County? 25 years

Briefly describe why you want to serve on the SCPL Joint Powers Board.
I believe the library can be the main heart of a community and the future for youth.

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

I have been a library patron my entire life. I can easily see how the definition of a library is expanding to include meeting areas, children's areas, and events. I was a literature and theater major. I've worked as a public affairs director at Clear Channel radio and know the importance of community and education. I've been a journalist and won a PEN award for one of my novels.

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

Strategic Planning

yes _____ Government Relations

yes _____ Management

yes _____ Human Resources

yes _____ Building Programs

yes _____ Technology

yes _____ Marketing

yes _____ Librarianship

_____ Other (please explain)

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

I'm active in Relay For Life in Scotts Valley. I'm a two-time cancer survivor.

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

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

The need to establish an area where the people can gather to discuss issues, and have access to an extensive list of books, music, films, and the internet. A place where kids can get excited about education and fuel their passions.

What are some of the challenges facing libraries?

Lower e-book costs. Revenue-generating businesses on-site, like a coffee house setting. Why should Starbucks get the money when all people need is a place to gather, work on their computers, or read the paper?

What are some of the opportunities facing libraries?

A more involved staff with the public because computer self-check out frees them up to interact with patrons and set up programs.

What are your goals in serving on the Board?

Encourage more community events to increase participation. I believe the Martin Luther King library in San Jose is a great role model, an inspiration.

Do you have regular access to email and the Internet? Yes

Provide any other information that you feel would be of interest. I said everything. But I have an engaging personality and I'm a funny guy who genuinely likes people.

Fred Reiss
11/9/2013

Signature

Date

NOV 12 2013

Santa Cruz Public Library
Library Joint Powers Board

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Email: landerst@santacruzpl.org or dterrazas@cityofsantacruz.com

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

Name: Kathleen Ritchie

Address: 587 Lockley
Boulder Creek, CA
95006

Phone: 831-338-0202

Email: Kathyritchie@comcast.net

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

Schools Outreach Coordinator (BSC)
SUVSD Trustee

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

19 years

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

I believe I can be a voice for library users. For parents who want to raise their children using libraries. For adults who cherish and use libraries. For the community as a whole that must have strong libraries to be a strong community.

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

The answer to this question would probably be my passion for books. I believe everyone should read and read often.

I have spent most of my adult life advocating and working to build a strong educational system for our community. This includes strong libraries for our schools and communities.

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

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

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

I have served as a Trustee on the San Lorenzo Valley Unified School District for the past 9 years. I have also served for the past year as a Delegate Assembly Representative for the California School Board Association. I also played a large part in the campaign for the new library at SLHHS and SLVMS and its design. I have also served as the ~~trustee~~ trustee. How would you describe your knowledge of the Santa Cruz County Public Library system?

I know the Santa Cruz County Public Library primarily as a user of the system. My four children spent many hours a storytime, activities and reading books at our local library. One of the prime reasons we chose to move to Boulder Creek was the fact that it had such a lovely library. What do you think are the library's most important roles in the community?

The most important roles a library can play in a community is in its ability to educate and gather. I strongly believe that a democracy can only thrive if its schools and libraries are strong and vibrant. Libraries also serve as a place people in the community can gather to better know their community and their neighbors.

the Board Representative on the Board Oversight Committee for the construction of the new library and theater for SLUSD.

What are some of the challenges facing libraries?

The most obvious challenge facing libraries is funding. But I ~~also~~ also believe that the correct implementation of technology is also a great challenge facing our libraries today.

What are some of the opportunities facing libraries?

The great opportunities our libraries hold is that they are beloved, valued and used by the community.

What are your goals in serving on the Board?

My goals would be to keep the libraries relevant and vibrant places for the community to use well into the future.

Do you have regular access to email and the Internet?

Yes

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



Signature

Nov. 7, 2019
Date

MONTHLY REPORT FOR OCTOBER 2013

1. READING, LISTENING AND VIEWING FOR PLEASURE

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

The following was posted on the SCPL Kids' Page on October 10:

Family Place Update

In response to feedback from families, we are making a few changes.

1. Registration will not be required
2. The program will be from 10 - 11 am

Some things will not change:

1. Attendance will be limited to 30 children and their parents or caregivers
2. There will be a full hour of play, music, art, and stories.
3. Programs will continue thru December 20 at
 - o Live Oak on Mondays
 - o Aptos on Tuesdays
 - o Boulder Creek on Wednesdays
 - o Scotts Valley on Thursdays
 - o Downtown on Fridays

A child's work is play and this program offers a fairly unstructured opportunity for very young children and their parents or caregivers to explore art and music, to play with age appropriate toys, and to experience group activities like storytime.

B. All ages will have materials, programs and displays that reflect current community interests and provide pleasurable reading, viewing and listening experiences that help them reach their personal literacy goals.

Kathleen Frey created two book displays that were very well received and used. "Water Conservation in the Garden" displayed books, bookmarks from the internet resources Home Improvement Reference Center and brochures and flyers provided by the Scotts Valley Water District. Another display was titled "The Healing Diet" which included book titles from the collection and suggested websites from the Health & Medicine section of the Internet Resources on the library website.

Garfield Park had a harvest themed display in the children's area which was quite colorful and contained books about harvests, gardens and fall. There was a Fright

“fall” display in the adult area. The fright “fall” display had different books with spooky themes.

Valerie and Patty put together a Halloween display in the Downtown Youth Services room that has proven very popular. Patty had a display on the “Who Was...?” and “Who is...?” biography series and a display on foods around the world.

Valerie presented a Spooky Stories storytime at Westlake School on October 24th.

Tania Berlinski put together a Halloween/Dia de los Muertos display in the children’s area of the Branciforte branch, that included legs/shoes with “smelly feet.” Kids from the local elementary school were on their bellies smelling the “feet”. It was very cute. There is a very LARGE black and purple spider above the service desk. It doesn’t bite-or even move! Branciforte also had a Hispanic Heritage month display in the adult area.

Family Crafts at Live Oak on Sundays are very popular. The simple origami bookmark was a real hit.

Over 30 Scotts Valley tweens and teens made masks one early out Wednesday – imaginative fun was had by all.

BC aide, Whitney James-Heskett with help from aides Chloe Woodmansee and Jesse Koshlaychuk, decorated the branch for Halloween. We are definitely in the Halloween spirit and our patrons are enjoying the display. Jesse and Chloe also created a display in the children’s area of books on dance that were all promptly checked out.

Friends of the Boulder Creek Library member, Penny Ellis, has been presenting a 6 week paper flower making craft program for teens and adults. Some really beautiful flowers have been created by our patrons. Kari Gunn, from Programming, is also doing a craft program at BC but for younger children.

La Selva Beach Branch has 2 displays in the Adult Area for October:

1. Green Living Ideas: Reuse, Reduce, Recycle, Rebuy
2. Reading is a Treat: Spooky Reads for Halloween.

Peggy Stone, an aide at LSB, decorated children’s “Autumn Fun” display with beautiful leaves and pumpkins.

Lucia Corrales, an aide at LSB, decorated the windows of La Selva Beach branch with a tree, birds and colorful leaves. Autumn and Halloween themed coloring pages, word searches, mazes and dot to dot worksheets are very popular among LSB’s young patrons and their parents.

The Felton branch has lots of new artwork on display. In the main part of the building, April Zilber has displayed her glass art along the branch's walls and windows. In the children's area, another local artist has displayed her sculptures of animals that she has made out of gourds. These new brightly-colored and imaginative pieces, which include a nesting bird and eggs, a cat, and an insect, nicely complement the other artwork in the children's area.

For Halloween, a local resident, John Fasolas has provided Felton with a display of kit built and hand painted monster figurines that he has collected over the years. In Halloween spirit, the figurines include such famous monsters as Frankenstein, the Wolfman, and Dracula. The display also includes numerous Smurf figurines dressed in Halloween costumes.

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

Branciforte is almost finished reorganizing the juvenile area. Items are organized now in a more user-friendly way. All of the audio/visual items are together. All of the J fiction are in the same area. All of the non-fiction (except J biographies) are together and the Picture books are no longer split among four different areas. This was a whole staff project. Even our shelving volunteers are excited about it!

2. LIFELONG LEARNING

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

Paula Contreras is leading a Reference Collection Development Crew for the Downtown branch. Over the next 9-10 weeks this group will meet and go through each subject category to weed, change to circulating, and update titles that need to be updated. Paula C., Victor Willis, Patty Webster, Leslie Auerbach, Jim Tarjan, and Julie Richardson make up this group.

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.

Popular teacher, Estelle Fein, returned to Boulder Creek for Homework Help. Students, new and old, are very happy that both she and the program are back.

Storytimes at Garfield Park have been very popular in the neighborhood. Each time there are more happy attendees. The family craft has been popular with the

patrons, as well. The craft for teens and tweens will probably be retooled due to low attendance.

Branciforte has started Tails to Tales with great success. We are very excited to have this program for the patrons. Our homework tutor, Christie is also very popular. It helps that she is bilingual.

Sandi Imperio, programming librarian, has created a LEGOs program exploring levers, motors and simple machines for children 9 to 18 years old. The Simple Machines Programs with Legos are very popular at Aptos, La Selva Beach, Capitola, and Boulder Creek.

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

We launched our new eBook platform, 3M Cloud Library, on October 1. This platform is known for its ease of use and flexibility in working with different mobile devices.

In response to requests from patrons & staff, we've made it possible to browse the Classical Vocal portion of the Sheet Music Database without having a specific composer or work in mind. We're currently working on providing the same capability for the Classical Piano portion of the database. This has already paid off for staff musicians searching for works to perform for our videos promoting the database. We can look forward to several new recordings to sing in the Year of the Horse.

3. COMMUNITY CONNECTIONS

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

The Scotts Valley Chapter of the Friends of the Library hosted a fundraiser, "Hops & Harvest" on October 5 at the Scotts Valley Library. Local breweries and restaurants provided food and drink for attendees to sample while browsing a variety of the items available for auction. It was a fun night for all who attended with the benefits going towards the purchase of additional furniture for the library's back patio.

Program Librarian, Jeanne O'Grady met with the local representative of Mercy Housing, Carmen Hernandez (Neary Lagoon and Sycamore Commons) about the resources available to library card holders from our website. Mercy Housing is working on making their computers more accessible and more useful for their residents. Carmen was delighted to learn about all the resources we have for

homework help as well as resources available in Spanish. She was also very interested in the sample tests for ESL and Citizenship that are available through our various databases.

Brenda McIlroy continues to meet once a month with Papas. She and Jeanne O'Grady met with Director Duetron Kebebew to plan a Family Place outreach program in the new year.

Janis O'Driscoll and Heather Norquist gave a presentation on "Database Marketing Strategies" at the MOBAC Future of Reference Workshop at MPC Library.

Downtown hosted a class visit for a Cub Scout troop from Scotts Valley on October 27th led by Brenda McIlroy and assisted by Patty Webster.

LSB is hosting a Spanish class in October. Most of the class participants are avid library users.

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

Jeanne O'Grady and Brenda McIlroy represented the library at the annual Cabrillo Early Childhood Education Conference. Our table was visited by over 50 educators and students interested in library programs.

Jeanne O'Grady, Jason Pell and Hanna Pitz attended the Scotts Valley High School Volunteer Day and talked to over 40 high school students about volunteer opportunities at the library.

Two book clubs at LSB are well attended and popular among local library users. The Beachcomber, La Selva Beach monthly newsletter, has a library page that lists library events and information about SCPL's databases and Internet resources.

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

Although the jail values our monthly service and staff have worked with us to make it easier for library staff to come and still be effective for the inmates and staff at the jail, they have had to cancel both the September and October visits because of staffing issues on their end. We will try again in November.

D. Volunteers will be used effectively.

The Volunteer Office is working on the transfer of the Book Buddy Program from the Program Team to a fully volunteer run program. They are not only recruiting

more volunteer Book Buddies, but they are making contacts in the community to get the word out to potential homebound Book Buddies.

4. WELCOMING PLACE

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

A new self check computer was installed in the children's area of Scotts Valley for parents to use while their children play in the Kid's spot.

Carpets were cleaned at Boulder Creek and Cardiff Pest Control Co. checked on our rodent problem and re-baited their traps.

Branciforte branch still has a pretty serious problem with the automatic front door closing at inappropriate times. Until it can be fixed, we are keeping it in the open position when the branch is open.

La Selva Beach has a new table in the children's area. Now we have more room for programs and WiFi library users.

Teresa, Gale and Janis participated in a focus group regarding the new Pacific Station.

Teresa presented the Facilities Master Plan to the Capitola City Council.

The four jurisdictional administrators began meeting to discuss implementation of the Facilities Master Plan including revision of the Library Joint Powers Agreement.

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

Garfield Park patrons continue to be very excited about the free streaming video available through our website. Once they've been shown how to access it and what it offers they can't wait to try it out at home!

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

The self-check machines continue to be problematic for the patrons and staff. Unfortunately, the problems are due more to the age of the software than with the ILS. A plan to address this deficit is forthcoming.

5. FINANCIAL SUSTAINABILITY

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

Sales tax revenues continue to be strong.

- 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.**
- C. The library operates efficiently and focuses on continual improvement.**
The contract with Polaris for a new ILS was signed in October.

6. ORGANIZATIONAL READINESS

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

CMS Copy Catalogers are in the process of taking a series of OCLC webinar training modules about Connexion Client. The trainings will allow staff to use Connexion Client effectively. The Catalogers are looking forward to being able to more efficiently enter information into the Library's catalog. Accurate data will allow patrons to more easily access and find the materials and information that they are looking for.

Heather Norquist is taking the Association for Library Collections and Technical Services Web Course "Fundamentals of Collection Development and Management".

Several major conferences and trainings occurred in October:

- Internet Librarian- this is a national conference held annually in Monterey. Staff attended for one to three days and one staff member, Diane Cowen, presented the SoundSwell project to a national audience.
- Staff Day- the annual staff day took place on October 14. Over 100 regular and temporary staff attended. There were presentations on customer service in the environment of single point of service and Zach Friend spoke about his book and got staff excited about developing a core message.
- Future of Reference sponsored by MOBAC (Monterey Bay Area Consortium of libraries). Several staff also presented at this workshop
- Baker and Taylor for entering patron requests- this is a major efficiency
- Future of Libraries- held in San Francisco and sponsored by PLP (Pacific Library Partnership). Staff helped organize this conference as well as present at it.
- Chamber Women's Leadership Forum- several staff attended this engaging one day conference

Cathy Landis, BC's PIC, attended SPLAMBA's (The School and Public Librarians Association of the Monterey Bay Area) workshop on Common Core State Standards.

Patty Webster led the Youth Services portion of the Downtown Safety walk on October 17th

Patty and Galina Wells, PIC at LSB, attended the City of Santa Cruz Employee & Leadership Development Program: Addressing Performance Evaluations,.

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

As mentioned above, several staff presented at the conferences detailed above.

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

Heather Norquist attended the annual USBBY conference in St. Louis. USBBY is the national section of the International Board on Books for Young People, whose mission is to promote international understanding through children's books; to give children everywhere the opportunity to have access to books with high literary and artistic standards; to encourage the publication and distribution of quality children's books, especially in developing countries; to provide support and training for those involved with children and children's literature and to stimulate research and scholarly works in the field of children's literature.

Teresa continued her monthly brown bag lunches with a visit to Garfield Park.

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

Several hours of staff day were devoted to a presentation from Ruth Barefoot from San Jose Public Library on how they implemented a highly successful single point of service model.

MONTHLY STATISTICAL REPORT
FY13/14

	Circulation			Visitors			Circ/Open Hr			Visitors/Open Hr		
	FY 12/13	FY 13/14	%change	FY 12/13	FY 13/14	%change	FY 12/13	FY 13/14	%change	FY 12/13	FY 13/14	%change
July												
Aptos	24,930	25,690	3%	11,500	11,307	-2%	135	134	-1%	63	59	-6%
Boulder Creek	4,017	4,776	19%	2,601	2,591	0%	36	35	-1%	23	19	-17%
Branciforte	8,013	9,171	14%	6,666	7,414	11%	70	67	-4%	58	55	-7%
Capitola	10,919	13,305	22%	5,023	5,871	17%	85	88	4%	39	39	0%
Downtown	50,400	49,579	-2%	36,090	32,443	-10%	220	212	-4%	158	139	-12%
Felton	2,224	2,827	27%	1,445	2,233	55%	28	25	-8%	18	20	11%
Garfield Park	3,531	4,715	34%	3,143	3,845	22%	42	39	-7%	37	32	-14%
La Selva Beach	1,692	2,290	35%	1,760	3,086	75%	21	20	-4%	22	27	24%
Live Oak	16,594	17,515	6%	9,374	9,980	6%	129	109	-15%	73	62	-14%
Scotts Valley	27,040	27,167	0%	13,794	14,055	2%	147	141	-4%	75	73	-2%
Outreach	3,018	3,208	6%	1,378	1,583	15%						
Subtotal	152,378	160,243	5%	92,774	94,408	2%	913	873	-4%	566	525	-7%
ebooks	4,533	6,033	33%									
e-audio	1,204	1,923	60%									
TOTAL	158,115	168,199	6%	92,774	94,408	2%	913	873	-4%	566	525	-7%
website hits	518,988	504,441	-3%	128,789	118,665	-8%						
<i>Note: The components of these stats are still being verified. They may or may not contain the selfcheck stats, staff renewals, PAC renewals, and other types of transactions. Therefore, they may represent more or less than we think.</i>												
August												
Aptos	25,067	24,212	-3%	11,719	11,312	-3%	127	124	-2%	59	58	-2%
Boulder Creek	4,285	4,608	8%	2,661	2,969	12%	33	32	-5%	21	20	-1%
Branciforte	8,256	9,483	15%	6,692	7,342	10%	65	66	2%	52	51	-2%
Capitola	11,449	12,968	13%	4,935	5,557	13%	75	79	6%	32	34	5%
Downtown	48,852	46,608	-5%	35,379	32,768	-7%	203	195	-4%	147	137	-7%
Felton	2,263	2,674	18%	1,349	1,920	42%	25	21	-13%	15	15	5%
Garfield Park	3,223	4,235	31%	2,748	3,768	37%	35	36	3%	30	32	8%
La Selva Beach	1,673	2,015	20%	1,120	2,417	116%	18	16	-10%	12	20	61%
Live Oak	15,138	15,348	1%	8,574	9,224	8%	114	101	-11%	64	61	-6%
Scotts Valley	24,915	26,180	5%	12,404	14,840	20%	126	134	6%	63	76	21%
Outreach	2,985	2,919	-2%	1,454	1,476	2%						
Subtotal	148,106	151,250	2%	89,035	93,593	5%	819	804	-2%	495	504	2%
ebooks	2,697	6,231	131%									
e-audio	2,110	1,998	-5%									
TOTAL	152,913	159,479	4%	89,035	93,593	5%	819	804	-2%	495	504	2%
website hits	512,829	490,310	-4%	126,192	117,722	-7%						
<i>Note: The components of these stats are still being verified. They may or may not contain the selfcheck stats, staff renewals, PAC renewals, and other types of transactions. Therefore, they may represent more or less than we think.</i>												

MONTHLY STATISTICAL REPORT
FY13/14

	Circulation			Visitors			Circ/Open Hr			Visitors/Open Hr		
	FY 12/13	FY 13/14	%change	FY 12/13	FY 13/14	%change	FY 12/13	FY 13/14	%change	FY 12/13	FY 13/14	%change
September												
Aptos	23,703	22,189	-6%	12,030	11,246	-7%	136	126	-7%	69	64	-8%
Boulder Creek	3,943	4,315	9%	2,676	2,724	2%	30	34	13%	20	21	5%
Branciforte	8,700	8,681	0%	6,573	7,111	8%	68	68	0%	51	56	8%
Capitola	10,872	11,234	3%	4,776	4,739	-1%	74	79	6%	32	33	2%
Downtown	46,868	42,989	-8%	35,410	31,020	-12%	215	195	-9%	162	141	-13%
Felton	2,174	3,063	41%	1,532	1,590	4%	21	28	37%	15	15	1%
Garfield Park	2,986	3,884	30%	3,022	3,365	11%	31	36	18%	31	31	1%
La Selva Beach	1,675	2,088	25%	1,372	2,197	60%	16	19	21%	13	20	56%
Live Oak	14,612	15,515	6%	8,281	8,947	8%	109	105	-4%	62	60	-2%
Scotts Valley	24,161	23,813	-1%	13,970	14,986	7%	139	135	-3%	80	85	6%
Outreach	3,047	2,935	-4%	1,408	1,414	0%						
Subtotal	142,741	140,706	-1%	91,050	89,339	-2%	838	826	-2%	537	527	-2%
ebooks	6,868	9,424	37%									
e-audio	2,373	1,961	-17%									
TOTAL	151,982	152,091	0%	91,050	89,339	-2%	838	826	-2%	537	527	-2%
website hits	421,268	486,170	15%	118,499	118,359	0%						
<i>Note: The components of these stats are still being verified. They may or may not contain the selfcheck stats, staff renewals, PAC renewals, and other types of transactions. Therefore, they may represent more or less than we think.</i>												
October												
Aptos	24,345	22,721	-7%	12,030	10,684	-11%	122	114	-7%	60	53	-11%
Boulder Creek	4,523	5,002	11%	3,235	3,277	1%	31	34	8%	22	22	-1%
Branciforte	9,296	9,821	6%	7,345	8,183	11%	65	65	0%	51	54	6%
Capitola	11,801	12,948	10%	5,297	5,835	10%	74	78	5%	33	35	6%
Downtown	48,084	44,527	-7%	35,642	31,659	-11%	198	183	-7%	147	130	-11%
Felton	2,726	3,136	15%	1,663	2,241	35%	23	25	9%	14	18	27%
Garfield Park	3,409	4,025	18%	3,368	4,048	20%	27	33	20%	27	33	22%
La Selva Beach	1,973	1,920	-3%	2,162	2,939	36%	16	15	-8%	18	23	28%
Live Oak	15,929	15,959	0%	9,022	9,972	11%	95	95	0%	54	59	11%
Scotts Valley	24,988	24,076	-4%	14,442	15,154	5%	125	120	-4%	72	76	5%
Outreach	3,912	3,362	-14%	1,615	1,502	-7%						
Subtotal	150,986	147,497	-2%	95,821	95,494	0%	776	761	-2%	498	504	1%
ebooks	9,308	8,893	-4%									
e-audio	2,593	1,788	-31%									
TOTAL	162,887	158,178	-3%	95,821	95,494	0%	776	761	-2%	498	504	1%
website hits	450,622	490,846	9%	127,971	117,918	-8%						
<i>Note: The components of these stats are still being verified. They may or may not contain the selfcheck stats, staff renewals, PAC renewals, and other types of transactions. Therefore, they may represent more or less than we think.</i>												

TO: Finance Committee- Library Joint Powers Authority Board
 FROM: Marcus Pimentel, Finance Director (City of Santa Cruz)
 DATE: November 23, 2013
 RE: Monthly Dashboard Report: Library's October 2013 financials

Contained herein is the preliminary, UNAUDITED October 2013 Dashboard summary report. In general, revenues remain on target (0.9% deviation) and expenditures are over-budget by 0.9%. This has resulted in a year-to-date net operating loss of \$-152,289. The planned operating loss includes one time items like the retirement of long term debt and services and/or supplies that were carried over from the prior year. Until the June 30, 2013 audit is complete, final year-end operating results and transactions in the current and prior months are preliminary, unaudited and may be subject to fluctuation.

	Actual Results				Fiscal Year to Date	Percent of Budget Comparison	
	August	September	October	October		YTD Actuals	Months completed
Net operations (Major accounts)							
Revenue:							
(2) Sales Tax	\$ 608,764	\$ 697,409	\$ 502,265	\$ 2,291,559	\$ 6,492,000	35.3%	33.3%
MOE- Member Contributions	426,225	425,412	\$ 426,225	1,704,363	5,260,000	32.4%	33.3%
Library Fines	15,843	15,782	\$ 17,158	62,803	200,000	31.4%	33.3%
Other Revenue	24,008	1,791	51,375	96,125	174,690	55.0%	33.3%
TOTAL REVENUE	\$ 1,074,839	\$ 1,140,394	\$ 997,024	\$ 4,154,850	\$ 12,126,690	34.3%	33.3%
Expenditures:							
(3) Payroll	\$ 902,364	\$ 594,514	\$ 568,274	\$ 2,527,833	7,703,251	32.8%	33.3%
Books (w/Grants)	50,399	158,501	98,282	561,153	1,213,804	46.2%	33.3%
Janitorial Services	12,438	8,569	8,339	29,566	117,100	25.2%	33.3%
Building & Facility	19,964	12,889	30,680	71,188	496,743	14.3%	33.3%
Rent (Equip, Building, Land)	25,928	25,924	29,924	105,198	312,500	33.7%	33.3%
Utilities	27,036	37,678	29,233	129,118	430,000	30.0%	33.3%
Other expenditures	214,792	117,490	146,956	883,083	2,308,789	38.2%	33.3%
TOTAL EXPENDITURES	\$ 1,252,921	\$ 955,566	\$ 907,689	\$ 4,307,139	\$ 12,582,187	34.2%	33.3%
Net Gain / (Loss)	\$ (178,082)	\$ 184,828	\$ 89,335	\$ (152,289)	\$ (455,497)		

	Fiscal Year to Date		Fiscal Year to Date		Annual Budget	
	August	September	October	October	Annual Budget	Annual Budget
Key Balance Sheet Items						
(6) Total pooled cash	\$ 1,802,103	\$ 2,007,872	\$ 3,336,808	\$ 3,336,808	238,988	91,248
(6) 2-month reserve target	2,014,833	2,014,833	2,014,833	2,014,833	221,341	12,451
(6) Excess cash/(reserve deficit)	(212,730)	(6,961)	1,321,975	1,321,975	9,168	44,528
Total Current Assets	2,936,308	3,116,722	3,341,588	3,341,588	92,327	27,852
Short Term Debt	40,443	62,227	149,449	149,449		
Long Term Debt	-	-	-	-		
Trust Current Assets (cont.)						
Leet-Corday						
Morely						
Hale						
Gruber						
Current ratio: Assets vs debt (+2)					August 72.6	September 50.1
					October 22.4	

- Notes:**
- Budget adjustments to Adopted revenue (\$37,690 increase) and Adopted Expenditure (\$168,976 increase) are due to planned receipt of additional donations, matching grant expenditures and prior year project carry-overs. The adopted budget anticipated using \$324k in one-time reserves to fund the one-time items that created the budgetary deficit.
 - For sales tax, September, December, March & June include the State's estimated revenue plus any balances for actuals vs. estimates for the prior 3-months (true-up)
 - August payroll costs include a third payroll cycle that will occur again this fiscal year in January 2014.
 - The four largest expenditures within 'Other expenditures' included: [Financial services - outside at \$47k]; [Software maintenance services at \$44k]; [Library functional supplies at \$13k]; and [Training at \$10k]
 - August expenditures include one-time payments for operating transfers for vehicle charges and prior year carry-over purchases
 - It was anticipated that one-time costs would temporarily deplete cash balances below the established, year-end reserve level. For October, the reserve was above the minimum by \$1,321,975 and included an early receipt of November's cash distribution (\$930k) that will be shown in November's revenue totals.
 - The Board's 6/03/13 Budget Adoption directed staff to pay off in July the long term debt due to the City of Santa Cruz

TO: Finance Committee- Library Joint Powers Authority Board
 FROM: Marcus Pimentel, Finance Director (City of Santa Cruz)
 DATE: October 27, 2013
 RE: Monthly Dashboard Report: Library's September 2013 financials

September 2013
 Preliminary,
 Unaudited



Contained herein is the preliminary, UNAUDITED September 2013 Dashboard summary report. In general, revenues remain on target (1.0% deviation) and expenditures are over-budget by 2.0%. This has resulted in a year-to-date net operating loss of \$-241,624. The planned operating loss includes one time items like the retirement of long term debt and services and/or supplies that were carried over from the prior year. For the year that ended June 30, 2013, final year-end operating results will be released following completion of the annual independent audit (by January).

Net operations (Major accounts)	Actual Results				Fiscal Year to Date	Percent of Budget Comparison			
	July	August	September	September		Annual Budget FY 2013/14	YTD Actuals	Months completed	Positive / (negative)
	Revenue:	Revenue:	Revenue:	Revenue:					
(2) Sales Tax	\$ 483,121	\$ 608,764	\$ 697,409	\$ 1,789,294	\$ 6,492,000	27.6%	25.0%	2.6%	
MOE- Member Contributions	426,500	426,225	425,412	1,278,138	5,260,000	24.3%	25.0%	(0.7%)	
Library Fines	14,020	15,843	15,782	45,644	200,000	22.8%	25.0%	(2.2%)	
Other Revenue	18,951	24,008	1,791	44,750	174,690	25.6%	25.0%	0.6%	
TOTAL REVENUE	\$ 942,592	\$ 1,074,839	\$ 1,140,394	\$ 3,157,826	\$ 12,126,690	26.0%	25.0%	1.0%	
Expenditures:									
(3) Payroll	\$ 462,682	\$ 902,364	\$ 594,514	\$ 1,959,559	7,703,251	25.4%	25.0%	(0.4%)	
Books (w/Grants)	253,971	50,399	158,501	462,870	1,213,804	38.1%	25.0%	(13.1%)	
Janitorial Services	221	12,438	8,569	21,228	117,100	18.1%	25.0%	6.9%	
Building & Facility	7,655	19,964	12,889	40,508	496,743	8.2%	25.0%	16.8%	
Rent (Equip. Building, Land)	27,421	25,928	25,924	79,274	312,500	25.4%	25.0%	(0.4%)	
Utilities	35,170	27,036	37,678	99,884	430,000	23.2%	25.0%	1.8%	
Other expenditures	403,844	214,792	117,490	736,127	2,308,789	31.9%	25.0%	(6.9%)	
(4) TOTAL EXPENDITURES	\$ 1,190,962	\$ 1,252,921	\$ 955,566	\$ 3,399,450	\$ 12,582,187	27.0%	25.0%	(2.0%)	
Net Gain / (Loss)	\$ (248,370)	\$ (178,082)	\$ 184,828	\$ (241,624)	\$ (455,497)				

Key Balance Sheet items	Trust Current Assets			Trust Current Assets (cont.)
	July	August	September	
(5) Cash held as 2-month reserve	\$ 2,014,833	\$ 2,014,833	\$ 2,014,833	Leet-Corday 91,154
(5) Remaining cash	355,092	(212,730)	(6,961)	Morely 12,420
Total Current Assets	3,362,393	2,936,308	3,116,722	Hale 44,482
(6) Short Term Debt	302,082	40,443	62,227	Gruber 27,780
(7) Long Term Debt	-	-	-	
(7) Current assets vs Current debt (+)	11.1	72.6	50.1	

Notes:

- Budget adjustments to Adopted revenue (\$37,690 increase) and Adopted Expenditure (\$168,976 increase) are due to planned receipt of additional donations, matching grant expenditures and prior year project carry-overs. The adopted budget anticipated using \$324k in one-time reserves to fund the one-time items that created the budgetary deficit.
- For sales tax, September, December, March & June include the State's estimated revenue plus any balances for actuals vs. estimates for the prior 3-months (true-up)
- August payroll costs include a third payroll cycle that will occur again this fiscal year in January 2014.
- July and August expenditures include one-time payments to retire Long Term Debt, operating transfers for vehicle charges, and prior year carry-over purchases
- It was anticipated that one-time costs would temporarily deplete cash balances below the established, year-end reserve level. For September, the reserve was below the minimum by \$6,961
- July's Short-term debt increased due to higher purchase activity
- The Board's 6/03/13 Budget Adoption directed staff to pay off in July the long term debt due to the City of Santa Cruz

STAFF REPORT

DATE: November 12, 2013
TO: Library Joint Powers Board
FROM: Teresa Landers, Director of Libraries
RE: Discard Policy

RECOMMENDATION: For information only. No action needed

BACKGROUND

At the September LJPB meeting a request was made to share the policy on the discarding of materials.

DISCUSSION

The discarding of library materials is a piece of the Library's overall collection development policy which encompasses criteria for adding materials, the handling of gifts, the discarding of materials and their disposition and the reconsideration of materials.

A very detailed approach to how the collection will be managed is in the 2005-2010 Collection Development Plan which will be revised in 2014. In 2010, a more succinct collection development policy was adopted to deal with the policy; leaving procedures to the plan.

The following excerpt details the Discard section of the policy:

Section 3.4 Discard Criteria

Materials are not discarded because they contain unpopular or controversial opinions. Materials may be discarded for one or more of the following reasons:

- Duplicates bought to satisfy initial heavy demand
- Wholly superseded editions
- Worn out or damaged items that are no longer usable and the subject or title can be adequately provided by other materials in the collection.
- Dated or incorrect information when it is likely to mislead the user.

(Historical materials with viewpoints currently considered inaccurate or

offensive but representative of their time and place are not discarded on that basis alone.)

- An item which has not circulated in a given period of time. The period of time is determined by the size of the collection in which it resides and the subject matter of the item.
- An item does not meet the suggested average annual circulation for that subject (or format) area.

Section 3.5 Disposal of Materials

If the material to be discarded is substantial or of potential use to another institution, staff may try to locate a library, school, or local group interested in obtaining the materials. If the material has been deemed valuable but outside the collection development parameters of this Library System, staff may seek a buyer for the material. Generally, discarded materials are given to the friends of the Santa Cruz Public Libraries for sale.

Until recently the practice of the Friends has been to try to sell library discards through a service called Better World Books. The return to the Friends is very low with an additional percentage being given to a literacy foundation. The Friends have now agreed to try to sell more of the library discards through their various bookstores and book sales. The philosophy towards materials that are damaged beyond reasonable use or which contain outdated and potentially “dangerous” information; particularly in the areas of health and law, will continue to be disposed of; being sent to recycling if at all possible.

Status Update for Facilities Master Plan (FMP) Implementation November 21, 2013

Overview

The Cities/County Administrator's Committee (CCAC) has met three times since the last update. The charge remains the same

- work out the details involved in the renewal of the LIPA agreement,
- refine the costs and options for individual facility projects and phasing
- review financial options and recommend a possible structure for a revenue measure

A project management software has been adopted to track progress and manage files. A GANTT chart is attached.

Schedule item	Item Owner	Plan date	Actual or scheduled	Comments
Info Request: Branch Hours and staffing	Teresa	10/17/13	10/17/13	Completed
Info Request: Costs by branch	Nicole & Marcus	11/07/13	11/19/13	Completed
Review and edit LIPA agreement	CCAC	01/09/14	01/08/1314	In progress
Refine costs in plan	Teresa	11/18/13	12/5/13	In progress
Understand financing options	Teresa & Marcus	11/18/13	11/18/13	In progress
Define project options	CCAC	12/05/13	12/05/13	In progress
Review & edit LFA agreement	CCAC	01/09/14	01/08/1314	
Report to LJPB FMP steering committee	CCAC	01/09/14	01/09/14	

Details

As indicated above, the information requests have been largely satisfied and reviewed by the team. This information is an important basis for the resolution of all the issues and informs the discussions about the JPA and LFA agreements as well as the various projects. Review of this background information has consumed most of the meeting time thus far.

Some broad conceptual agreement has been reached on some aspects of the revision of the JPA agreement but nothing concrete has been developed yet. There are three meetings scheduled for December to develop the agreement in detail.

A contract has been signed with Michael Zelter to confirm costs. This review is underway. At the same time, the various possible combinations of projects have been reviewed in a draft cost phase and compared to possible financing options. Once again, this is all still very preliminary and subject to much change.

Overall, we are on schedule and still planning on a report being available for the Facilities Master Plan Steering Committee in January.

STAFF REPORT

DATE: November 13, 2013
TO: Library Joint Powers Board
FROM: Teresa Landers, Director of Libraries
RE: Status Update for Polaris ILS Implementation

RECOMMENDATION: No action required. For information only

SUMMARY

The process has started and involves the following steps: data migration, hardware configuration (staff and public), software implementation (Polaris and various third party products), staff training, and public outreach. The focus right now is on the data migration and the hardware configuration.

BACKGROUND

The signing of the Polaris contract in October triggered the establishment of an implementation team not only at the Library but in Polaris as well. The Library's primary point of contact for the migration process visited for two days to get the process started.

The discussion section outlines the process from November 13 through the Go-Live date of April 9, 2014 and slightly beyond.

DISCUSSION

The final Polaris implementation schedule is in place, and we are busy preparing for a Go-Live date of April 9th, 2014. Not only are we preparing for the advent of Polaris by enhancing our networks, prepping a server and data conditioning, we are also making plans to enhance the customer-facing technology components within the branches prior to its launch.

Before Thanksgiving, the first 100 records of test data will be sent to Polaris so they can review the records and get an idea of what it is going to take to migrate an Evergreen Library. If all goes well, the first data extraction will be sent in early January with the final data extraction set for April 3, 2014, one week before Go-Live

LIT will first complete the rollout of new staff PC's (it is necessary for Polaris to have Windows 7 and Office 2013), by the end of December. We are moving to a Windows

Domain environment, which is the ideal environment for Polaris. These “retired” staff PC’s will then get utilized in a virtualized environment for the public, as described below.

During the month of January, LIT will be testing a new thin-client technology that can deliver “rich” public access PC’s. By “rich” we mean PC’s that have working USB and CD R/W drives, but that get a “virtualized” desktop (a Windows 7 desktop), and Office programs (Office 2012 Suite) from a centralized server. Every public access computer will be a rich PC. The benefits of this type of deployment are many:

- Leveraging existing hardware and software by using the old staff PC’s as virtual clients saves money,
- Centralized desktop management of desktops means higher utilization and faster turnaround when changes are needed,
- Simplified software rollout and deployment costs, and
- Longer hardware lifetimes, with less hardware and software failures.

We will conduct a “test bed” of virtualized PC’s in January, and work out any kinks that we find, prior to deploying them in February 2014. During this testing month, we will also be previewing two new PC timing and reservation software packages, and testing those to determine which will work best in our new computing environment. Once we are ready to deploy the new public access PC’s, we will institute the new PC timing and reservation software as well.

In addition to rich PC’s and new PC timing and reservation software, LIT hopes to deploy “cost-per-copy” print/copy/scan systems. These units will provide the public with self-serve, coin, dollar and credit card operated MFP’s (multi-function printers). These units will be able to scan, copy and print both from the PAC’s, and walk-ups as well. As yet to be determined is if these systems will tie into Evergreen, or if it will be a stand-alone solution until the advent of Polaris. There are technical considerations to work out, and we hope to know precisely our approach at the time of the next update.

At the time of the Polaris deployment (4/9/13), the plan is to also implement a cash register/credit card system behind the desk that will process patron fines and fees. In conjunction with that, we will be instituting a way to pay fines and fees via our website, so that anyone with Internet access can avail themselves of a more convenient way to pay.

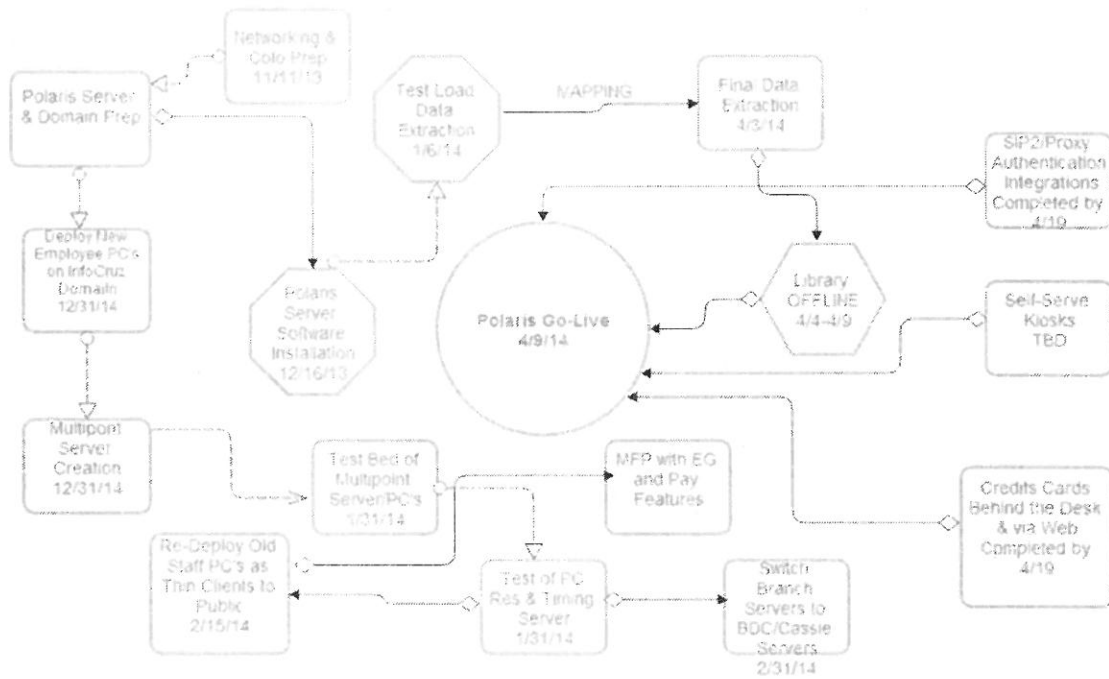
Lastly, after Polaris goes live, we hope to have selected a vendor for new self-check stations and self-serve kiosks. The new self-check stations will replace the existing ones, and the self-serve kiosks will have payment stations included, and offer the following benefits:

- Empowers patrons to manage their own transactions
- Accepts coins, dollars or credit cards, increasing revenue
- Intuitive, touch screen capabilities that delivers self-service that is easy to use and highly regarded.

The implementation of the new self check stations and self serve kiosks is currently unbudgeted. We will be reviewing the budget to see if there is funding available within

the current budget. If not, we will be making a request of the LJPB for the funding needed either through a special appropriation this current fiscal year or as part of the FY14/15 budgeting process.

Below is a diagram of the specific steps LIT is undertaking to deliver these new technologies and services to staff and patrons alike. We hope that you will be patient with us as we work diligently to deliver these transformative and necessary initiatives.



fwd: SCPL Patron Comment or Suggestion: great service computer tutor

WEBMASTER SCPL <webmaster@santacruzpl.org>

Mon, Oct 7, 2013 at 12:18 PM

To: Denise Fritsch <fritschd@santacruzpl.org>, Metis Group <metis@santacruzpl.org>, Reference Team <refer@santacruzpl.org>, On Call Librarians <oncallib@santacruzpl.org>

Hi everyone!

This was sent in to webmaster!

Jenn

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

From: <webmaster@santacruzpl.org>

Date: Sun, Oct 6, 2013 at 3:44 PM

Subject: SCPL Patron Comment or Suggestion: great service computer tutor

To: webmaster@santacruzpl.org

The following message has been received from:

NAME: alan lemke

PHONE NUMBER: [REDACTED]

EMAIL ADDRESS: [REDACTED]

=====

Library Staff,

Thank you for the great information I received from computer tutor Eric. I had my email hacked while using computers last month and he educated me on how to manage safety better after 14 years of computer use and my first time being hacked. I am also grateful to learn how to use my usb stick to send photos to friends who have sent me photos for years. I felt like today was a Christmas like celebration to be able to send photos to others that I did not understand how to do before. Thanks, Alan

=====

Got Questions? Text Us!

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



Ancestry Workshop on October 5

Janine Charlton <ivclb@comcast.net>
To: imperios@santacruzpl.org
Cc: Teresa Landers <landerst@santacruzpl.org>

Mon, Oct 7, 2013 at 9:59 AM

Dear Sandy,

Thank you so very much for coordinating the Ancestry.com workshop on Saturday, October 5th at the Aptos branch of the library. It was a huge success and we could not have done it without you. Your participation in this event was key to its realization.

Most sincerely,

Janine Charlton, President

The Genealogical Society of Santa Cruz County

JG

From: Teresa Landers [mailto:landerst@santacruzpl.org]
Sent: Thursday, May 09, 2013 7:56 AM

[Quoted text hidden]

[Quoted text hidden]

Laurent, Larry <l Laurent@ci.capitola.ca.us> Mon, Aug 5, 2013 at 4:50 PM
To: Teresa Landers <landerst@santacruzpl.org>
Cc: "Escalante, Rudy" <rescalante@ci.capitola.ca.us>, Tinka Anderson <andersont@santacruzpl.org>, Emily Galli <gallie@santacruzpl.org>, Gale Farthing <farthingg@santacruzpl.org>, Jonell Jel'enedra <jelenedraj@santacruzpl.org>, "Goldstein, Jamie" <jgoldstein@ci.capitola.ca.us>

Ms. Landers,

The City of Capitola would like to thank you and your staff for helping us get our new radio transmitter and emergency generator installed at the Capitola Library. We would not have been able to complete this project without their help. Your team went above and beyond to assist us with this project.

Thank you,

Larry Laurent

City of Capitola

Information Systems Specialist

831-475-7300 x 206

Escalante, Rudy <rescalante@ci.capitola.ca.us> Tue, Aug 6, 2013 at 10:32 AM
To: "Laurent, Larry" <l Laurent@ci.capitola.ca.us>, Teresa Landers <landerst@santacruzpl.org>
Cc: Tinka Anderson <andersont@santacruzpl.org>, Emily Galli <gallie@santacruzpl.org>, Gale Farthing <farthingg@santacruzpl.org>, Jonell Jel'enedra <jelenedraj@santacruzpl.org>, "Goldstein, Jamie" <jgoldstein@ci.capitola.ca.us>, "Held, Tom" <theld@ci.capitola.ca.us>

Ms. Landers,

I want to echo Larry's comments. This issue was of considerable significance to the police department. If power went out for more than 2-3 hours, our radios would no longer work. I can't thank you enough for all

your help. I can't thank you enough.

Rudy Escalante

Chief of Police, Capitola

From: Laurent, Larry

Sent: Monday, August 05, 2013 4:50 PM

To: 'Teresa Landers'

Cc: Escalante, Rudy; Tinka Anderson; Emily Galli; Gale Farthing; Jonell Jel'enedra; Goldstein, Jamie

Subject: RE: Capitola Library Antenna

[Quoted text hidden]

October 30, 2013

Teresa Landers
Library Director
Santa Cruz Public Libraries
117 Union Street
Santa Cruz, California 95060

Dear Teresa Landers,

I wanted to thank you for offering classes on how to use online text and audio books available from the library. I recently renewed my library card to be able to use these services. I attended the Thursday, October 24th class at the Santa Cruz downtown branch. The instructor Jim Tarian gave a great overview of how to access these products with different devices needing instruction in the group; (i.e. Kindle and Ipad) he was very informative and patient in answering all the questions. After the overview we broke up for one-on-one help-- I was lucky to have the help of Sarah Harbison-- she helped me with my Ipad and iPhone. When I left the class I was off and running with a text and audio book downloaded which I am able to access on both devices. My Iphone was a little slow but Sarah was happy to help me and cheerful- great customer service!

Please thank your staff for their extra effort in helping to teach me. I am enclosing a small donation to the library; please use it towards more online book and audio offerings.

Sincerely,

Flo Queen Stover
Flo Queen-Stover

113 Lance Court

Santa Cruz, CA 95065

SCPL INCIDENT LOG (print 27th to 26th for LJPB Packet)

Date M/D/YR	B r a n c h	Time HH:MM	Brief Description	Staff Involved	Steps Taken	Safety- Preventative Steps	1st Alarm Roving Guard Cld.	911 Cld.	CMT Cld.	Bld.Mt c. Cld.
9/28/13	DTN	7:30pm	Parking lot wall and employees car tagged with graffiti.	Gabe Reyes, Sue Smith, John Otte3nberg	Building Mtc. cleaned up the graffiti from Lib. Wall. Roving Guard filed report with SCPD	NA	Yes	Yes	No	No
9/30/12	DTN	6:50pm	2 patrons being disruptive in the internet area. Another female patron confronted the other 2 patrons in an loud manner. The first 2 patrons were reluctant to leave at closing.	Victor Willis, John Ottenberg	The disruptive female patron was asked to leave	NA	Yes	No	No	No
9/30/13	DTN	??	Someone set 2 garbage cans in the front of the library on fire. When found it was already extinguished. Patron complained about being harassed by another patron	John Ottenberg Sami Esquivel Laura VanDerslice	Build. Mtc. was called to clean up the aftermath Pic took information from complaining patron Security guards were called, couple was asked to leave	NA	Yes	No	No	Yes
10/2/013	LO	2:30pm	2 internet under the influence caused a lot of noise	Sue Graziano, Jeanne Czarnecki	Security guards were called, couple was asked to leave	NA	Yes	No	No	No
10/4/13	DTN	3:45pm	Person(s) vandalized tree and plants in back parking lot	Lauren Suhd	Photos taken	NA	No	No	No	No
10/5/13	B40	morning	Large log used as parking barrier was set on fire and was smoldering	Laura VanDerslice, Tyler Green	Firedepartment was called	NA	No	No	No	No
10/7/13	LO	3pm	Patron rolling tobacco to make cigarettes inside library. Tobacco was on the floor & he refused to clean up and got verbally abusive.	David Sidle, Ian Crosby	Security guard asked Patron to leave for the day. Photo was taken of patron.	NA	Yes	No	No	No
10/9/13	DTN	3:45pm	Automatic door at branch closed on a Patron Virginia Olguin.	Lauren Suhd	Medical attention offered but refused.	NA	No	No	No	No

SCPL INCIDENT LOG (Print 27th to 28th for LJPB Packet)

Date M/D/YR	Branch	Time HH:MM	Brief Description	Staff Involved	Steps Taken	Safety- Preventative Steps	1st Alarm Roving Guard Cld.	911 Cld.	CMT Cld.	Bld.Mt c. Cld.
10/10/13	APT	4:00pm	Patron David Tirri left his laptop hanging in restroom. Forgot it when he left. When he returned an hour later, it was gone.	no one	none	N/A	No	No	No	No
10/11/13	CAP	4:15pm	Patron reported that another patron by name of Warren West had exposed himself to her on 10/5/13. She returned to the library to report the incident only several days later.	Melanee Barash, Donna Barber	none	N/A	No	No	No	No
10/12/13	B40	130p	Woman was setting up camp site on front lawn of branch. She was also smoking marijuana.	Kathleen Wiedemann, Lauren Suhd	Photo taken and woman was asked to leave property.	but woman left before Police arrived	No	No	No	No
10/16/13	LO	5:00pm	Two boy patrons from the middle school got into altercation in the youth area of the branch. One ended up with a bloody nose.	Anthony Thomas, Linda Gault	Linda called the principal of the middle school & was told the boys would be spoken to.	NA	No	No	No	No
10/16/13	B40	1:30pm	Someone dumped gasoline near the bookdrop outside. Smell permeated the entrance to the library.	Lauren Suhd	Lauren called Bldg. Maint. To clean up the spill	N/A	No	No	No	Yes
10/20/13	DTN	3:15	Patron nown as, "Cello Guy" being verbally abusive with staff and patrons! This is the same person who was in volved in an altercation wit another patron last week.	Fred Ulrich, Dane Jensen	Security was called and the patron was escorted out.		Yes	No	No	No
10/24/13	B40	5:15pm	Several homeless persons arguing over belongings and accusing each other of smoking pot when told to stop	Lauren Suhd, Kevin Hildreth	Code of Conduct packet given - but person threw it away	NA	No	No	No	No

SCPL INCIDENT LOG (Print 27th to 28th for LJPB Packet)

Date M/D/YR	Branch	Time HH:MM	Brief Description	Staff Involved	Steps Taken	Safety- Preventative Steps	1st Alarm Roving Guard Cld.	911 Cld.	CMT Cld.	Bld.Mt c. Cld.
10/26/13	DTN	1:25pm	Patron refused to do wordprocessing at Word Kiosk using it solely for Facebook after again being made aware of the rules. Patron known to Security as "Cello Guy". 3rd public disturbance in 8 days.	Fred Ulrich, Janie Tibbals	Security guard escorted him out and called for a 3 day ban	NA	Yes	No	No	No
10/26/13	B40	NA	When opening branch, broken tree limbs/debris were found	Lauren Suhd	Debris cleaned up by building mtc.	NA	Yes	No	Yes	Yes

SCPL INCIDENT LOG (Print 27th to 26th for LJPB Packet)

Date M/D/YR	Branch	Brief Description	Staff Involved	Steps Taken	Safety-Preventative Steps	1st Alarm Roving Guard Cld.	911 Cld.	CMT Cld.
10/28/13	B40	Male found washing his hair with the librarian's water hose.	Chantel Van Pelt	Man advised to cease using the water hose	NA	No	No	No
10/30/13	BC	Patron's backpack attached to his parked bike outside the library was taken	Cathy Landis	Report filed with Sheriff - non-emergency	NA	No	No	No
11/1/13	DTN	Intoxicated patron on bench in front of branch resisted leaving when asked	Sue Graziano, Trevor Lewis (First Alarm)	Man declined medical assistance	NA	Yes	Yes	No
11/1/13	DTN	Young man patron putting his hands inside his pants.	Betty Rentz	John Ottenberg - Guard talked to the father first and then the son. The father understood this was not acceptable, the son disagreed and was told if he does it again, he will be banned from the library.	N/A	Yes	No	No
11/4/13	DTN	Jeffrey Griffin Smoking on Library Property again.	John Ottenberg - Roving Guard	Banned from DTN branch for 7 days	NA	Yes	No	No
11/4/13	HQ	Bike Locker lock snipped and 1 lockers found with no locks. Locer 4 had additional damage.	Gabe Reyes, Doug Valby/Water Dept.	Locks were placed on the 2 open lockers and the damaged locker was reported to Bldg. Mtc. Doug Valby agreed to check with his dept. to see if anyone's bike was stolen.	Use snip/free type locks	No	No	No

SCPL INCIDENT LOG (Print 27th to 26th for LJPB Packet)

Date M/D/YR	Branch	Time HH:MM	Brief Description	Staff Involved	Steps Taken	Safety-Preventative Steps	1st Alarm Roving Guard Cld.	911 Cld.	CMT Cld.
11/6/13	B40	1:35pm	Unsolicited by Staff, 2 police officers entered the library and arrested patron Mr. Allen a patron known to cause disruptions in multiple locations.	Lauren Suhd, Rowan Rammer	NA	NA	No	No	No
11/6/13	DTN	11:15am	Man was hitting himself and yelling outside the library. When approached by Security Guard, the man started to attack the Guard.	John Ottenberg - Security Guard	John was able to secure the man to the ground & call Police. Police arrived and arrested the man.	N/A	Yes	Yes	No
11/10/13	LO	1:30PM	Trash & drug paraphernalia left in front and on porch of branch	Patty Carroll, Heather Norquist	Discarded trash		No	No	No
11/13/13	DTN	11:30am	Female patron being disrespectful to Staff over having to pay for print outs (ongoing issue with this patron).	Sara Harbison, David Sidle, Richard Eberle, Jennifer cockerill, Sue Smith, Jim Tarjan	patron asked to leave for the day.	NA	Yes	No	No
11/14/13	FTN	12:45pm	An unwrapped condom discovered in the garden	Jason McCluskey	The condom was disposed of in the bodily fluid disposal kit	NA	No	No	No
11/14/13	DTN	12:30pm	Male patron appeared to be in distress, trembling hands and slurred speech.	Sara Harbison, Betty Rentz, Al Natividad/First Alarm	Police called and determined that the patron was on medications. Patron given numbers to resources.	NA	Yes	Yes	No
11/14/13	LO	11:30am	Trash, crack pipe, red/brown smears on the wall of branch	Patty Carroll, Laura VanDerslice	Picked up trash and saved it	Called police to report increasing night time activity and asked for regular patrols	No	Yes	No

SCPL INCIDENT LOG (Print 27th to 26th for LJPB Packet)

Date M/D/YR	B r a n c h	Time HH:MM	Brief Description	Staff Involved	Steps Taken	Safety-Preventative Steps	1st Alarm Roving Guard Cld.	911 Cld.	CMT Cld.
11/15/13	DTN	2:30pm	2 Secret Service Agents were looking for person who sent threatening email to President Obama.	Jim Tarjan, David Sidle, Richard Eberle, Michael Ripley, Gary Decker, Emily Galli, Shelley Bodamer	Security guard took copy of picture of person. Secret Service asked that staff call 911 if person is seen in the library		No	No	No
11/17/13	DTN	3:45pm	Confrontation between 2 people in the internet area. When a female patron went to the restroom another patron (White Male, Height: over 6', Hair: short dark, Age: 40s-50s, thin, wearing a short green/blue windbreaker jacket) took over the computer. When she asked the man to move he physically pushed her.	Jennifer Cockerill, Dorothy Franks Fred Ulrich, Alex Walshaw/guard	After staff and security guard involvement, the man finally moved and then made the gesture of blowing kisses to those who complained about him. The patron asked to move and as a result of his behavior was banned for the day. Name unknown.	NA	Yes	No	No
11/18/13	DTN	10:10a	Internet user physically pushed away a female user at the internet station	Hui-lan Titangos, Gary Decker, John Ottenberg	One day ban imposed		Yes	No	No
11/18/13	DTN	11am	Male patron eating in the library and using profanity in a loud tone toward a member of Geneology (Ms. Donovan) when asked to stop eating. This patron has had numerous warnings in the passed and a 1 day ejection (photo taken).	Ms. Donovan, Heachter Pereira, John Ottenberg	Patron was asked to leave due to his abussive behavior. Since he has had other incidents of the same nature, a 1 week ban imposed.	NA	Yes	No	No

Website Statistics for October 2013

Ann Young <younga@santacruzpl.org>

Mon, Nov 4, 2013 at 12:02 PM

To: Teresa Landers <landerst@santacruzpl.org>, Kira Henifin <henifink@santacruzpl.org>

Here is a breakdown for October:

Total visits: 117,918 (SCPL website: 81,046; SCPL Catalog: 36,872)

Total pageviews: 490,846 (SCPL website: 174,769; SCPL Catalog: 316,077)

The top content sources for the above pageview statistics are:

SCPL Catalog - 316,077 pageviews

SCPL homepage - 63,430 pageviews

Branch pages - 13,054 pageviews

Internet Resources (links to subscription databases) - 11,336 pageviews

Local history articles - 10,386 pageviews

Community Information Database - 10,172 pageviews

Kids page - 7,003 pageviews

Local history photo gallery - 6,596 pageviews

Library services - 3,770 pageviews

Teens page - 3,490 pageviews

Ematerials (links to ebook, eaudio vendors) - 3,197 pageviews

Evergreen FAQ/Tutorials - 2,930 pageviews

Newspaper Clipping Index - 2,641

Events calendar - 2,001 pageviews

Reader's Link (Staff pick book reviews, etc.) - 1,703 pageviews

What's New - 1,510 pageviews

Site search - 1,185 pageviews

Contact Us - 918 pageviews

Library Admin pages (LJPB agendas, audio files, etc.) - 853 pageviews

Local News Index - 827 pageviews

Periodical Index - 510 pageviews

Did You Know? (Answers to commonly asked reference questions) - 468 pageviews

Fifty Plus - 428 pageviews

Sheet Music Database - 420 pageviews

Friends of the Santa Cruz Public Libraries have holiday book sale set for Dec. 1

Sentinel staff report Santa Cruz Sentinel

Posted: 11/19/13

SantaCruzSentinel.com

SANTA CRUZ - The Friends of the Santa Cruz Public Libraries will host a holiday book sale from 11 a.m. to 3 p.m. Dec. 1 at the downtown branch, 224 Church St. The sale will be held before the holiday parade.

Vintage, children's and holiday-themed books, as well as popular fiction, will be available. Books will be used but in gift condition.

Free gift-wrapping will be offered while wrapping supplies last. Call 427-7716 or visit www.fscpl.org.

Peace corner at UCSC dedicated to late Santa Cruz leader

Scott Kennedy

By Shanna McCord Santa Cruz Sentinel Santa Cruz Sentinel

Posted: 11/10/13

SantaCruzSentinel.com

SANTA CRUZ -- A memorial will be established at a UC Santa Cruz library for Scott Kennedy, a two-time Santa Cruz mayor and co-founder of the Resource Center for Nonviolence who died two years ago at age 62.

A corner of Cowell College's Page Smith Library will honor Kennedy and his longtime work on peace and conflict resolution, particularly in the Middle East.

Organizers are calling it the "peace corner."

Kennedy graduated from Cowell College in 1971 and made Santa Cruz home with his wife Kris Kennedy, a 1972 Cowell graduate, and their three children -- Peter, Ben and Megan.

Kris Kennedy says the peace corner is a fitting tribute to her late husband who was driven throughout his life to promote social change and help the less fortunate.

"It's hard to accept his death, but this makes me feel really great," said Kris Kennedy, a public school teacher before her retirement. "We selected books that were pivotal in Scott's thought process and ideology."

At least 100 of Kennedy's personal books on nonviolence, Christianity and the Middle East have been donated from his family for the library section.

The corner will be also dedicated to Bhuwan Joshi, a former Cowell professor who died in 1977.

Joshi founded the Siddharta Banasthali Institute and Shanti Nikunj Vidyalaya School, a high school and college in Kathmandu, in the mid-1940s to promote egalitarian principles in education with regard to social class, sex, religion and ethnicity.

Some of Kennedy's contributions include Howard Zinn's "You Can't Be Neutral On A Moving Train" and "Loaves and Fishes" by famous Catholic Worker Dorothy Day.

The book Kennedy wrote with his sister Diane Pike, "Wilderness Revolt," has been included.

"The peace corner is just perfect because Dad worked with young people so much," Kennedy's son Peter Kennedy said. "Whether it was meeting with Yasser Arafat or encouraging kids on the soccer field, he was persistent and dedicated to his work."

In addition to the library dedication, Kennedy's legacy lives on at the Resource Center for Nonviolence, which moved to a new building just months before his death in November 2011.

Peter Klotz-Chamberlin, a friend of Kennedy who helped found the center in 1976, said the organization is thriving with new relationships and programs in the community.

The new building on Ocean Street is "a hub of nonprofit activity," Klotz-Chamberlin said.

The resource center collaborates with the local chapter of the NAACP to celebrate Martin Luther King, Jr.'s birthday in January and the Museum of Art & History on interactive art displays.

"We just had our largest ever annual dinner with 230 people," he said. "A lot has happened and we're grateful for that."

Follow Sentinel reporter Shanna McCord at [Twitter.com/scnewsmom](https://twitter.com/scnewsmom)

IF YOU GO

Scott Kennedy memorial

WHAT: Peace corner dedicated to the late Scott Kennedy and Bhwan Joshi, a former Cowell professor

WHEN: 2 p.m Nov. 17

WHERE: Page Smith Library at UCSC Cowell College

Best Bets, Nov. 9, 2013: FRIENDS OF THE LIBRARY BOOK SALE

By Staff Santa Cruz Sentinel Santa Cruz Sentinel
Posted: 11/8/13

SantaCruzSentinel.com

FRIENDS OF THE LIBRARY BOOK SALE

Friends of the Santa Cruz Public Libraries is holding a giant book sale with 20,000 used books. The main event is Saturday, but Friends members are invited to purchase books the night before (Friday, Nov. 8) when there will be wine and live jazz to accompany the sale. Proceeds benefit local libraries.

when: 5:30-8:30 p.m. (members only), 10 a.m.-5 p.m. Saturday (open to public)

where: Santa Cruz Civic Auditorium, 307 Church St., Santa Cruz

cost: Free

details: 831-427-7716, www.fscpl.org

RODDY RADIATION & HIS SKABILLY REBELS

Roddy Radiation is actually Roddy Byers, the lead guitarist for The Specials (a band that's been performing since the 1980s). Skabilly is a combination of ska and rockabilly. Also performing are rockabilly trio The Chop Tops and 11-piece soul band The Inciters. Both of the latter bands are based in Santa Cruz.

when: Doors open at 8 p.m., show starts at 9 p.m.

where: Moe's Alley, 1535 Commercial Way, Santa Cruz

cost: \$12 in advance, \$15 day of show

details: 831-479-1854, www.moesalley.com

For more local activities, visit Things to Do on the Sentinel homepage or events.santacruzsentinel.com

[print](#)

Felton Library bond measure could head to voters in 2014

by [Joe Shreve](#)

11.07.13 - 05:09 pm

In as little as a year's time, Santa Cruz County residents may find themselves voting on a bond measure proposal that, if approved, could mean real results for the long-awaited and much-delayed plan to build a new facility for the Felton Library.

At a Tuesday, Nov. 5 meeting with Felton community members and supporters of the project, 5th District Supervisor Bruce McPherson — who serves on the Santa Cruz Public Library Joint Powers Board — said that increased stability in the funding for the library system and the overall improvement of the economy, has created conditions favorable to getting the project underway.

“We’re coming to another point where we’re going to try and put things together,” he said. “It’s our turn, and it’s about time.”

McPherson said that over the next several months, several bond measure proposals for library improvements countywide were likely to come before the Joint Powers Board and could be on the ballot as soon as the November 2014 election.

Board member Nancy Gerdt said that any bond measure proposal would prioritize Felton’s need for a new facility, given the centrally located site on Gushee Street, and the cramped quarters of the existing library in the Faye G. Belardi Memorial building about ½ mile away at the corner of Gushee and Felton Empire Road.

“We’ve been waiting for this for a long time,” she said.

The Belardi building was built 1893 as a Presbyterian church, and renovated in 1956 when it was donated to the library system by the Belardi family.

McPherson cautioned that, before any bond measure could realistically be put to a vote, the contract of the Joint Powers Board — which consists of representatives from Santa Cruz County, along with the cities of Santa Cruz, Capitola, and Scotts Valley — would need to be extended.

‘This site, it couldn’t be more ideal’

The acre of land adjacent to the Scotts Valley Post Office was donated by Mike Verutti for the library site, but has sat in limbo for more than a decade as funding for a new facility never materialized.

Plans for a modern, 9,000-square-foot facility have been ready to go since 2009,

said Architect Teall Messer.

“We’ve just been waiting for someone to come up with a few million dollars,” he said.

Messer said that the building would be designed to maximize green technology such as radiant heating, large rooftop windows, and solar power arrays in order to minimize the operating cost.

According to Gerdt, construction of the plans as drawn would cost approximately \$8.5 million.

“This site, it couldn’t be more ideal,” she said, citing its accessibility, proximity to schools, and central location at what she described as “the gateway to the San Lorenzo Valley.”

“(Gushee Street) is one of the few streets in Felton that has a sidewalk.”

Paul Machlis of Felton Library Friends said the planned new building would provide more than seven times the space that the 1,250 square feet the existing building offers — meaning more space for books, activities, and studying.

“(The existing facility) has not been adequate for a long time,” he said.

For more information about the Joint Powers Board, visit www.santacruzpl.org, and for more information about the Felton Library Friends, visit www.feltonlibraryfriends.org/

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

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Wanted: Your snapshots and stories

By Terri Morgan Santa Cruz Sentinel Santa Cruz Sentinel

Posted: 11/5/13

SantaCruzSentinel.com

SANTA CRUZ -- Snapshots capture moments in time and preserve memories that grow more cherished as years go by. No one knows that more than the staff at the Santa Cruz Public Library system.

The library system has a large historical photo collection posted online, which gets more hits than anything else on its website. Librarians and library supporters want to add to this valuable archive and are asking for the community to contribute their own memories and stories.

They have launched a series of events called Snapshot Stories so that people can come to a central location and share their images and history behind them. The first of the series takes place Saturday at the Santa Cruz Museum of Art and History. Representatives from the public library system, the museum and local historians will be on hand to scan the images and record the information about the people in them as well as when and where they were taken.

The images will be returned to their owners, who will be given a USB flash drive containing a digital copy of their pictures.

"We'll have scanners and laptops and people ready to go," said Janis O'Driscoll the manager of programs and partnership for the Santa Cruz Public Library system. "We're hoping it's a really fun experience for everybody."

Santa Cruz City Councilman David Terrazas, who is the chair library board, said the "Snapshot Stories" program will help expand the collection.

"We're hoping to get pictures from local families and stories about the place we all love to live in," Terrazas said. "These stories make up our community's history."

The library plans to host in additional Snapshot Story days in different parts of the county, Terrazas added.

"It's the first of what I hope will be many community road shows," he said.

Although the inaugural event is soliciting photos from the wharf and boardwalk area, people are invited to bring in pictures taken anywhere in the county, during any era. Current pictures are also welcome.

"We're not eliminating anything," O'Driscoll said. "If it was taken this summer, two summers from now it will be documenting something that isn't there anymore."

The Snapshot Stories project is a partnership between the library system and two other organizations. Staff at the UCSC McHenry Library have shared information about establishing and expanding archives. The Santa Cruz Museum of Art and History is hosting

the inaugural event in their atrium.

"It's a perfect partnership," said Marla Novo, the curator of collections at the MAH. "The library is all about the community, and the MAH is all about community. It's a great way of connecting our community through the generations."

As well as hosting the event, the Museum of Art and History also will provide an "ask a historian component," Novo said. "Our Researchers Anonymous group will be on hand to help people identify some of the places in their photographs."

Researchers Anonymous is a group of local historians who have been meeting monthly at the Museum of Art and History for the past 20 years.

Follow Sentinel correspondent Terri Morgan at www.twitter.com/soquelterri

If you go

SNAPSHOT STORIES

WHEN: 11 a.m. to 3 p.m. Saturday

WHERE: In the Atrium of the Santa Cruz Museum of Art and History, 705 Front St.

WHY: To add to the library's data base of historical photos.

INFORMATION: Email the program team at pro@santacruzpl.org or call 831-427-7717.

VIEW THE COLLECTION: To see the library's historical photo collection, go to www.santacruzpl.org/history.

11/11/13

Free Tutoring at Santa Cruz County Libraries

By cat ferguson Santa Cruz Sentinel Santa Cruz Sentinel
Posted:

SantaCruzSentinel.com

SANTA CRUZ -- A county-wide tutoring program has gotten a boost from Santa Cruz High School students.

A group of seven advanced placement students began meeting a year ago on Thursdays at the downtown library branch to help younger students with their classwork and homework.

Jackie Shekhtman, the student who organized what was originally called Jumpstart to High School, got her start recording stories in Spanish to help other students learn the language.

A year ago, she talked some fellow AP students into hosting free tutoring sessions. Recently they were absorbed into the larger Homework Help program that is held in libraries around the county. "It took a lot of work to get it off the ground, but every week you can see it's worth it," Shekhtman said.

Tutoring is available for every subject, including calculus.

Most of the groups within the Homework Help system are led by certified teachers. The sessions are free of charge, and students of all ages are welcome.

Follow Sentinel reporter Cat Ferguson at [Twitter.com/biocuriosity](https://twitter.com/biocuriosity)

IF YOU GO

Tutoring program

Downtown branch: 4-6 p.m. Thursdays J Fiction area of the Young People's Room.

Aptos branch: 3:30-5:30 p.m. Thursdays.

Boulder Creek branch: 3-5 p.m. Wednesdays for grades K-6 in the Boulder Creek Meeting Room.

Branciforte branch: 3:30-5:30 p.m. Wednesdays for Middle School students in the young adult area.

Garfield Park branch: 3-5 p.m. Wednesdays for Middle School students in the Teen Group Study Room.

Live Oak branch: 3-5 p.m. Tuesdays for fourth-grade to high school in the teen area.

Scotts Valley branch: 3-5 p.m. Thursdays in the teen area.

For more information, contact Andria Gordon at agordonsc@yahoo.com

Praiseworthy, Oct. 22, 2013: Thanks, beer lovers, for library help

By Contributors Santa Cruz Sentinel Santa Cruz Sentinel
Posted:

SantaCruzSentinel.com

Thanks, beer lovers, for library help

A generous thank you to all that donated and attended Hops & Harvest, the fundraiser given by Friends of the Scotts Valley Library, Oct. 5. The evening event, held on the new award-winning patio, helps support literacy, programing and amenities for the new library, and serves to bring the community together.

Many fantastic local businesses contributed items in support of our local library. Thanks to Discretion Brewery, Santa Cruz AleWorks and Seabright Brewery for donating beer tastings and to Bruno's BBQ, Mollie's Country Café and Tony and Alba's for donating food pairings.

Overall, thank you for the continuing generosity of our local community.

Derek Timm, Friends of the Scotts Valley Library

Pleasant surprise at Mello Center show

Hopefully the person who found my charge card, driver's license, health card and ATM card at the Mello Center in Watsonville on Sunday, Oct. 6, will read this. Prior to my enjoying that glorious concert I was approached, identified and received these items that I didn't know I had lost. I wish to thank the symphony personnel in the lobby who returned them to me, as well as the individual who found them and gave them to one of the volunteers in the lobby. I appreciate your concern. Thank you very, very much

Sally-Sue Kleibrink, Santa Cruz

Indebted to help from Dominican

Thanks to Dr. J Jett and her wonderful staff in acute rehab at Dominican Hospital. And thanks to Dr. Jack Watson for his concerns, insights and professional help. I marvelled at how well they all worked together. They were always there for you day and night. A truly merciful morale-building team. My family and I will always remember and support to our ability the entire hospital and especially the acute rehab unit.

Ted Landkammer, Watsonville

Santa Cruz Open Streets a success

Thank you Santa Cruz for the wonderful celebration of community health which took place at the second annual Santa Cruz Open Streets event on Oct. 13 on West Cliff Drive. Thousands of participants were thrilled to enjoy a car-free experience of our amazing coastline for walking, bicycling, dancing and other healthy activities. The event's mission is "to promote individual and community health through creative use of public space" and that

Coast Lines, Oct. 24, 2013: District holds hearing on water rate increase

By Staff Santa Cruz Sentinel Santa Cruz Sentinel
Posted:

SantaCruzSentinel.com

BEN LOMOND

SLV district holds hearing on water-rate increase

The board of directors for the San Lorenzo Valley Water district will hold a public hearing to discuss a proposed water rate increase 7 p.m. Thursday at the Highlands Park Senior Center, 8500 Highway 9.

SLV property owners who protest the increase must submit written and signed letters that include their address or parcel number to the water district by Thursday.

Letters may be mailed or hand delivered to the San Lorenzo Valley Water District, 13060 Highway 9, Boulder Creek, CA 95006.

For details, visit www.slwd.com or call 831-338-2153.

SANTA CRUZ

Santa Cruz Public Libraries board seeks new member

Santa Cruz Public Libraries is seeking a new volunteer member for its nine-member governing board.

The vacancy is for a resident in library District 2, which is defined as Scotts Valley, Supervisorial District 5, less the portion within Santa Cruz and Supervisorial District 1, less the portions within Santa Cruz, Capitola and Live Oak south of Capitola Road.

Specific addresses can be confirmed by contacting library officials or refer to the map found at www.santacruzpl.org.

Applications must be received by 5 p.m. Nov. 12.

For information, call 831-427-7706 or email landerst@santacruzpl.org.

SCOTTS VALLEY

Police, students mark Red Ribbon Week through Oct. 31

Scotts Valley police and Scotts Valley High School students and staff are celebrating Red Ribbon Week through to Oct. 31 to promote a drug-free lifestyle.

Police presented banners and wrist bands for students who pledged to live drug free.

Events and announcements related to drug-free living also have been planned at Scotts

Valley High.

Scotts Valley city staff members also wore red ribbons this week to promote Red Ribbon Week.

WATSONVILLE

Library celebrates Dia de los Muertos on Thursday

The Watsonville Public Library will host sugar skull decorating and other family crafts 6-8 p.m. Thursday in the Civic Plaza community room, 275 Main St., fourth floor.

The event is part of the library's celebration of Dia de los Muertos, the traditional Mexican festivity honoring the dead.

The sugar skull program will be repeated on Saturday at the Freedom Branch Library, 2021 Freedom Blvd.

On Tuesday, teens are invited to make masks at the Main Library in the Civic Plaza.

A bilingual storytelling for all ages will be at 6:30 p.m.

On Nov. 1, altars will be decorated and blessed in the Main Library lobby at 2 p.m.

WATSONVILLE

YMCA celebrates harvest time on Friday with free event

YMCA of Watsonville will host its annual Harvest Festival 5-8 p.m. Friday at 27 Sudden St.

The free event is open to all ages and will include trick or treating, a costume contest and activities.

For information, call 831-728-9622.

SCOTT'S VALLEY

Halloween Sidewalk Festival Saturday to benefit arts

The nonprofit Regional Artisans Association presents a Halloween Sidewalk Festival and Silent Auction 6-9 p.m. Saturday in the back of the Kings Village Shopping Center. Co-hosts are Scotts Valley Artisans, Choi's Tae Kwon Do, Jesse Gabriel Photography and Bruno's Barbeque.

Proceeds will support Mural-in-a-Day, SantaCruzArtists.com, Scotts Valley Artisans, and Art in Public Places.

More than 100 items have been donated for the silent auction, including original artwork, Disneyland passes, area restaurant and hotel gift certificates, fitness center packages, cosmetic dentistry, Redwood Canopy zip-line tours, kayaking outings, Kuumbwa Jazz

How Low Can Our Book Budgets Go?

Posted Monday, October 14, 2013 - 12:07

More books are getting published, but public libraries are buying less

By Steve Coffman

Ask the average Joe what's the first thing that comes to his mind when he thinks about libraries, and the answer will almost always be "books."

But don't just take Joe's word for it. OCLC's surveys on the "library brand" regularly turn up the same result. In fact, in *Perceptions of Libraries 2010*, OCLC found that in the previous five years libraries have become even "more strongly associated with books than they were before"—69% in 2005 vs. 75% in 2010.

Or ask any of the 1.59 billion people who came through our doors in an average year and you'd get a few who would say they were there to use a computer, fill out a job application, or attend a program. Fewer now would say they came to ask a question or find out a fact; but the vast majority of them would answer—just as they did in the earliest days of libraries—that they had come to get a book. Most people could not imagine a library without books any more than they could imagine accountants without accounts or lawyers without the law.

But the numbers tell a different story:

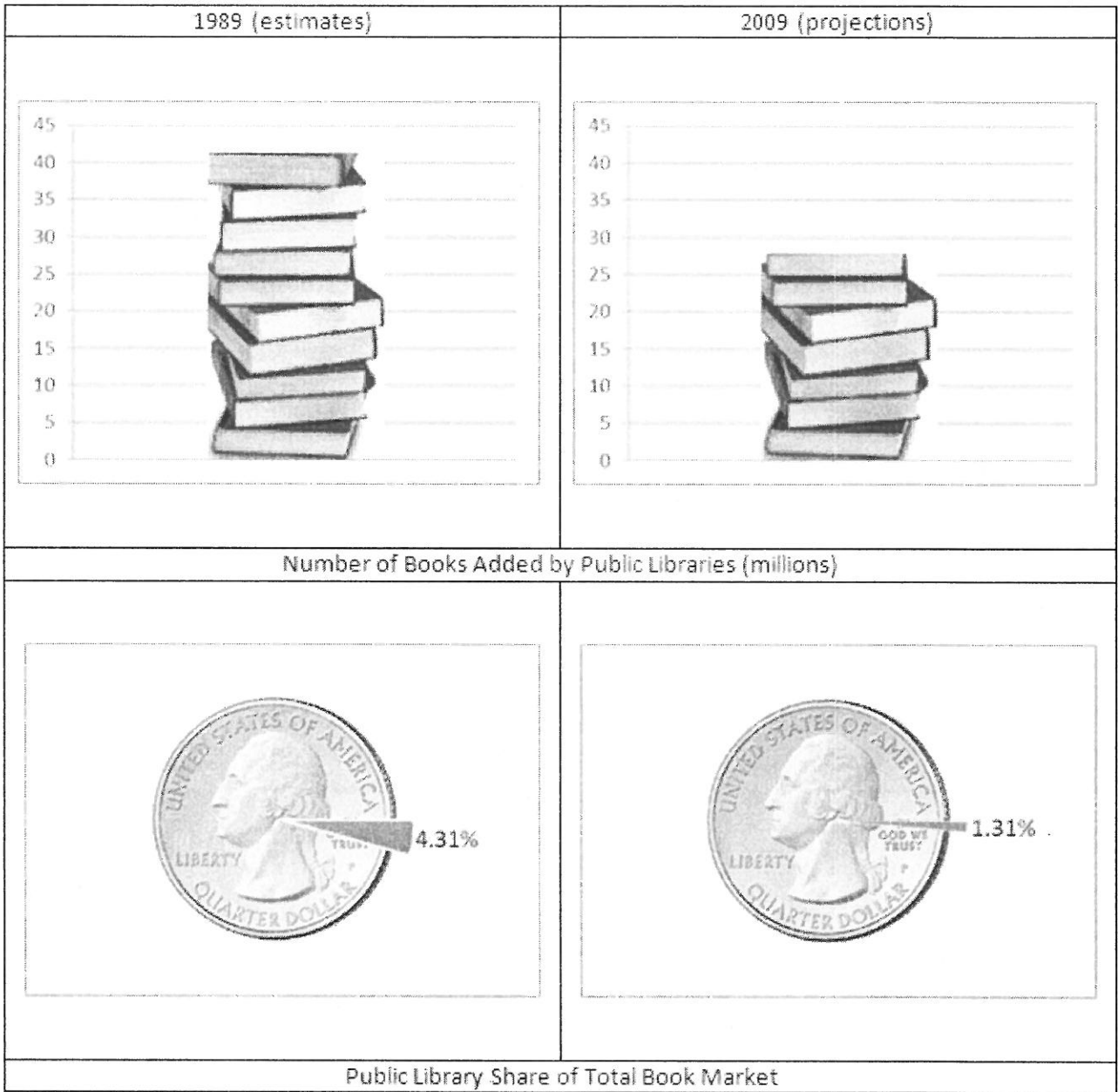


Figure 1 – Books purchased and market share for public libraries 1989 and 2009.
 Data from *Book Industry Trends 1989 and 2008*

- According to the most recent Institute of Museum and Library Services (IMLS) data, in 2011 public libraries spent an average of only 11.4 cents of every dollar on books or materials of any kind. That's much less than other companies spend that are also in the business of lending things to people. According to its 2009 Annual Report, Blockbuster spent 44% of its money on the movies it circulated, while Netflix spends an average of 55.9% of its revenues on content (Netflix 2011 Annual Report). Netflix doesn't have our buildings to maintain, but still it indicates the kind of money these companies are willing to spend to maintain adequate collections.

- **The percentage of their budgets public libraries spend on materials has been trending steadily downward for many years now.** According to Robert D. Leigh in *The Public Library in the United States* (Columbia University Press, 1950), that figure was 25% in 1942. IMLS data shows the percentage had dropped to 15.6% by 1989 and to 11.7% by 2010. That figure would be bad enough if we were spending it all on print books, but we are not. For at least the last 20 years, we've been stretching our declining materials budgets to pay for other things like databases, large VHS movie collections (which we soon threw away and replaced with DVDs), and now ebooks—all out of the same shrinking pot.
- **The actual number of books added to public library shelves has also dropped substantially over the past 20 years.** According to *Book Industry Trends* (the book industry's standard statistical report), in 1989 public libraries across the United States purchased a total of 41.3 million volumes, but by 2009 public libraries bought only 27.9 million books—a decline of more than 32% over 20 years (see Figure 1). As a result, public libraries' share of the total book market has plummeted from 4% in 1989 to 1% in 2009.

So it is small wonder that publishers pay little heed to our protests that “libraries buy books” or our threats to boycott them if they don’t do what we want. When public libraries represent just 1% of the total book market, what do publishers have to lose?

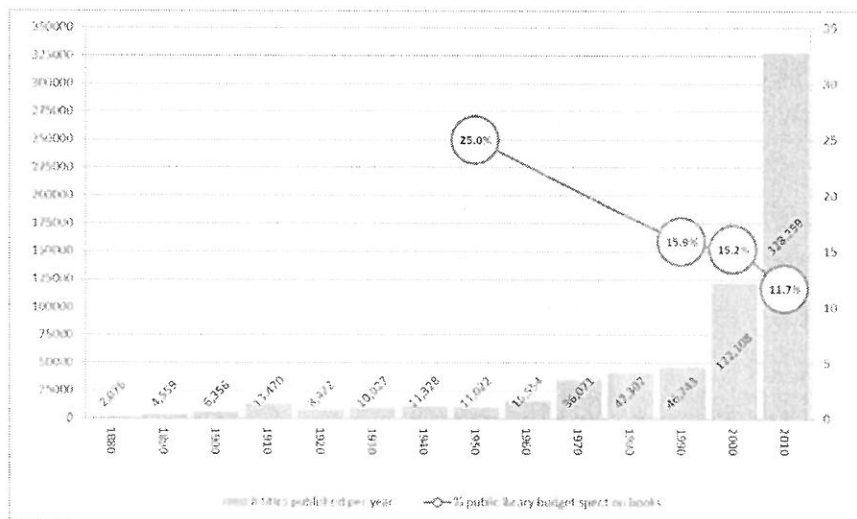


Figure 2 – US book titles published 1880-2010 vs. percentage of public library budget spent on materials
Data from RR Bowker, *The Public Library inquiry* and IMLS

Books are booming

However, the real irony is that this decline in library book-buying has taken place right in the middle of one of the single greatest booms in book publishing in the history of this country and perhaps the world. Take a look at Figure 2 (above). In 1950, when libraries were spending 25% of their budgets on materials, 11,200 titles were published in the US. By 1990, the number of titles published had increased by more than threefold to 46,743 per year, while our collection expenditures had dropped to 15.9%. By 2010, the number of US titles published had skyrocketed to 328,259—a 602% increase—while our collection spending had declined to 11.7%.

Those titles weren’t just sitting around in warehouses either. People were buying them big time. According to *Book Industry Trends*, the number of books sold in the US exploded from 955 million in 1975 (or 4.4 per capita) to 3.1 billion in 2009—more than 10 books purchased for every man, woman, and child in the US. But while the American public was more than doubling its book purchases, library buying declined by over 32%.

Americans clearly have not lost interest in books, but I’m not so sure about libraries.

Facing the consequences

Our protracted disinvestment in books and materials has very real consequences for libraries and patrons. Some of these are obvious:

- Months-long holding queues for bestsellers and popular titles;
- Whole sections of collections depleted by school assignments and runs on current topics;
- Outdated editions of travel guides;
- Old legal and medical books still on the shelves because we can't afford to buy the new ones.

Other symptoms are more subtle:

- A shift toward buying DVDs and bestsellers to balance circulation against a declining budget;
- The gradual aging of collections as we cut back on weeding;
- Thousands of books by less-well-known authors not purchased because the budget allows us to buy only popular titles.

According to the *Public Library Inquiry*, libraries serving populations of 100,000 or more purchased an average of 48,000 books in 1948—enough to buy more than four copies of every one of the 11,000 titles published in that year. The librarian's real problem then was not lack of funds, as the inquiry pointed out, but rather "to determine what is not worth having and the number of duplicates to buy."

Today we have a different problem. According to the most recent IMLS statistics, libraries serving populations of 100,000 or more had a median book budget of \$433,185 in 2010. That was enough to buy about 21,659 books at an average price of \$20 each (about half the number of copies as in 1948). The difference is that in 2010, the US published 328,259 titles. Even if a library purchased only one copy of every title they bought, they could not afford to purchase more than 6% of all the titles published in 2010.

Bear in mind that we are talking only about large urban libraries here; the vast majority of libraries, which serve fewer than 100,000 people each, fare much worse.

I hear some of you saying, "Yes, but we must be doing something right, because we've heard library circulation has been increasing recently." And you are right. From 1989 to 2009, as library book purchases were declining 32%, library circulation actually increased from 5.6 to 8.1 per capita—a 44% increase over 20 years. However, in the same 20-year period we also saw a stupendous increase in circulation of videos and DVDs, from almost nothing in the late 1980s to the point where (according to OCLC in *How Libraries Stack Up*, 2010) by 2010 we were lending 2.1 million of them a day, accounting for at least 31% of all public library checkouts.

In fact, the mushrooming of video borrowing has led some to suggest that many public libraries today more closely resemble the corner video store than they do the "cornerstone of democracy." Couple that with an increasing focus on bestsellers and popular titles in the "Give 'em what they want" philosophy pioneered by former Baltimore County Public Library Director Charlie Robinson, and it is not hard to see how you could still get significant boosts in circulation from small numbers of highly popular items even while overall investment in collections has been languishing.

We may not be able to enjoy that circulation boom for too much longer. The increasing popularity of streaming media services like NetFlix and Amazon and the growth of inexpensive DVD rental kiosks like RedBox are threatening to erode our DVD circulation. It may not be too long before libraries are back to just checking out books.

The first signs of this decline could already be here. According to 2011 IMLS data, after years of increases, overall public library circulation was down 1% and per capita circulation decreased 3.13%—from 8.31 to 8.05 per capita—between 2010 and 2011.

If you want to see where all of this ends up, look no farther than Britain. Just as in the US, libraries in the UK have been spending less on books since at least the early 1990s. In a 2002 report, the Audit Commission—a government agency charged with “assuring proper stewardship of public finances”—found that spending on books had dropped by a third, from 15% to 10% of total library budgets between 1992 and 2002, even while overall library funding remained largely stable and consumer book purchases increased by over 25% in the same period (*Building Better Library Services*, [PDF file](#)).

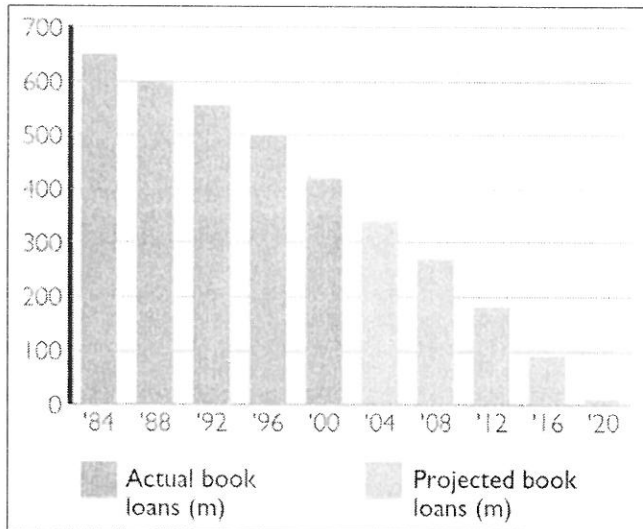


Figure 3 – Actual and projected book loans in UK public libraries
From *Who's In Charge* (<http://www.nra.com.co.uk/who/incharge.html>) prepared from data in the Audit Commission Report *Building Better Libraries 2002*

Unlike the US, however, UK libraries have suffered significant declines in both circulation and visits as a result. The Audit Commission found that library visits were down an average of 2% annually and book circulation had “fallen by almost one-quarter” since 1993–1994—a trend that, if continued, would reach zero in around 20 years’ time. See Figure 3 for a dramatic chart of this decline that was prepared for the *Who's In Charge* report ([PDF file](#)) using Audit Commission data.

The most recent reports show that the situation has not improved. The [2012 Chartered Institute of Public Finance and Accountancy \(CIPFA\) Annual Libraries Survey](#) showed that spending on books had dropped to 7.2% of total library budgets, and that both visits and circulation were continuing to decline. In fact, the situation has become so dire that UK councils have been closing libraries at a steady pace: 347 since 2009–2010, and 201 in 2012, with an increasing number being run by volunteers (more than 170 in 2012).

So why is the UK suffering from a decline in library services while the US has so far managed to sidestep it? There are two clear differences between public libraries in the UK and the US. First, UK libraries are spending about 25% less per capita than we are on books. Secondly, they don't have a robust AV circulation to cover it up. According to the most recent CIPFA statistics, audiovisual formats account for only 7.5% of total circulation, as opposed to the 30+% that is typical for libraries in the US. So, while we are not there yet, with the continued decline in our materials budgets and the impending erosion of our DVD circulation, US libraries could quickly find themselves in the same straits as our cousins in the UK—unless we are willing to do something about it.

Solutions

So what can we do? First, we need to acknowledge we've got a problem. Most of us have been gradually nibbling away at our book budgets for so long that we think it's perfectly normal to spend less than 12 cents (and dropping) of our budget dollar on materials, even while the number of books published and the number of books people are buying is increasing dramatically. I'm not sure what the right number is; clearly no book budget today would be big enough to get us back to the 1950s, when we could afford to buy four copies of every title published. We all need to determine what budget is necessary to ensure that libraries can offer a broad, current, and relevant selection, allowing patrons who walk through our doors to have a reasonable chance of finding what they want (as well as a few things they didn't even know they wanted) without having to wait for months.

Second, we need to examine how we are spending our current book budgets. Not only are funds shrinking, but we've been spending much of what's left on everything but printed books (databases, DVDs, audiobooks, videogames, and ebooks). If we want to experiment with new formats, we should find new funding sources for them, not merely carve them out of inadequate book budgets.

Third, we should closely examine every area of library operations to see whether there are more efficient or less expensive ways of doing things, then pour any savings back into materials. Clearly, the first place to look is staffing because it accounts for by far the largest portion of our budgets (67%, according to IMLS statistics). New technologies and approaches now make it possible to staff libraries more efficiently than we have in the past. But we should not stop there. I'll just give you one egregious example: Why does it cost us anywhere from \$2 to \$5 and up (typical price range for vendor processing) to catalog and process a book when bookstores are doing the same thing for just pennies?

Finally, we also need to think long and hard before we divert precious money in pursuit of the latest "shiny new object"—such as makerspaces—until we can assure ourselves that we are doing a good job accommodating the needs of the vast majority of our public who come to the library expecting to find a great selection of books.

And what happens if we don't do something about our declining materials budgets? Then we will begin to lose the confidence of the average Joe and Jill and their kids that the library is a great place for books. In relatively short order we could find ourselves dealing with declining usage and closed libraries—just like the UK—and facing the imminent demise of a once proud and important institution from a self-inflicted wound.

STEVE COFFMAN is vice president of Library Support Services (LSSI). Email him at Steve.Coffman@lssi.com. The opinions expressed here are his alone and do not necessarily reflect those of LSSI or the libraries it manages.

Multnomah County Library homelessness survey spurs push to add social services

By Kelly House | khouse@oregonian.com

on November 01, 2013 at 6:43 PM

Email

Key findings in the report

Homeless people visit the library more often, and stay longer, than housed patrons.

Homeless people use the library in much the same way as those with homes. Most of them look for books.

At the Central Library, 51 percent of respondents used the library for Internet access. Among that group, 28 percent were homeless.

Among library patrons using library computers to look for a job, 46 percent were homeless.

Some library patrons were seeking social services such as mental health and domestic violence help.

About half of those patrons had homes, while half did not.

Most patrons who use the library to escape foul weather are not homeless. At central, 67 percent of them have homes. At Gresham Library, the figure is 83 percent.

Multnomah County's homeless and those with mental health issues might soon have easier access to human services in a place they already turn to routinely for shelter, resources and reading materials.

A joint report released Thursday by the **Multnomah County**

Library and Department of County Human Services found homeless people constituted 18.6 percent of the 1,028 library patrons in downtown Portland and Gresham who participated in a recent survey. Homeless people represent only .61 percent of Multnomah County's general population.

The report sheds light on how these patrons use library services and identifies a need for greater access to social services for people facing domestic violence, drug and alcohol addiction, mental health issues or housing instability.

Most of **the findings aren't a huge surprise**. Spend a brief time in Portland's Central Library or Gresham's newly renovated facility, and you'll realize homeless people are frequent users of the buildings' bathrooms, books and computers.

The report recommends that the county's libraries, as havens for the underserved, increase their focus on providing services specific to those populations. Library patrons would be able to obtain information about social services or even meet with an outreach worker.

Implementing the report's recommendations will cost little to nothing, county officials say. It's mainly a matter of redirecting resources, training and staff from other locations to the libraries. Library and human services staff say they hope to roll out the changes over the next year.

"Homelessness, Human Services and Libraries" spun out of discussions between former County Commissioner Deborah Kafoury and leaders at the library and Department of County Human Services.

At least in part, it was an attempt to address a perception among some library users that homeless people cause disruption in the libraries.

"That's the narrative in the community," said Mary Li, a division manager at the Department of County Human Services. "I think what we found doesn't actually support that narrative."

While homeless people comprise a disproportionate number of library patrons, they're no more likely than other library patrons to say they use the library primarily as a shelter from the elements or as a public restroom, the report found.

And they're just as likely as patrons with permanent housing to use the library for checking out books, browsing the Internet or searching for jobs and housing.

"We have a code of conduct that applies to anyone, whether they're housed or not," Multnomah County Library Director Vailey Oehlke said. "If you're obeying the code of conduct, you're legitimate to be here."

What's striking about the report is that library patrons with housing and those without were almost equally likely to be seeking out social services. At the Gresham branch, people with housing were even more likely than homeless people to be seeking such services.

"Being the great democratic institution that a library is, we want to make sure they have enough resources and support," Oehlke said.

On a recent afternoon at the Gresham library, Nathan Alwin sat alone in a quiet reading area, working his way through a book called *The Canticle of Whispers*.

He comes here several times a week to read, study on the computers and "not be hassled." Alwin, 23, is homeless, and this is one of few indoor places he can go where you don't need to spend money to stay as long as you want.

"It's a place to sit down and relax," he said.

In a nearby computer area, a couple browsed housing listings while two young children played computer games under their mother's watch.

The contingent of people who come here seeking social services outside the library's usual mission is small, Gresham Library Director Martha Flotten said, but growing.

The library keeps some social services information on hand, Flotten says. But training library staff and bringing in outreach workers will strengthen the library's ability to help patrons in need.

"In many ways, it's no different than what public libraries have always done," Flotten said. "We've always been about free, public resources."

Oehlke said if the push to improve the library's social services outreach efforts goes smoothly, the average library user won't detect a change at all.

Those who need such services, on the other hand, will notice.

"The important role the public library plays in the community is not just about books," Oehlke said. "It's also the role we are playing in the health and success of the people who live here."

--Kelly House

Automated library machine takes the place of a new branch

By Joy Hampton The Norman Transcript

NORMAN — The first 24-hour automated library in the United States was installed in Norman Friday at Irving Recreational Center on Vicksburg Avenue. The library is similar to the movie box concept and will hold a combination of 400 books, audiobooks and DVDs.

"We're so excited," said Lisa Wells, assistant director for Library Services.

The automated library was purchased through EnvisionWare, a company that sells public computer access to the Pioneer Library system and recently installed a book sorter at the new westside library satellite in the former Borders book store. That satellite branch will be opening soon.

The automated library was manufactured in China where hundreds of the 24-hour libraries are located, many of them near subways.

The library provides public access 24 hours a day, seven days a week. People will be able to browse the book selection and check out materials, return books, audiobooks and DVDs, pay fines with credit cards, or pick up materials placed on hold.

Browsing any of the 11 Pioneer Library System locations, library patrons can reserve materials and designate the new automated library as the pickup point.

Built-in security cameras will protect the contents and the machine from vandals. A canopy with transparent, polycarbonate panels on three sides will protect the machine and patrons from the elements. The machine is ADA

accessible and has a special screen at wheelchair height.

"The city partnered with PLS on the canopy installation, the concrete and pad work and the electrical," said Terry Floyd, city development coordinator.

The machines are proprietary to the Chinese manufacturer.

"Nobody else manufactures a product like this, that we know of, in the world," said Jim Nelson of EnvisionWare.

It's a case of necessity being the catalyst for invention.

"In China, we don't have the space to build a new library so this machine is the solution," said Rooney Zhao who came to oversee the installation.

Pioneer purchased the initial machine at a discounted price of \$95,000. The model delivered Friday is an updated version from the model originally being sold when PLS ordered the machine months ago. The machine was shipped via boat.

The trip was slow starting. At the dock, Chinese officials randomly pulled out 30 containers for a spot inspection. The automated library was in one of those containers and it missed the boat. The next boat was delayed because of a tropical storm. The 24-7 library finally arrived at a dock in California on Monday and cleared customs on Wednesday. It was then trucked to Oklahoma.

Former council members Roger Gallagher, Linda Lockett and Dave Spaulding were instrumental in bringing the new library service point to the eastside. Gallagher, in particular, pushed for an eastside satellite as talks commenced about the new westside satellite opportunity. The westside branch will be housed with PLS administrative services in the former Border's bookstore.

Gallagher sought a storefront property for an eastside site branch, but the expenses — including the need for materials and library staff — made the cost prohibitive. City plans include an eastside satellite in the community center slated to be built adjacent to Fire Station No. 9 on Alameda east of 24th Avenue Southeast.

Joy Hampton