

LIBRARY JOINT POWERS AUTHORITY BOARD

Monday, May 5, 2014
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 MAY 5, 2014
3. REPORT OUT ON CLOSED SESSION APRIL 7, 2014
4. ORAL COMMUNICATIONS
5. PRESENTATION
Hoopla Digital Collection: Shelley Bodamer
6. CONSENT AGENDA
 - A. Approve Minutes of April 7, 2014 (PG. 3-8)
 - B. Receive monthly narrative and statistical reports (PG. 9-19)
7. STAFF RECOGNITION (PG. 20-21)
8. FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES REPORT
9. MEMBER REPORTS
10. FINANCE COMMITTEE REPORT
11. OTHER BUSINESS
 - A. Receive results of recent poll (Gene Bregman Oral Report)
 - B. Receive Facilities Master Plan Implementation update and provide direction to Library Director (PG. 22-27)
 - C. Citizenmember selection
 - i. Jennifer Balboni (PG. 28-31)

- ii. Sean Campbell (PG. 32-37)
- iii. Cindy Jackson (PG. 38-41)

12. STAFF REPORTS

INFORMATION ITEMS: To be handled as one item for public comment

- A. Receive Financial Snapshot for March (PG. 42)
- B. Receive ILS Implementation Update (PG. 43-44)
- C. Receive update on security study (PG. 45-46)

ACTION ITEMS

- A. Public Hearing on 2015 Library Budget (PG. 47-54)
Receive and provide direction for preparation of final budget for approval at June 2, 2014 regular LJPB meeting.

13. WRITTEN COMMUNICATIONS- ***INFORMATION ONLY***

- A. Patron Written Comments (PG. 55-60)
- B. Security Incidents Log (PG. 61-64)
- C. Website Statistics for February and March 2014 (PG. 65)
- D. Articles about Santa Cruz and California Libraries (PG. 66-79)
- E. Articles on Libraries Nationwide (PG. 80-93)
- F. Library Sales Tax and Property Tax Revenue Letter (PG. 94)

14. BOARD MEETING CALENDAR

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

15. NEXT MEETING

The next regularly scheduled meeting is Monday June 2, 2014 at 6:30 pm at the Downtown Branch Library.

16. ADJOURN

The Library Joint Powers Authority Board will adjourn from the Regular Meeting of May 5, 2014 to the Regular Meeting of June 2, 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.

SANTA CRUZ PUBLIC LIBRARIES
A CITY-COUNTY SYSTEM

LIBRARY JOINT POWERS BOARD

MINUTES

Downtown Branch Meeting Room
224 Church St. Santa Cruz, CA 95060

April 7, 2014

6:00 PM CLOSED SESSION –
 Evaluation of Library Director (Government Code §54957)

6:30 PM PUBLIC MEETING

1. ROLL CALL

Present: Supervisor Zach Friend, Supervisor Bruce McPherson, Councilmember
 Cynthia Mathews, Councilmember Jim Reed, Councilmember Michael
 Termini, Councilmember David Terrazas, Citizen Martha Dexter, Citizen
 Member Jim Mosher

Absent: Citizen Member Dick English's resignation is effective this meeting

Staff: Teresa Landers, Library Director; Marcus Pimentel, Finance Director

2. APPROVAL OF MEETING AGENDA OF APRIL 7, 2014

Councilmember Termini moved, seconded by Supervisor McPherson

That the Board approve the Agenda of April 7, 2014

UNAN

3. ORAL COMMUNICATIONS

A member of the public commented that strong public members are essential on the Library Joint Powers Board.

4. PRESENTATIONS: Dr. Dan Model – Proposed Library Historical Project at East Side Triangle

Dr. Model, a neighborhood historian, talked about his plan of the construction of a memorial in the East Side Triangle park (intersection of Water, Soquel and Morrissey) to commemorate the historic East Side library site. He gave a short history of the East Side library which opened in 1921. He worked with a local construction firm to design a fitting memorial marker. Dr. Model is asking for support for this project.

5. CITIZENMEMBER SELECTION:

The three candidates introduced themselves to the Board and the public.

Jennifer Balboni

Sean Campbell

Cindy Jackson

The formal vote will occur at the next LJPB meeting and the selected applicant will be seated at that time.

6. STAFF RECOGNITION

7. MEMBER REPORTS

Councilmember Mathews announced that the “Historians Anonymous” are planning a field trip to the Library’s local history collection.

8. CONSENT AGENDA

Councilmember Mathews moved, seconded by Councilmember Termini

That the Board approve the Consent Agenda of April 7, 2014

UNAN

A. Approve Minutes of March 3, 2014

B. Receive monthly narrative and statistical reports

9. FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES REPORT

Glenda Hastings, Board Member of the Friends of the Library, reported that
In March 2014, FSCPL...

- Held an appreciation brunch for our volunteer book sorters
- Had a table at the Santa Cruz Chamber of Commerce Business Fair
- Held a Media and Summer Reading sale in the Downtown Library which brought in \$1300.
- Welcomed Aaron Brandt to the Board of Directors

FSCPL plans include...

- Host our large Spring Book Sale on Saturday May 17th in the parking lot next to the Downtown Library
- Host a "Wine in the Stacks" event at the Capitola Library with speaker Joe Ortiz, date to be announced
- Hold a fundraiser at Woodstocks featuring readings and performances by local actors
- The Scotts Valley Friends will celebrate the five year anniversary of their organization on Wednesday, April 9.

10. STAFF REPORTS

INFORMATION ITEMS:

- A. Receive Financial Snapshot for February. The Board reviewed the report. Finance Director Pimentel reported that February and March financials came in very positive. Revenues are slightly ahead of projections by 1.7% and expenditures are under. Reserves are fully funded and we are looking at a surplus position by the end of the Fiscal Year.
- B. Receive ILS Implementation Update. Director Landers reported that Polaris was purchased by its major competitor, Innovative Interfaces Inc. (III), which came as a surprise. However, there is no cause for concern. The rollout of the new ILS is planned for April 9 and everything is expected to go smoothly. Volunteers will be available to help the public for several weeks after Polaris goes live. Staff training for the new system went well and staff is prepared for the rollout.
- C. Receive update on security study. Director Landers reported that the security review of all the branches is presently underway and that a report will be available at the next Board meeting.

ACTION ITEMS:

- A. Authorize Library Board Chair to send letter on behalf of LJPB in support of two pieces of legislation.

1. SB 1455 a major library construction bond measure
2. \$2.2 million in State budget to provide new, ongoing funding to connect all public libraries to a statewide, high-speed broadband network operated by the Corporation for Education Network Initiatives in California (CENIC)

Director Landers explained the two pieces of legislation and asked for the Board's support of both these issues.

Supervisor Friend moved, seconded by Supervisor McPherson

That the Board authorize the Library Director and Chair to send a letter on behalf of the LJPB in support of SB 1455 and the State Budget Item #6120-215-0001.

UNAN

- B. Approve contract with Bibliotheca for upgrading self-check system

Director Landers presented 5 different proposals for an improved and upgraded self-check system. This represents a major overhaul to the Library's self-check system. The proposed system of kiosks has many advantages, especially the ease of use for the public and, for the first time, the ability to accept credit cards. The self-check system is under service agreement with Bibliotheca and will easily adapt to possible future technological changes such as automated check-in. The Board members discussed the topic and were very positive about the proposed upgrade.

Councilmember Termini moved, seconded by Councilmember Mathews

That the Board authorize the Library Director to enter into an agreement with Bibliotheca for a systemwide self-check upgrade according to Option E for a total cost of \$265,417.

UNAN

11. OTHER BUSINESS

- A. Receive Facilities Master Plan Implementation update and provide direction to Library Director.

Director Landers provided an overview addressing three major areas: revised JPA agreement, the LFA agreement and issues related to a possible ballot initiative. The most extensive revisions are to the JPA agreement. There is a recommended change in the Governing Board composed of the 4 administrators for each of the jurisdictions. There is also a Library Commission composed of citizens. With working groups whereby additional citizen members could be assigned, more

public community input would be guaranteed. In regards to employees: the Library Director would no longer be a City of Santa Cruz Department Head and would report directly to the Governing Board. The intent would be for employees to become employees of the JPA. The discussion centered around the employees' future with an emphasis on keeping the employees whole. The Board members emphasized also that the transition should be done right and should be done thoughtfully with involvement of the unions and the employees. The Board commented as well on the inclusion of service levels in the Agreement, since service levels encompass a much broader scope than open hours only. Three members expressed the opinion that service levels should not be included in a long term agreement (35 years) with one opposing opinion. The other five would like to wait for a specific recommendation from the CCAC. A revised draft Agreement may be forthcoming in June. It then needs to be approved by the governing body of each jurisdiction. The ballot initiative is planned for June 2015 and a slightly shorter poll than the last one is planned for the end of April. It was suggested to post the calendar of all the proposed activities on the Library's website. The Board reviewed the report and discussed it in detail.

Councilmember Mathews moved, seconded by Councilmember Terrazas

That it is the general intention of the JPA that in the process of Library governance transition, library employees be kept whole in terms of contracts and compensation allowing for time and flexibility to work out the details as feasible.

UNAN

12. WRITTEN COMMUNICATIONS

- A. Patron Written Comments
- B. Security Incidents Log
- C. Website Statistics for February and March 2014
- D. Articles about Santa Cruz and California Libraries
- E. Articles on Libraries Nationwide

13. BOARD MEETING CALENDAR

The Board members agreed to a change of location from Downtown to Scotts Valley on May 5, and from Scotts Valley to Downtown on June 2.

14. NEXT MEETING

The LJPB will adjourn from the Regular Meeting of Monday, April 7, 2014 to the next regularly scheduled meeting on Monday, May 5, 2014 at 6:30 pm at the Scotts Valley Branch Library Fireside Room.

15. ADJOURN

The regular meeting adjourned at 8:05 p.m.

Respectfully submitted,

Helga Smith, Clerk of the Board

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

MONTHLY REPORT FOR APRIL 2014

1. READING, LISTENING AND VIEWING FOR PLEASURE

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

Storytimes were filled to overflowing this month, with older siblings off school for Spring Break. 3 teens unexpectedly enjoyed the train stories at Scotts Valley and joined in the songs with gusto.

Children have been learning about seeds at storytimes this week (April 14-18). They each make a little planter, choose their seeds, and carefully take them home to water. Hopefully we will hear about shoots sprouting soon.

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.

BC's display team – aides Chloe, Whitney and Alex – created book displays for children, (Welcome Spring and Bugs!); teens, (There's Magic in the Air), and adults (Laughter is the Best Medicine).

Representatives from Special Parents Information Network (SPIN) met with families in the Special Needs Resource Center (SNRC) on April 14th and 15th at the Scotts Valley Library. Sharing stories of support and mentoring were welcomed by the families attending the drop-in meetings.

April is poetry month!

- “Put a poem in your pocket” was a popular display at Scotts Valley to encourage the reading and enjoyment of poetry.
- Garfield Park had a Spring book display in the children's area and a poster in the adult area for Poetry Month with different poetic quotes.
- To celebrate the month of April as a National Poetry month, Lucia Corrales, a library Aide at the La Selva Beach branch, put together a poetry display in the adult area. In the children's area at LSB branch, the monthly craft project “Keep a Poem in your Pocket” is accompanied by the display of children's poetry books.
- Staff at B40 have created some very nice Spring into reading displays. We have also created small displays for National Poetry Month and Earth Day which took place on April 22nd.

- The Felton Friends sponsored the 10th Annual Poetry Festival. Members of the Felton Community (ages pre-school through adult) read original poems selected by competition by David Sainger (former poet laureate for Santa Cruz County). Community readers read their favorite poems including David Terrazas and Teresa Landers. David read “If” and Teresa read “Hamlet’s Soliloquy as told by Shakespeare’s Cat.”

Live Oak displayed books in the children’s area to celebrate Earth Day 2014. These book displays are always popular with our young patrons.

The Live Oak display case featured an interesting array of rocks to advertise the Santa Cruz Mineral and Gem Society’s annual show April 26th and 27th at the Civic Auditorium.

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

The Program Team is busy working on plans for 2014 Summer Reading Program – Paws to Read. Summer Reading will start June 9 and end with a Band at the Festival of the Book on July 27.

Summer traffic patterns have begun with spring and warmer weather. This means the Program Team has to plan extra drive time, especially for morning programs and late afternoon programs when traffic is normally heavier.

2. LIFELONG LEARNING

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

Weeding of BC’s collection -especially leased books and movies- helped us get ready for the floating collection. BC patrons are enjoying seeing new titles (especially movies) brought to the branch by the floating collection.

Our patrons at Branciforte have been happy to see a wider selection of materials after the floating collection was implemented. They are especially happy with our collection of new fiction, non-fiction, movies and music that we are receiving and housing from other branches.

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.

A new art exhibit opened on April 4 and will run through June 28. This is a unique collection of original works from 12 local artists who describe a variety of cultures through visual media.

Danielle Lanyard of Village Green presented a class on April 28 called, “How to Launch a Startup- Roadmap to Resources” where she talked about “how to go from idea to market using resources online, public library resources, and industry-specific resources.”

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

By and large, our patrons at B40 are using Polaris quite efficiently and are learning along with staff about the many features our new ILS offers. A few patrons are having difficulties learning the new system but so far staff have been able to teach in small bits in order to help patrons become good searchers.

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.

In March the new Children's Discovery Museum had a very successful program at the Downtown Branch where everyone learned how to encourage birds to share our backyards. April's program was at Aptos. Families made desktop Zen gardens and sandpaper mandalas. Another very successful program. A music program is scheduled for May at Scotts Valley and June, July, and August programs are being scheduled.

During April, Linda Gault, PIC at the Scotts Valley branch attended a workshop with Scotts Valley residents to discuss strategic planning for the Scotts Valley Unified School District regarding facilities, funding, technology and planning for the future.

Snapshot Stories traveled to the San Lorenzo Valley Museum in April. While only two community members showed up, they had incredible collections of photographs to contribute.

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

Papas held an exciting morning decorating eggs and then hiding them for the little ones to find. Brenda McIlroy brought the dyes, Jose (Papas staff) brought the eggs, and Christina (Papas staff) organized the hide and seek.

On April 9, the Scotts Valley Friends of the Library celebrated their accomplishments at the new branch with a 5th birthday party by inviting past and present members to enjoy an evening at the library. To complete the celebration, the SV Friends served drinks and hors d' oeuvres, and there was cake!

On April 4th, the La Selva Beach Friends of the library had a luncheon to honor the LSB's library volunteers. Hanna Pitz and Jason Pell, SCPL Assistant Volunteer Coordinators, participated in the celebration.

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

Brenda took the library to Loma Prieta School again for their annual Science Fair. A selection of STEM books were displayed, featuring "green" technology and Build-it-yourself books. Children were soon playing Kazoos around the hall. She also took Teeny Tiny books, which both children and adults enjoyed decorating. Two girls who were going on to a birthday party made cute little stories for their friend, using pictures of pumas that they got from the Felidae table. They also insisted on making 6 kazoos so the whole party could blow them!

This is the season for class visits. Schools and "Raising a Reader" programs are calling almost daily to book visits. The whole program team has been fitting these visits into regular schedules. Paula Turpenan is our scheduler extraordinaire and Jasmin Avila, Program and Bookmobile Library Aide, took her turn and did her first ever class visit for the preschool at Harvey West Park. Thanks Jasmin for filling in.

D. Volunteers will be used effectively.

A new student intern, Frieda D., is volunteering at Boulder Creek. She is helping with our afterschool craft program and is most appreciated.

A new volunteer, Miranda R. is helping the Scotts Valley branch with cleaning and putting books in order in the J easy area of the Kid's Spot.

4. WELCOMING PLACE

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

BC's windows (interior) were washed – lots of sunshine now pouring in!

First Alarm visited BC to ask about any problems with security. A technician was sent out to refocus our 2 security cameras.

Garfield Park now has new blinds on one of the front windows and two other blinds were repaired. The branch is much sunnier now and the blinds look great.

Teresa and Kira met with City of Santa Cruz staff to discuss the possible addition of solar to City facilities.

A poll was conducted to measure the opportunity of success for a parcel tax to bring all facilities up to 21st Century standards. Results not available as of the writing of this report.

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

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

5. FINANCIAL SUSTAINABILITY

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

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

Teresa presented the draft budget to the Finance Committee which addresses all the above except capital projects.

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

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

6. ORGANIZATIONAL READINESS

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

Everyone at BC is continuing to learn and share discoveries made in Polaris both with each other and on the forum.

Dave Sadell of LIT came to BC to teach how to use the new meeting room technology.

Galina Wells, the Pic at LSB, participated in the “**Weeding Tips: Tackling Fiction**” and “**Struggling Readers and the Common Core: Improving Literacy in Changing Times**” /**Booklist online** webinars.

Staff at B40 have been doing a great job learning the in-depth pieces of our new ILS system, Polaris. We are busy reading the forum for tips and techniques. We have been showing each other what we have learned so far.

David Addison, the new PIC at Branciforte has been grateful to receive a warm welcome and necessary branch specific training from existing B40 staff as he finishes his second week at his new location.

Heather Norquist and Valerie Murphy attended an excellent workshop on Reader's Advisory at SFPL. The workshop was led by Duncan Smith, the founder of Novelist.

Valerie Murphy attended the CLA webinar on Common Core.

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

Teresa continues meeting with her mentee through the City's mentoring program.

Valerie Murphy delivered a lecture in the children's literature class at UCSC. It's an upper division class (most of the students are planning on becoming teachers). The subjects of her talk were Common Core, and the current state of multicultural children's literature (which is something that class focuses on). There were 68 students.

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

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

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

September	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
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%						

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.

October	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
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%						

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.

MONTHLY STATISTICAL REPORT
FY13/14

November	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
Aptos	24,324	21,609	-11%	12,792	10,553	-18%	145	130	-10%	76	64	-17%
Boulder Creek	4,654	4,632	0%	2,971	2,925	-2%	35	37	4%	23	23	3%
Branciforte	9,229	9,456	2%	7,021	6,917	-1%	72	76	6%	55	56	2%
Capitola	11,166	11,962	7%	5,889	5,597	-5%	78	85	9%	41	40	-3%
Downtown	47,482	42,724	-10%	31,854	26,675	-16%	229	208	-9%	154	130	-15%
Felton	2,475	2,747	11%	1,568	1,723	10%	23	26	14%	15	16	13%
Garfield Park	3,350	3,863	15%	3,578	3,327	-7%	33	40	23%	35	35	-1%
La Selva Beach	1,964	1,730	-12%	1,532	2,548	66%	18	16	-9%	14	24	71%
Live Oak	14,294	14,894	4%	7,881	7,874	0%	105	116	11%	58	62	6%
Scotts Valley	23,972	22,988	-4%	13,911	13,958	0%	143	138	-3%	83	84	2%
Outreach	3,247	2,810	-13%	1,505	1,563	4%						
Subtotal	146,157	139,415	-5%	90,502	83,660	-8%	881	874	-1%	553	533	-4%
ebooks	11,184	8,670	-22%									
e-audio	2,103	1,850	-12%									
TOTAL	159,444	149,935	-6%	90,502	83,660	-8%	881	874	-1%	553	533	-4%
website hits	355,157	441,528	24%	103,504	102,259	-1%						
<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>												
December	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
Aptos	23,475	21,280	-9%	10,239	10,630	4%	141	122	-14%	62	61	-1%
Boulder Creek	4,097	4,210	3%	2,900	2,598	-10%	32	35	11%	22	22	0%
Branciforte	7,674	8,275	8%	7,021	6,283	-11%	62	69	11%	57	52	-8%
Capitola	10,301	11,334	10%	5,884	5,156	-12%	73	89	21%	42	40	-3%
Downtown	46,431	43,328	-7%	31,511	28,333	-10%	222	198	-11%	151	129	-14%
Felton	1,921	2,614	36%	2,463	1,327	-46%	18	27	49%	23	14	-41%
Garfield Park	2,909	3,884	34%	3,343	3,277	-2%	30	38	27%	34	32	-7%
La Selva Beach	1,655	1,612	-3%	1,166	2,225	91%	16	16	0%	11	21	93%
Live Oak	14,053	15,084	7%	8,623	8,810	2%	106	103	-3%	65	60	-8%
Scotts Valley	21,232	22,395	5%	13,004	12,580	-3%	128	129	1%	78	72	-8%
Outreach	2,377	2,638	11%	1,181	1,258	7%						
Subtotal	136,125	136,654	0%	87,335	82,477	-6%	828	825	0%	545	504	-7%
ebooks	10,168	9,023	-11%									
e-audio	1,349	2,042	51%									
TOTAL	147,642	147,719	0%	87,335	82,477	-6%	828	825	0%	545	504	-7%
website hits	461,921	429,827	-7%	111,531	99,951	-10%						
<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
January												
Aptos	25,702	23,478	-9%	12,016	11,850	-1%	140	129	-8%	65	65	0%
Boulder Creek	4,581	4,643	1%	2,800	3,020	8%	31	33	6%	19	21	12%
Branciforte	9,700	9,696	0%	8,105	7,577	-7%	67	69	3%	56	54	-4%
Capitola	12,630	12,309	-3%	6,740	6,056	-10%	80	78	-3%	43	38	-10%
Downtown	51,362	46,460	-10%	35,618	31,221	-12%	228	208	-9%	158	140	-12%
Felton	2,568	2,991	16%	1,768	1,953	10%	21	25	16%	15	16	10%
Garfield Park	3,980	2,885	-28%	3,658	2,660	-27%	35	26	-26%	32	24	-26%
La Selva Beach	1,778	1,857	4%	1,509	2,656	76%	15	16	5%	13	22	77%
Live Oak	16,874	14,760	-13%	9,979	9,700	-3%	111	103	-8%	66	67	3%
Scotts Valley	26,025	24,290	-7%	15,082	19,882	32%	141	133	-6%	82	109	33%
Outreach	3,670	2,794	-24%	1,228	1,447	18%						
Subtotal	158,870	146,163	-8%	98,503	98,022	0%	870	820	-6%	549	558	2%
ebooks	7,552	9,097	20%									
e-audio	1,399	2,298	64%									
TOTAL	167,821	157,558	-6%	98,503	98,022	0%	870	820	-6%	549	558	2%
website hits	519,384	484,774	-7%	128,689	110,571	-14%						
<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>												
February												
Aptos	22,145	22,226	0%	10,759	11,146	4%	132	132	0%	64	66	4%
Boulder Creek	4,048	4,574	13%	2,812	2,905	3%	31	36	17%	21	23	7%
Branciforte	8,846	8,814	0%	7,393	7,052	-5%	69	69	0%	58	55	-5%
Capitola	11,147	11,408	2%	6,241	5,892	-6%	77	79	2%	43	41	-6%
Downtown	44,338	43,656	-2%	32,025	31,098	-3%	214	211	-2%	155	150	-3%
Felton	2,339	2,728	17%	1,411	1,590	13%	22	25	17%	13	15	13%
Garfield Park	3,924	3,905	0%	2,873	3,180	11%	38	38	0%	28	31	11%
La Selva Beach	1,705	1,949	14%	1,930	2,436	26%	16	18	14%	18	23	26%
Live Oak	14,882	13,820	-7%	8,770	9,333	6%	109	102	-7%	64	69	6%
Scotts Valley	23,893	21,922	-8%	14,771	15,218	3%	142	130	-8%	88	91	3%
Outreach	2,892	2,757	-5%	1,345	1,215	-10%						
Subtotal	140,159	137,759	-2%	90,330	91,065	1%	851	841	-1%	553	563	2%
ebooks	8,891	11,187	26%									
e-audio	1,271	2,027	59%									
TOTAL	150,321	150,973	0%	90,330	91,065	1%	851	841	-1%	553	563	2%
website hits	462,791	445,648	-4%	117,217	100,130	-15%						
<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

March	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
Aptos	25,284	24,750	-2%	11,645	11,950	3%	134	130	-3%	62	63	2%
Boulder Creek	4,395	4,848	10%	2,865	2,944	3%	31	36	19%	20	22	10%
Branciforte	9,427	9,809	4%	7,384	7,389	0%	69	74	7%	54	56	3%
Capitola	11,667	12,559	8%	5,897	5,892	0%	74	84	13%	38	39	5%
Downtown	48,378	49,127	2%	36,502	33,540	-8%	207	208	1%	156	142	-9%
Felton	2,537	2,815	11%	1,580	1,589	1%	22	25	17%	13	14	6%
Garfield Park	3,995	3,955	-1%	3,691	3,713	1%	35	35	-2%	33	33	0%
La Selva Beach	1,885	2,039	8%	2,057	2,846	38%	16	18	12%	18	25	43%
Live Oak	15,213	16,280	7%	8,889	10,070	13%	103	104	2%	60	65	7%
Scotts Valley	24,711	26,756	8%	14,870	15,422	4%	131	141	7%	79	81	3%
Outreach	3,119	3,338	7%	1,428	1,328	-7%						
Subtotal	150,611	156,276	4%	96,808	96,683	0%	823	856	4%	533	540	1%
ebooks	8,753	13,842	58%									
e-audio	1,380	2,412	75%									
TOTAL	160,744	172,530	7%	96,808	96,683	0%	823	856	4%	533	540	1%
website hits	514,481	440,945	-14%	126,637	108,049	-15%						

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STAFF REPORT

DATE: May 1, 2014
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

Deborah Lipoma

Deborah has begun to lead the reference team in establishing a shared understanding of the team's core purpose and responsibilities. She is also providing a framework for us to identify and prioritize activities that further our goals. I am extremely grateful that she has volunteered to do such important work for the team. She has shown fantastic leadership in doing so (Nominated by D. Cowen).

Janis O'Driscoll and Gabe Reyes

Received this note from a patron: Dear Ms Landers, Thank you so much for the thorough, above and beyond help I got from Janis and Gabe today. They really went out of their way to let me know when and where the program I was inquiring about is happening. Pleasant, professional, and complete help is what they gave (Patron).

Ian Crosby

During a Telref shift while we were down in preparation for Polaris, I realized the telref computer was not set up to handle offline transactions. Since we often renew materials for people I wanted to remedy the situation, but didn't even know where to begin. I went

to the circulation desk and explained the situation. Ian was quick to help me. He found information in the email sent about which computers were designated for offline transactions and verified that telref was omitted from the list. He said "let me see what I can do about it". Five minutes later he was back, he set it all up for me, he taught me to log in for offline mode, left me the documentation I needed, and we were ready to renew. He went above and beyond, quickly coordinating with the right people. Thanks to Ian any customers who called for renewals were well served (Nominated by D. Cowen).


Jennifer Cockerill

Jenn made 2 booklists - Suzie's List for 2 Year Olds and Suzie's List For 3 Year Olds. She has shared these lists of her daughter's favorite books with staff and the public and plans to make a new list yearly. I know I will find them very useful for planning story times and for gifts for my young nieces and nephews. Thanks, Jenn (Nominated by J. O'Grady).

Elaine Andersen

Elaine is a great help to the accounting office anytime we have an acquisitions related issue. She comes up with answers FAST. She is an excellent researcher/investigator! Thank you Elaine (Nominated by M. Howe)!

STAFF REPORT

DATE: May 2, 2014
TO: Library Joint Powers Board
FROM: Teresa Landers, Library Director 
RE: Facilities Master Plan Implementation Update

RECOMMENDATION: Accept report and provide direction to the Library Director

SUMMARY

Recommendations for revisions to the current Joint Powers Agreement continue to be discussed with more clarity and consensus on some issues than on others as discussed in this document.

The poll was conducted to measure the viability of various parcel tax amounts. Preliminary results indicate that the rate which yields about \$63 million is most likely passable, but not above that.

BACKGROUND:

The Santa Cruz Public Libraries (SCPL) commissioned and accepted a facilities master plan in April 2013. That plan identifies three levels of capital needs:

- Ongoing and deferred capital maintenance
- Minor remodeling to bring all facilities up to 21st Century Library Standards
- Major renovation (Downtown), addition (Aptos) and replacement (Capitola and Felton)

The total amount of money needed to accomplish these minimum goals is about \$63 million.

The current Library Joint Powers Agreement must be, at a minimum, amended for two reasons:

- A Joint Powers Authority (JPA) can have the power to create a CFD and levy taxes to fund the CFD but those powers must be clearly delineated in the Joint Powers Agreement. The current agreement does not include such language and a CFD is necessary in order to levy a parcel tax on the service area of the Library System.

- The Agreement must be in effect for as long as bonds will be issued- most likely 30 years. The current agreement expires in 2017.

The administrators of each of the four jurisdictions have been meeting for the past 6 months to review the agreement to recommend specific changes that need and/or should be made so that each of the jurisdictions only have to seek approval of a new JPA agreement once.

In addition to the two primary issues identified above, the following issues have been the focus of the conversation:

1. Updating the General Fund financial contribution formula whereby the Cities of Santa Cruz and Watsonville will contribute more to the Maintenance of Effort.
2. Administrative costs- whether the current 5.5% of expenses model is the most appropriate
3. The following are issues raised by some members but not agreed on by all as needing to be changed:
 - Whether the Library Director should be a City of Santa Cruz Department Head and should not report to any one of the jurisdictions
 - Whether the Library staff should be staff of the JPA and not of the City of Santa Cruz
4. Whether minimum service levels, as a mechanism to define minimum service delivery standards, should be stated in the JPA agreement so that it is clear to all parties to the JPA what is being purchased for their contributions.

The poll conducted April 25-27 indicates there is strong support for a parcel tax for the purpose of improving facilities. The overall finding is presented in the chart below:

Residential Parcel Amount	<i>Approximate</i> Yield	Favorable before “education”	Favorable after “education”
\$58.40	\$70-73 million	65%	70%
\$48.40	\$60-63 million	69%	73%
\$38.40	\$50-53 million	71%	73%
\$28.40	\$40-43 million	74%	77%

There are many nuances and Mr. Bregman will present a more detailed analysis.

DISCUSSION:

PARAMETERS

To move forward with a ballot measure, there are certain “givens” that form the basis for what needs to be revised and developed.

First, since the entire County is not involved, the only funding vehicle available is through the formation of a Community Facilities District (CFD) which would then have the authority to levy a parcel tax.

Currently, the plan is to hold a special election in June 2015 in order to provide the time necessary for legal formation of the CFD. While special elections are not inexpensive, the cost of waiting is even greater. At a construction escalation rate of 4.5%, waiting until November 2016 will result in an increase of at least \$4.3 million.

Second, if the ballot initiative passes, it will be necessary to obtain the funds by issuing 30 year bonds. Lenders will require the JPA to be in existence for a period equal to or greater than the life of the bonds. The current JPA Agreement expires in 2017. Both of the above issues require that the current JPA Agreement be, at least, amended before proceeding with a ballot initiative.

CONSENSUS on JPA REVISIONS

This section describes those areas on which the City/County Administrators Committee (CCAC) has reached basic agreement.

- 1. Changing the General Fund Contribution Formulas for the Cities of Santa Cruz and Watsonville:** A recommendation will be made to revise the current Library Financing Authority (LFA) agreement with a phased-in increase for the City of Santa Cruz contribution and a phased-in reduction of the subsidy currently provided to Watsonville. The details are still under consideration by both the Cities of Santa Cruz and Watsonville. This will require revisions to both the LFA and the LIPA Agreements as the LIPA Agreement references the details in the LFA Agreement.
- 2. Administrative costs:** The City of Santa Cruz will conduct a study of the administrative service charges and agrees to provide those services on an “at cost” basis rather than the current 5.5% of expenses, with periodic review to ensure rates remain current.
- 3. Governance structure-** The LJPB approved the CCAC recommendation to change the model to a Governing Board composed of the four jurisdictional administrators and an Advisory Library Commission.

4. **Minimum service standards as part of the JPA agreement:** The CCAC is recommending that there be language in the agreement that affirms the Board's commitment to providing a certain level of quality county wide service but agrees that specific statements regarding service levels, such as hours, are best left out of the agreement itself, due to uncertainty about changing future demands and library services best practices.

Current language in the JPA Agreement will be retained:

“All policies relating to the provision of library services, including hours, organization, staffing levels and type, and other serves shall be determined by the Joint Powers Library Board.

The CCAC is also working on additional language and definition of duties to strengthen the commitment discussed above. The following is “working” language but will likely be refined:

“SCPL is a ten branch system that strives to provide equity of service based on unanimously agreed upon metrics that will be reviewed regularly.”

A duty for the Library Commission will be spelled out which clearly states that the Commission is responsible for providing qualitative input to the Board on the issues described above. Correspondingly, the Board will commit to listening to, and considering that input.

LACK OF CONSENSUS on JPA REVISIONS

There is a lack of consensus on two outstanding issues

1. **Allocation of facility parcel tax revenues:** The poll indicates a favorable climate to obtain \$63 million. This will provide
 - Capitola and Felton- new facilities
 - Aptos- an addition
 - Downtown- a “gut” and remodel
 - Live Oak- meeting room and minor remodeling, new carpet and furnishings within the 10 years
 - Scotts Valley- sound attenuation, possibly Automated Materials Handling, new carpet and furnishings at the end of the 10 years
 - Other branches- minor remodeling and renovation to bring them all up to 21st Century standards- access to electrical power, meeting spaces, marketplaces for new materials, design for successful self-checkout, etc.

The issue on which there is a lack of consensus is Live Oak and, by extension, Scotts Valley. There is a feeling by one party that these communities are not getting their “fair share” of the proceeds of the parcel tax (\$1 million).

The CCAC is asking that the LJPB make the final decision on the specifics of the ballot initiative with regard to project options.

2. Day to day management, operations and services

- a. **Library Director should be equally accountable to all JPA members:**
With the recommended governance model the Library Director will no longer be a City of Santa Cruz Department Head and will report to the jurisdictional administrators.
- b. **Appropriate home authority of Library staff (City of Santa Cruz or JPA):** Some members feel the current arrangement does not benefit the County in how the system provides library services. The City of Santa Cruz feels compelling reasons to make this change have not been presented and opposes the wholesale move of employees, particularly given the vast effort and time that would need to be invested to transition the employees to a new entity.

A conceptual proposal was set forth at the very end of the last CCAC meeting which shows promise. It has not been fully vetted and one party was not present and able to provide approval. It is presented below as a concept for which the CCAC would appreciate LJPB feedback.

- The LFA would be the JPA that sponsors the ballot initiative. The LFA has to be revised anyway to change the financing structure so the power to create the CFD and attendant powers could be vested in the LFA and set forth in a revised LFA Agreement. All the jurisdictions, plus Watsonville, are represented on the LFA. The CFD formation could designate that only those members whose jurisdictions lie within the boundaries of the CFD would get to vote on matters related to the CFD. The LFA would sponsor the ballot initiative, obtain the loan and distribute the money to the jurisdictions to spend on their projects as determined by previous allocation. It would also serve as the oversight committee. The LFA agreement does not expire.

These changes could be made relatively quickly and easily, thereby meeting the looming deadlines.

- The JPA agreement would still need to be revised or canceled and rewritten as there are references to specifics in the LFA agreement that would be changing. This new JPA agreement would include:
 - all the revisions upon which there is consensus
 - some minor language and procedural “clean up” (e.g. distribution of assets upon dissolution, budget hearing schedule)
 - no changes to employee status
 - a 5-10 year expiration

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 March 31, 2014

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: Jennifer Balboni

Address: 223 Florence Drive, Aptos, CA 95003

Cell Phone: 831-227-5915 Work Phone: 831-688-8077

Email: Jenniferbalboni@yahoo.com

Occupation:

Owner of Joy of Movement Pilates & Gyrotonic in Aptos CA; Pilates and Gyrotonic Instructor

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

I have lived in Santa Cruz County for 22 years and in Aptos for 20 years.

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

I am a life-long lover of libraries and see the library as a pivotal part of our community. I would very much like to utilize my skills to keep it as strong and relevant as we go through these challenging times brought on, in part, by rapid changes in technology and funding.

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

I offer a broad range of skills culled from my years as a professional journalist, project manager, small business owner and movement educator to bring to the role of citizen board member. As a journalist for the San Francisco Chronicle, Chicago Tribune and Contra Costa Times I reviewed hundreds of city budgets. As a project manager for Mediware Information Systems in Scotts Valley and Plantronics in Santa Cruz, I worked with a diverse group of individuals to complete projects. As a small business owner for the past 8 years in Aptos I have daily contact with hundreds of community members each week and have developed wonderful communication skills and understand the needs and ordonnance of this area in an intimate way.

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 active in local environmental groups, charities for preventing violence against women, reading groups and advocacy groups for inspiring more women to get involved in local politics. I also organized and led a support group for people with cancer for many years. Being involved in the community and developing leadership skills are germane assets for involvement in the Board.

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

I have visited most of the 10 branches of the library system and have visited my local branch in Aptos at least once a week for the past 20 years. When my children were growing up, we participated in many of the wonderful library programs for children. So I am very familiar with the library as a *patron*. I

understand our system is public and that most of the funding comes from property taxes. Most importantly, I am willing and able to do the research it takes to gain a comprehensive understanding of our county's system.

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

I started visiting libraries when I was 9 years old and have been a VERY active library member ever since. I LOVE libraries; even adore them. I have visited hundreds of libraries around the country especially the older ones back east dating to the mid 1800s.

Our libraries are a vital, integral part of our communities because they represent our greatest values as Americans--open-mindedness, knowledge, inclusiveness, freedom, equality and truth.

In addition, libraries foster community and connection; to ideas, to each other and to ourselves. I would not want to live in a world without libraries.

What are some of the challenges facing libraries?

Our libraries today appear to be in a state of massive change i.e. crisis. Most of these challenges appear to be techlogical and financial. Libraries are dealing with rapidly shrinking budgets as well as sweeping changes in reliance on digital media.

Some libraries are getting rid of books altogether and going digital. Questions are being asked such as "What belongs in a library?" as well as, "What is worthy?" Libraries must deal with lack of space and lack of funding at a time when publishing is skyrocketing. Acquisition costs are escalating, as are costs for staffing, preserving, and maintaining not just the materials but the buildings too. Computer equipment takes up an increasing percentage of budgets, as do services for special-needs individuals.

What are some of the opportunities facing libraries?

All challenges can also be viewed as opportunities—so there are wonderful opportunities to help forge the library of the future developing new methods of funding and new technological ways of storing and retrieving information.

Additionally, I think there are always opportunities to attract new people to the library. Attracting more young people, more racially diverse people and more people who have not had the privilege of a formal education might be an important opportunity.

Another opportunity is expanding the image of libraries; enhancing the public respect for libraries and librarians.

What are your goals in serving on the Board?

I would be honored to serve and to take charge of tasks that others may not want to take on. My goal is to see the library get stronger and thrive for the next generation of patrons.

Do you have regular access to email and the Internet?

Yes and yes. My e-mail address is Jenniferbalboni@yahoo.com and I am online via my i-phone 24/7.

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

Signature

Date

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 March 31, 2014

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: Javier Sean Campbell (Sean)

Address: 2439 Harper Street
Santa Cruz, CA 95062

Phone: 831-334-1150

Email: mrseancampbell@gmail.com

Occupation: (If retired, what was your occupation?)
Current: Accountant, County of Santa Cruz
Former: Financial Planning and Analysis Manager, Ticketfly (San Francisco technology startup), small business owner, co-owner of Slug Books Co-op (UC Santa Cruz textbook retailer).

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

A total of 6 years, in two stints (2002-2006 and 2011-present).

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

I am interested in providing a forward-looking perspective on the role of libraries in the modern economy and modern community. Pre-internet, libraries served partially as a gateway to and a collection of the knowledge, experience, and perspectives of humanity. While they still serve that function today, the level of access to those gateways and collections (and their content) have changed radically. In business terms, public libraries have shifted their location within the information value chain from a primary source to a source of curation, presentation, and access enhancement. I also believe that libraries can be a key resource in mitigating the negative effects of the digital divide and providing our current and future workforce with tools and skills to participate in the information economy. This is particularly important in Santa Cruz County as our region is both socioeconomically stratified and suffers from "brain-drain" due to the high cost of living relative to median income. I view organizations such as SCPL as vehicles for community engagement, skills development, and overall enhancement of the public welfare.

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

I am an MBA with experience in the social sciences as well as a history in small business, technology startups and local government, giving me well-rounded experience with organizations of various sizes. My technical abilities include substantial familiarity with financial management and operations, statistical concepts, long-term planning, and methods of data organization, access, and interpretation. I am well versed in iterative processes endemic to the implementation of new technologies and the possibilities offered by such.

I bring the perspective of a person who relocated to Santa Cruz from San Francisco, partially because of the quality of life and public goods available to residents of the County. I remember well the experience of doing research at the UCSC library, discovering previously obscured fields of inquiry by simply browsing the racks and looking at collections of things I never considered looking up on the Internet.

I also bring some experience in the book industry. I co-owned Slug Books Co-op from 2004 through 2005. Slug Books Co-op was a textbook retailer focusing on UC Santa Cruz textbooks. It eventually closed down, primarily due to Internet competition from Amazon, Chegg and similar. During its existence, Slug Books employed hundreds, served thousands and saved these students hundreds of thousands of dollars by providing an innovate, low-cost alternative to the campus bookstore.

I also assisted in copyediting my father's book *Choosing Democracy: A Practical Guide to Multicultural Education*. Upper Saddle River, NJ: Merrill, 2004.

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 not been previously involved in a community organization; I have spent my adult life primarily engaged in educational, business, and career pursuits. I was a regular patron of the Museum of Art and History during my wife's employment there.

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

I have visited several branches during my time in Santa Cruz and patronize the Live Oak branch. I view my own experiences with SCPL as perhaps others in my demographic and economic group do: aware of libraries, supportive of their existence as public goods, not historically highly engaged with libraries because of our patterns of media consumption (Internet-based, followed by e-books and the purchase of books online). I am familiar with the financial model, the Facilities Plan, the Strategic Plan, and the Technology Plan, and will continue to familiarize myself with SCPL's history.

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

Libraries can and do serve several roles.

Community-owned space: Given the physical footprint, libraries provide space for community groups, classes, and meetings, encouraging the maintenance of civil society.

Learning centers: Libraries provide physical tools (computers, books, software) and subject matter experts in a variety of fields. Human resources in the form of high-quality staff provide the connection between hearing about a subject, a technology, or an idea and turning it into an opportunity for skill development and life enhancement. They can also provide a source of mass, affordable training in basic job skills in several fields.

Knowledge repositories and curators: in today's economy access to data and information has been widely (though not completely) democratized. A key function of libraries is to organize this information into attractive collections to engage the public and foster discovery of fields new to the patron. Libraries are also key in teaching concepts of information quality and relevance, particularly to younger people.

Facilitating childhood development and early engagement in learning: Libraries are wondrous places for children and can be a key driver of early engagement with reading.

What are some of the challenges facing libraries?

In my view the main challenge facing SCPL and public goods generally is the need to stay relevant to the community given the shifting needs, wants, and financial resources of the population. Similar to museums, libraries are undergoing an existential examination of the question, "what is the library for?" For some people, the library is a quiet place to read or to go on the Internet. Some people go to the library to learn about new subjects, some bring their children to reading events, and some go for community meetings. The challenge is to provide the best possible range of services and resources while not only engaging the existing users and their preferences, but also potential users and their preferences. I believe this entails regularly trying new programs, evaluating them, and seeking to make connections with organizations who can assist with them.

A related challenge is sustaining the funding base and financial model of the SCPL, given that prioritization of library funding is ultimately a political decision made in an environment with competing priorities.

What are some of the opportunities facing libraries?

Libraries have a tremendous amount of goodwill in this community. SCPL has an active "Friends Of" organization and a strong physical footprint. The organization has a clear vision and effective oversight. Given these strengths, I believe SCPL has the opportunity to grow and diversify utilization through a systemic commitment to program development and iteration, enhancement as a source of technological and skills learning, and expansion of access and marketing efforts. If SCPL can orient itself toward serving traditional library functions while being a place where you can learn new skills, learn about new subjects, and participate in your community, it will have succeeded in its mission. Marketing and branding efforts are particularly key: community members should know "I can do or get 'X' at the library" even if they've never been to a branch. In general, libraries should rise to the challenge of becoming community spaces with books, computers, local history and other media that serve a wide range of demographic groups.

What are your goals in serving on the Board?

As a member of the board, I would seek community involvement and pluralism as means to a more effective system. I would seek to particularly focus on the augmentation of SCPL's offerings to both historically disadvantaged groups and working-age adults. I am interested in working with staff, the Board, and other organizations on enhancing skills training programs in fundamental software applications such as the Microsoft Office Suite, basic computer knowledge, hardware and software platforms such as e-readers, and similar. SCPL could enhance links and share resources with organizations such as the Small Business Development Center, Career Centers, youth centers and similar. I believe ideas such as these can engage more participation in SCPL.

I also aim to ensure that SCPL has a strong geographic and service footprint within all areas of the County. The unincorporated area of the County contains a large share of the population as well as some of our most historically disadvantaged and economically challenged community members. Ensuring that these community members have a voice on the Board is important.

I am enthusiastic about the 2013-2018 Technology Plan and the ILS and its ability to provide both enhanced service and the data necessary to measure quality and use of SCPL facilities, programs, and resources, allowing the Board and staff to make more informed decisions. I aim to serve the SCPL system as an effective representative of the citizenry, advise, learn, and facilitate the path to a more effective and dynamic public good.

Do you have regular access to email and the Internet?

Yes.

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



Signature

3/30/14

Date

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 March 31, 2014

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: Cindy Jackson

Address: 26 Arbolado Drive
La Selva Beach, CA 95076

Phone: 831-662-2374

Email: cinjackson@sbcglobal.net

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

Since moving here in 2005, I have been actively involved in the La Selva Beach Branch Library as well as with the LSB Chapter and county-wide Friends of the Santa Cruz Public Libraries. I owned a small retail business (a private post office/packing/shipping) for 15 years in Dallas. I also had the opportunity to help create a high school for an already existing pre-K through 7th grade independent school. We recruited students, hired faculty, created curriculum and I acted as registrar and dean of students for our first two classes.

How long have you been a resident of Santa Cruz County? I moved here in the fall of 2005.

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

I believe that this is a critical time to serve on the Board when branches are in such serious need of renovation and replacement.

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

I served on the Library Task Force investigating different service models for the SCPL in 2010 which introduced me to the system's departments, all the branches and library professionals' opinions about what library systems should anticipate. I have been very active in the Friends of the SCPL and serve as president of the La Selva Beach Chapter. In that capacity, I have raised funds specifically for LSB through book sales and community events. Those funds have been used to provide programming for both children and adults and a very popular browsing collection of bestsellers. I have raised funds for the entire system in my role as a member of the Board of the Friends of the SCPL and a member of the Development Committee of the Board.

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 serve as the Membership Director for the La Selva Beach Improvement Association and I have mentioned my Friends of the SCPL work above. I'm a member of the Los Gatos United Methodist Church and have provided lunches for the Santa Cruz Habitat for Humanity construction crew quarterly for the last 5 years.

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

I am very well acquainted with the branch operations of the LSB Branch having organized and recruited volunteers to expand hours of service after service cuts in 2009. By serving on the library's Task Force and my work on the Friends' Board, I feel well acquainted with the administrative functions that support all branches. I have also attended most of the LJPB meetings for the last 2-3 years.

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

To provide a physically welcoming space for programs designed to enhance childhood literacy, to promote life-long learning and to provide books and materials and technological resources (including WiFi) at no charge to all members of the community, both physically abled and disabled.

What are some of the challenges facing libraries?

All libraries are faced with balancing the need for access to digital materials and books with the need for paper books and materials. Our system is challenged with aging facilities and their need for renovation to accommodate a different use of technology and different programming. Assuming a bond measure in the fall, a specific challenge will be to educate the voters county-wide about the advantages of renovated and new facilities for our system and encourage their vote.

What are some of the opportunities facing libraries?

How can the library's programming facilitate the increasing use of technology in all of our lives? How can the library's presence in the county's diverse communities facilitate community discussions and involvement? What decisions need to be made to continue the stronger financial footing of our system?

What are your goals in serving on the Board?

My goal is support the library system in whatever way I can. Specifically, I think I can communicate the importance of additional funding through a bond measure so that all branches can efficiently and effectively serve current and future patrons.

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

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

Cindy L Jackson
Signature

2/6/2014
Date

TO: Finance Committee- Library Joint Powers Authority Board
 FROM: Marcus Pimentel, City of Santa Cruz Finance Director (04/22/14)
 RE: Monthly Dashboard Report: Library's March 2014 financials

SANTA CRUZ
 PUBLIC LIBRARIES

March 2014
 Preliminary,
 Unaudited

Contained herein is the preliminary, UNAUDITED March 2014 Dashboard summary report. In general, revenues remain ahead of our target by 2.2% and expenditures are slightly over-budget by -0.1% due to one-time payments. This has resulted in a year-to-date net operating loss of \$-62,320. The planned operating loss includes those one time payments like the retirement of long term debt and services and supplies that were carried over from the prior year. At the mid-year review and after board approved mid-year adjustments, staff estimated the current year could finish with a small 1% surplus (appx \$120k).

Net operations (Major accounts)	Last 3-months Actual Results				Fiscal Year to Date	Percent of Budget Comparison			
	January	February	March	March		Annual Budget FY 2013/14	YTD Actuals	Months completed	Positive / Negative
Revenue:									
(2) Sales Tax	\$ 474,904	\$ 621,553	\$ 617,571	\$ 5,263,816	\$ 6,617,000	79.5%	75.0%	4.5%	
MOE- Member Contributions	426,225	426,225	426,225	3,833,859	5,135,000	74.7%	75.0%	(0.3%)	
Library Fines	17,896	14,409	14,005	138,010	200,000	69.0%	75.0%	(6.0%)	
Other Revenue	12,977	4,909	6,377	126,284	174,690	72.3%	75.0%	(2.7%)	
Subtotal Operating Revenue	932,002	1,067,096	1,064,179	9,361,969	12,126,690	77.2%	75.0%	2.2%	
(3) Budgetary Financing Sources	-	-	-	-	455,497				
TOTAL REVENUE	\$ 932,002	\$ 1,067,096	\$ 1,064,179	\$ 9,361,969	\$ 12,582,187				
Expenditures:									
(4) Payroll	\$ 908,056	\$ 610,552	\$ 613,545	\$ 5,917,744	7,703,251	76.8%	75.0%	(1.8%)	
(3) Books (w/Grants)	61,384	98,357	79,696	1,000,759	1,213,804	82.4%	75.0%	(7.4%)	
Janitorial Services	14,196	8,863	10,086	83,116	117,100	71.0%	75.0%	4.0%	
Building & Facility	49,375	21,624	45,952	238,257	496,743	48.0%	75.0%	27.0%	
Rent (Equip, Building, Land)	25,924	25,571	25,571	234,114	312,500	74.9%	75.0%	0.1%	
Utilities	42,626	33,284	47,151	315,139	430,000	73.3%	75.0%	1.7%	
Other expenditures	235,869	120,017	144,095	1,635,160	2,308,789	70.8%	75.0%	4.2%	
TOTAL EXPENDITURES	\$ 1,337,430	\$ 918,269	\$ 966,096	\$ 9,424,289	\$ 12,582,187	74.9%	75.0%	0.1%	
Net Gain / (Loss)	\$ (405,428)	\$ 148,827	\$ 98,083	\$ (62,320)	\$ -				

Key Balance Sheet items	Trust Current Assets			Trust Current Assets (cont.)		
	January	February	March	Trust Balance	Trust Balance	Trust Balance
(6) Total pooled cash	2,141,311	3,231,445	2,297,789	239,704	93,101	93,101
(6) 2-month reserve target	2,014,833	2,014,833	2,014,833	McCaskill- Hist	Leet-Corday	Morely
(6) Excess cash/(reserve deficit)	126,478	1,216,612	282,956	McCaskill- Vis	222,012	12,489
(7) Total Current Assets	3,054,416	3,243,306	3,353,565	Finkeldey	Hale	44,665
Accounts Payable	31,077	70,814	81,863	Whalen	Gruber	27,938

- Notes:**
- After budget adoption, changes were made to reflect new revenue of \$37,690 for grants and donations and new expenditures of \$168,976 for matching grant expenditures and prior-year projects rebudgeted in the current year. In addition, the initial budget for Member Contributions was overstated by a \$125k budget estimate increase intended for Sales Tax. This correction has been posted.
 - 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).
 - The adopted budget included financing sources of an initial \$324k from board approved, one-time reserves to fund one-time payments (ILS, pay off debt, capital maintenance, materials, etc). The initial amount was increased for additional, prior-year projects re-budgeted in the current year using prior-year surpluses.
 - January payroll costs included a third payroll cycle that occurs twice per fiscal year. The first time was in August.
 - In March, the four largest expenditures within "Other expenditures" included: [Financial services - outside at \$51k]; [Software maintenance services at \$21k]; [Library functional supplies at \$14k]; and [Vehicle work order charges - internal at \$24k].
 - Earlier this fiscal year, planned one-time costs temporarily reduced cash balances below the targeted, year-end reserve. For March, cash was above the reserve by \$282,956.
 - January and February's "Other Revenue" amounts were revised to reflect additional revenue accrual of \$1,454 and \$1,128 respectively.

Status Update for ILS Implementation April 28, 2014

Overview We're live!

Schedule item	Item Owner	Plan date	Actual or scheduled	Comments
Configure infrastructure	LIT	12/20/13	2/17/14	Done
Data Migration	LIT	12/1/13	1/14/14	Done
Training server established	Polaris & LIT	1/15/14	1/15/14	Done
Staff training	Polaris & Staff	2/28/14	Month of Feb	Done
Public education	Mktg Team	2/15/14-4/30/14	2/15/14 to begin	Done and ongoing
Final data migration	LIT & Polaris	4/4-8/14	4/4-8/14	Done
Cutover	ALL	4/9/14	4/9/14	Done

Details

This will be the last official update on the ILS migration unless otherwise requested. Technology updates will be included in the regular monthly report.

The migration went very smoothly. There is some data cleanup occurring now and some other tweaking that needs to be done. Once that is all completed, payment of the final 10% will be authorized.

Volunteer Tech Ambassadors were ready and willing to help the public with the rollout of the new ILS but they were like the Maytag Repairman- very lonely. Public had no trouble adapting to the new system with a few surprised people who had changed their PINs or had missed the notice about saving their reading lists before the transition. Staff found a way to retrieve the old lists but there is no automatic way to re-enter them- it has to be done by hand. Staff are responding to these requests as they are received. We hope to re-employ the Tech Ambassadors when we premier the new self check units as we think those may be more novel than the new ILS. They are also being assigned other volunteer responsibilities so we don't lose their valuable contributions.

We are now busy learning how to run reports.

The City Attorney is working with the legal counsel from the company that bought Polaris, Innovative Interfaces Inc (known as Triple I) to ensure that the contractual obligations are maintained.

In related Technovation 2014 News: (Disclaimer- all dates are approximate and subject to change based on any number of uncontrollable circumstances.)

- The new public PCs are being installed this week Downtown with a rollout for the other branches once staff makes sure all is going well at the location most convenient for them to troubleshoot. Along with this is the new timing and reservation system.

- New copiers will be delivered in May and these will eventually serve as printers for the public PCs. There will be color copying available Downtown, Aptos and Scotts Valley.
- Two sample self check units are scheduled to arrive the last week of May to be configured. Once those are configured, the image will be transferred to the other units which will arrive about two weeks later.
- To go along with the new self checks is the implementation of accepting credit cards which involves not only the Information Technology Staff but Accounting since merchant accounts have to be set up, etc. It's never simple.

STAFF REPORT

DATE: April 24, 2014
TO: Library Joint Powers Board
FROM: Teresa Landers, Library Director
RE: Security Study Update

RECOMMENDATION: Accept staff report
--

SUMMARY

The only branch with serious security issues is the Downtown Branch. Two branches reported no problems at all and the others have varying levels of concern.

BACKGROUND

At a LJPB meeting earlier in the year a suggestion was made for the Library to conduct a security study to analyze the vulnerabilities at each branch, inside and outside, with regards to security.

First Alarm Security offered to conduct this study at no charge and findings were submitted on April 17. This study was less detailed than expected and consisted primarily of staff observations as related to the First Alarm representative. Nevertheless there were some consistent themes that will require further investigation. These are discussed below.

DISCUSSION

La Selva Beach and Capitola did not report any security issues that need addressing and First Alarm did not make any recommendations.

Only two libraries discussed the need for interior monitoring: Downtown and Boulder Creek. Boulder Creek already has cameras inside given the nature of its layout with hidden areas. These cameras need to be cleaned and adjusted and this is being addressed.

Downtown has concerns about their ability to effectively clear the interior of the building upon closing. We will work with the current First Alarm security patrol to assist us with improving how this is done as well as reviewing and modifying our own internal staff procedures for opening and closing.

In general, interior cameras are not a very effective answer to the concerns expressed unless there is staff available to monitor them continuously. We do not have the resources to do this.

A repeated request is for panic alarms at service desks. Typically these are wired to First Alarm as the monitoring service and they then dispatch law enforcement as warranted. This does not guarantee any faster response time than by using 911; particularly in the County where the Sheriff is spread rather thin. It would be a benefit when a call to 911 is not possible.

Most concerns seem to focus on the exterior of each facility with the exception of La Selva Beach and Capitola. Suggestions for addressing these concerns focus on two solutions- First Alarm patrols and exterior cameras.


Since most of the problems occur after the branches are closed, cameras will only help with after the fact identification and then will need to be rather sophisticated in order to take photos with sufficient clarity when there is not much light. It may also be possible for First Alarm to monitor these cameras 24/7. The cost has not yet been estimated.

Some branches expressed concern about individuals blocking book drops, sleeping or hanging out in doorways while the Library is open or before it is open but staff is present. Solutions include cameras (with the same problems as indicated above) and regular patrols by First Alarm. Where we can, we already piggy back on other First Alarm patrols occurring in facilities near ours but can explore the cost of additional patrols.

We are talking to First Alarm about the costs of implementing these various measures including ongoing monitoring and increased patrols. Until we have that information, it is impossible to complete a cost/benefit analysis. The City of Santa Cruz has just contracted to upgrade cameras in several city facilities. It may be possible to take advantage of their favorable pricing for equipment for the Library System. This will be taken into account as we continue to explore options and costs of those options.

REVISED

STAFF REPORT

DATE; April 30, 2014
TO: Library Joint Powers Board
FROM: Teresa Landers, Library Director 
SUBJECT: FY14/15 Budget

RECOMMENDATION:

That the Library Joint Powers Board provide direction to the Library Director on the FY14/15 budget.

SUMMARY

This report is a revised version of the one posted as the official 10 day notification of a public hearing on the proposed FY14/15 budget for the Santa Cruz Public Libraries. The changes are:

- The Finance Committee recommends adoption of the proposed budget with the changes that follow
- Additional explanation of the Work Plan Priorities
- Inclusion of reference to grant funding in the Library Materials Section
- Replacement of the column labeled “13/14 Adopted” with the correct figures as this column is actually the 13/14 Estimated Actual figures. This resulted in several changes to percent increases/decreases.

Revenues are projected to increase by almost 5% and total expenditures are proposed to increase by 4.7% with some of this expense related to anticipated costs related to a possible ballot initiative.

BACKGROUND

The current JPA agreement states:

“The Library Joint Powers Board shall hold a public hearing on the Proposed Budget which shall be held during the last week of May.... Copies of the proposed budget shall be available for public inspection at least 10 days prior to the public hearing.”

The past practice has been to hold this hearing at the regular LJPB meeting the first Monday in May, with final adoption at the regularly scheduled LJPB meeting in June. Since there is no regularly scheduled LJPB meeting the last week of May, upon the advice of the City Attorney, the current practice will continue to be followed and will be codified in the new JPA agreement.

If any board member would like to have a special meeting during the last week of May with final approval at the regular meeting on June 2, a special meeting will be scheduled for Thursday May 29, 2014.

This year, the Library Finance Subcommittee requested a review of the FY14/15 budget prior to the May budget hearing. In order to comply with the ten day notice for the posting of the proposed budget, we were required to post the proposed budget before the Finance Subcommittee had a chance to provide direction. Thus, comments received at the April 28 Finance Subcommittee meeting are included in this revised report for consideration at the May 5 budget hearing but were not reflected in the proposed budget which was publicly noticed on April 25.

This report to the Library Finance Subcommittee focuses on recommendations for the FY14/15 proposed budget. The final budget resolution will be accompanied by a report which includes a comprehensive review of FY13/14.

The Board provided direction at the February 2014 meeting to prepare a budget reflecting a review of the service model that addresses those areas where the desired results have not yet been achieved. This focuses on the following two priorities:

1. Adjustments in personnel and public service related expenses as a result of ongoing review of the service model
2. Materials budget increasing to at least 9.5% of revenues

DISCUSSION

WORK PLAN PRIORITIES

The work plan priorities for the new fiscal year are listed here in order to provide context for the budget requests. A review of past year accomplishments and greater detail on the items below will be included in the final budget package.

- Implementation of the new LJPA and LFA agreements
- Ballot initiative for facilities improvements
- Possible preliminary planning for some of the facilities projects
- Focus on improving the customer experience
 - Reinstigate Interlibrary Loan
 - Complete Technovation 2014 projects
 - Review of the adopted service model with specific reference to its relationship to the customer experience and a focus in these areas for staff training (The staffing recommendations were a direct result of this ongoing review of the service model)
- Rearrangement of staff workspaces for greater efficiency

REVENUES

Revenues for FY14/15 are projected to increase. Final county projections will not be available until mid-June. Marcus Pimentel, City of Santa Cruz Finance Director, however, did provide projections in order to complete the budget process. Sales tax is projected to experience an 8% increase from \$6,492,000 to \$7,158,000.

Maintenance of effort (MOE) is expected to decrease by about \$23,000 over the amount in the adopted FY13/14 budget. This is likely to change when the County Projections are released in early June. A letter received on April 30 indicates that the MOE contribution for FY13/14 is estimated at \$42,327 (\$32,592 for SCPL) over the budgeted amount. The MOE is largely dependent on property tax growth and has not seen an increase in many years, so this is exciting news.

Based on past experience, the amounts for Grants and Donations and for Fines and Fees has been reduced. The Friends changed their donation form a couple of years ago which seems to have resulted in less money being designated for the purchase of materials. This form was recently changed back to make such donations more apparent, but there has not been enough time to measure the effect. Funds are not spent from this line unless they are received, and mid-year adjustments are easy to make if more funding is received than anticipated.

Fines have been reducing steadily over the past few years as the popularity of electronic materials has increased. These do not become overdue so no charges are incurred. We do expect an increase in the amount of outstanding fines collected with the implementation of the new self-check units and the acceptance of credit cards. Since we have no data on which to make projections, this amount has been reduced in keeping with FY13/14 actuals and should additional revenues be received, it will be easy to make the changes necessary to accept the additional revenue.

PERSONNEL

The personnel budget is increasing by about \$439,000 (5.7%) from \$7,703,251 to \$8,142,358. This is 64% of the total budget as opposed to over 70% three years ago. This is due to the following factors:

- New bargaining unit agreements include a variety of changes in compensation. How much per year varies by bargaining unit and then, individually, based on benefits selected and position on the compensation scale.
- PERS and benefits (insurance) related costs that were agreed to be absorbed by the Library during contract negotiations total about 1.9% of payroll
- Step increases are also about 1.9% of payroll.
- The following position changes as discussed in February based on a careful review of the service model:

	COST	SAVINGS
STAFF REDUCTIONS		
Eliminate vacant 1.0 AAll position		\$45,500
Non-renewal of AmeriCorps Volunteer contract		\$20,000
IT Consulting		\$10,000
STRUCTURAL SAVINGS		\$75,000
SERVICE MODEL STAFF ADJUSTMENTS		
1.0 LAII for Telephone Reference	\$ 41,000	
1.0 Onsite Services Assistant	\$ 63,200	
Bookmobile Library Assistant additional 3 hours per week	\$ 4,500	
Assistant to Volunteer Coordinator (LAII level)	\$ 41,000	
Information Technology Specialist I	\$ 65,700	
Library Aides DTN Computers (54 hpw)	\$ 32,200	
Library Aides Programming (20 hpw)	\$ 12,000	
On call LAII Programming (avg 2 hpw)	\$ 2,000	
Service Model Adjustments	\$261,600	
NET COST	\$186,600	

- Temporary Management Analyst to help cover during an upcoming maternity leave (\$10,000)

INFORMATION TECHNOLOGY

The Information Technology budget is decreasing by about 17% when the cost of the new ILS in FY13/14 is included. Major changes include:

- A 40% reduction in the use of consulting services
- Many changes in the areas of software and hardware maintenance based on a reconfiguration of our network (including important enhanced security measures) and the many new services being implemented such as PC timing and reservation, print management, self-check and ILS maintenance. It is not possible to accurately compare the two years with all the changes taking place. The FY14/15 budget should provide a new baseline.
- Telecommunications is increasing by about 2% due to the changes in storage needs at Cruzio and offset by an anticipated increase in e-rate reimbursement.

LIBRARY MATERIALS

At the budget priority meeting, the LJPB encouraged an increase in the percentage spent on materials to approximately 9.5% of revenues. The final proposed budget includes materials

expenditures at 9.6% of revenues. This line includes grants and donations for the purchase of materials which is offset by corresponding revenue.

Functional supplies were not increased, recognizing that a portion of the increase in the materials budget will go towards electronic materials which do not require additional processing.

The McCaskill Local History fund will be used to support the Soundswell local music project (\$10,000) and a Snapshot Stories local history project (\$2,500). The Soundswell project is a local database of streaming and archived music by local musicians. The Snapshot Stories project, in partnership with the Museum of Art and History, will include a large scale projection of historical images and film clips of the beach area to celebrate Santa Cruz's birthday and to commemorate other historical milestones in our community.

STAFF DEVELOPMENT

Staff development includes the cost of network administration training (\$10,000) which is offset by a reduction in the cost of IT consultants. Other small adjustments result in a small net increase of \$2,000, when the special IT training is excluded.

UTILITIES and BUILDING OPERATIONS AND MAINTENANCE

A 3.4% inflationary increase is budgeted in utilities. Some of this is due to water/sewer/garbage and some for electricity. Natural gas is not expected to increase.

Janitorial services and landscaping are expected to hold even.

Overall, building operations and maintenance is expected to increase by less than 1%. This includes ongoing basic maintenance such as gutter cleaning, emergency lighting maintenance, fire extinguisher maintenance, HVAC preventative maintenance, carpet/furniture cleaning, etc. as well as contingencies for HVAC, boiler and facility related emergency repairs.

In the past we budgeted a bare minimum of \$25,000 to cover contingences, which is seen in FY13/14. In FY13/14 there was a onetime allocation of \$250,000 to address issues identified in the facilities master plan as egregiously in need of repair. There are no major capital expenditures planned for this year as we continue to wait for the implementation of the facilities master plan. There was nothing major identified on the deferred maintenance schedule. We did identify some smaller capital maintenance and related needs so increased the \$25,000 contingency to \$50,000 to cover these projects while still having funds available for contingencies.

While the possibility of major renovations and/or replacements is still under consideration, it does not seem to be fiscally responsible to spend money on facilities that could be drastically changing in the relative near term. If the ballot initiative is unsuccessful, this will need to be revisited.

SUPPLIES AND EQUIPMENT

This includes office, copier and janitorial supplies as well as office furniture and equipment. A modest inflationary increase of 1.6% is projected.

SYSTEM SERVICES

This area includes a number of system wide administrative expenses such as the contract with the City of Santa Cruz for administrative services, the collection agency, insurance, printing, advertising, dues and memberships, etc.

None of these is expected to increase at all, or only by a nominal amount.

The line that has a significant increase is “Other Professional and Technical Expenses”. This includes potential expenses related to a ballot initiative. There will be direct election expenses as well as expenses related to providing information to the public. We do know that the actual cost of a special election could exceed the amount budgeted here, depending on what else is on the same ballot. The cost of a special election would be more than offset by the construction escalation costs which would be incurred by waiting until November 2016. This is all still under discussion so is presented here as a placeholder and represents the allocation of funds that are “available” and creates a balanced budget.

DEBT SERVICES

The loan to the City of Santa Cruz for the tenant improvements to the Headquarters facility has been paid off and there is no debt service at this time.

CARRYOVERS

Every year the LJPB must approve the carryover of unexpended funds from the previous fiscal year. These are typically projects that start late in the year and cannot be finished until the next fiscal year or projects for which staff did not have the time to start but would like to work on the following fiscal year. We are still identifying these and they will be included in the final budget document presented for adoption on June 2.

FY 14/15 Budget Overview

		13/14 Adopted	14/15 Proposed
Revenue			
	Sales Tax	\$ 6,492,000	\$ 7,158,000
	Maintenance of Effort	\$ 5,260,000	\$ 5,237,000
	Library Fines and Fees	\$ 200,000	\$ 163,500
	Grants and Donations	\$ 24,000	\$ 10,000
	Other	\$ 113,000	\$ 126,255
Revenue Subtotal		\$ 12,089,000	\$ 12,694,755
Personnel			
	Regular Full and Part Time	\$ 4,803,899	\$ 5,044,247
	Temporary	\$ 713,000	\$ 774,201
	Misc. Personnel Costs	\$ 11,849	\$ 29,060
	Benefits	\$ 2,174,503	\$ 2,294,850
Personnel Subtotal		\$ 7,703,251	\$ 8,142,358
Expenditures			
Information Technology			
	Hardware Maintenance	\$ 6,300	\$ 27,000
	Professional Services Other	\$ 93,500	\$ 56,000
	Software Maintenance Services	\$ 128,600	\$ 265,248
	Telecommunications	\$ 167,900	\$ 170,778
	Computer Supplies	\$ -	\$ -
	Computer Equipment	\$ 125,000	\$ 163,500
	<i>Subtotal</i>	<i>\$ 521,300</i>	<i>\$ 682,526</i>
Library Materials			
	Materials	\$ 990,500	\$ 1,163,370
	Grants and Donations	\$ 80,300	\$ 49,507
	Refunded Fines and Fees	\$ 2,000	\$ 2,000
	Library Functional Supplies	\$ 188,500	\$ 188,500
	<i>Subtotal</i>	<i>\$ 1,261,300</i>	<i>\$ 1,403,377</i>
Staff Development			
	Travel	\$ 15,000	\$ 15,050
	Training	\$ 34,400	\$ 46,200
	LSTA Tuition	\$ -	\$ -
	<i>Subtotal</i>	<i>\$ 49,400</i>	<i>\$ 61,250</i>
Utilities			
	Water/Sewer/Refuse	\$ 59,500	\$ 63,330
	Electricity	\$ 173,400	\$ 178,600
	Natural Gas	\$ 29,200	\$ 29,200
	<i>Subtotal</i>	<i>\$ 262,100</i>	<i>\$ 271,130</i>
Building O & M			
	Building O & M	\$ 187,800	\$ 189,197
	Landscaping	\$ 16,700	\$ 16,500
	Janitorial Services	\$ 117,100	\$ 117,100
	Vehicle O & M	\$ 34,000	\$ 32,524
	Vehicle Replacement Fund	\$ 80,700	\$ 87,700
	Other Machinery and Equipment		\$ 70,000
	Building Equipmt. And Rental	\$ 312,500	\$ 309,385
	<i>Subtotal</i>	<i>\$ 748,800</i>	<i>\$ 822,406</i>
Supplies and Equipment			
	Office Supplies	\$ 19,400	\$ 20,500
	Copier Supplies	\$ 7,200	\$ 7,550

	Janitorial Supplies	\$	18,500	\$	20,000	
	Misc. Supplies	\$	57,100	\$	64,450	
	Office Furniture and Equipment	\$	42,900	\$	26,295	
	Other Equipment	\$	3,500	\$	3,500	
	Building Repairs-Library	\$	25,000	\$	50,000	
		<i>Subtotal</i>	\$	173,600	\$	192,295
System Services						
	Professional Services Fiscal	\$	577,800	\$	577,900	
	Unique Management Collection Agency	\$	17,000	\$	17,000	
	Insurance	\$	70,400	\$	70,400	
	Postage	\$	3,500	\$	3,500	
	Printing and Advertising	\$	25,500	\$	27,670	
	Dues and Membership	\$	27,100	\$	34,126	
	Other Professional & Technical Services	\$	26,000	\$	388,817	
		<i>Subtotal</i>	\$	747,300	\$	1,119,413
Debt Services						
	Loan Principal	\$	-	\$	-	
	Other Debt Principal	\$	-	\$	-	
	Loan Interest	\$	-	\$	-	
	Other Debt Interest	\$	-	\$	-	
		<i>Subtotal</i>	\$	-	\$	-
Expenditure Subtotal			\$	3,763,800	\$	4,552,397
One Time (capital, Reserve or other)						
	ILS Project & ongoing support	\$	300,000			
	Capital Maintennace	\$	250,000			
	Materials	\$	100,000			
	Professional Services	\$	50,000			
	Paydown City Debt	\$	268,561			
	Prepay CalPERS	\$	(22,400)			
	On-time Reserve Allocation	\$	(324,212)			
		<i>Subtotal</i>	\$	621,949		
Balance			\$	-	\$	0

April 21, 2013

Dear Ms. Landers,

Thank you so much for the water bottle - it will be well used -

I have enjoyed volunteering at the library for 22 years and hope to continue in various capacities for a long time to come!

Sincerely,
Fairfax



Yosemite National Park

Re: thank you

Denise Fritsch <fritschd@santacruzpl.org>

Fri, Apr 11, 2014 at 3:53 PM

To: Hanna Pitz <pitzh@santacruzpl.org>, Jason Pell <pellj@santacruzpl.org>, Teresa Landers <landerst@santacruzpl.org>

FYI - nice note from Susan and Buzz Gorsky, Book Buddy and Tales to Tails volunteers.

Denise Fritsch, Volunteer Coordinator

Santa Cruz Public Libraries

117 Union Street

Santa Cruz CA 95060

831 427 7700 x7635

fritschd@santacruzpl.org

On Fri, Apr 11, 2014 at 3:47 PM, Susan Gorsky [REDACTED] wrote:
Denise,

Thank you (and the Library Board) for the wonderful gift. Buzz and I will use the water bottles frequently (hiking in Yosemite in June, for starters), and with great pleasure, b/c of the logo and message. The letter was beautifully done as well, and even the packaging showed extra effort.

You do a great job of making volunteers feel special.

Best,
Susan



Fwd: Ask us message to Santa Cruz Public Libraries

WEBMASTER SCPL <webmaster@santacruzpl.org>

Tue, Apr 15, 2014 at 8:54 AM

To: allstaff@santacruzpl.org, Oncall <oncall@santacruzpl.org>, Library Aides - All <libaid-all@santacruzpl.org>

I thought I would share- we totally rock!

Diane

ALERT: The New Catalog is now LIVE! Some of our online services may not yet be accessible as we continue to restore the connections between the new catalog and each online service. **Mobile service via our app SCPL on the Go** may take some time to reconfigure. We are working to restore all of these services as soon as possible. We appreciate your patience.

Got Questions? Text Us!

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



SANTA CRUZ
PUBLIC LIBRARIES

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

From:

Date: Tue, Apr 15, 2014 at 1:03 AM

Subject: Ask us message to Santa Cruz Public Libraries

To: webmaster@santacruzpl.org

Patron Barcode:

Patron Name: Keelan, Kevin P

Email Address:

Phone Number:

Registered At: Capitola

Response needed by: 4/22/2014

Message: POLARIS is great! My question:
DO YOU GUYS ROCK?

answer: YOU ROCK!



Tania Berlinski <berlinski@santacruzpl.org>

Lucky Day Praise

Tania Berlinski <berlinski@santacruzpl.org>

Sat, Apr 19, 2014 at 2:25 PM

To: All Staff <allstaff@santacruzpl.org>

A patron asked that I pass on the message that she just LOVES the Lucky Day collection. :D

Cheers, Tania B.

Teresa Landers,

REC'D APR 24 2014
REC'D APR 24 2014
REC'D APR 24 2014

Hi - I am a patron at the downtown Santa Cruz library on a regular basis. In the past year a very welcome change has taken place ... a significant reduction in the incidents, and problems related to individuals who create disruptions.

A large factor for this is a Community Police Officer named " John". His job is not easy, but very necessary. I am requesting that you do a story on this public servant.

His presence has provided a calmer more tranquil environment which is very welcome.

Many of us rely on the public library for internet access and other important resources.

Sincerely,

Tom Ray
Non - Profit Manager

[REDACTED]

4-17-14

Dear Ms Lawless

Thank you so
much for the ~~the~~
thorough, above &
beyond help I got
from Jania + Gabe
today they really
went out of their
way to let me
know when + where
the program I was
inquiry about is
happening. Pleasant,
professional + complete
help is what they gave

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.	Bld.Mt c. Cld.
3/27/14	DTN	1pm	Female patron found with her belongings including a mattress strewn around library property blocking access to the bike lockers. When asked to clear access, patron became argumentative with vulgar language and claimed to be discriminated against because of her Indian heritage. Later that day she was found in the Geanology area and given another verbal warning. 3/27/14 Staff Tania Berlinski recognized the photo of the patron as "Baby Girl Garcia" in our system.	Ian Crosby, John Ottenberg	Patron ejected for one day.	NA	Yes	No	No	
3/27/14	DTN	???	Patron (Baby Girl Garcia) banned for 1 month from all branches.	John Ottenberg	Female Patron Banned till 4/27/14 from all branches sue to destroying library property.	NA				
3/29/14	DTN	2:37	Banned patron Melvin Jones entered the branch.	Roving guard Trevor, David Sidle	Patron was given ban package but refused it and threw it on the floor	NA	Yes	No	No	No
3/31/14	DTN	2:45pm	Patron (Linda) reported that her toddler got her finger caught in the elevator door.	Diane Cowen, no witnesses	The toddler's mother asked for a band aide and stated that the child was OK	NA	No	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.	Bld.Mt c. Cld.
4/1/14	B40	3:45pm	Banned patron (till 4/27) Baby Girl Garcia entered the branch. When quietly asked to leave the patron became angry and started yelling. Extremely agitated man screaming outside/around the library branch, making patrons very scared.	Lauren Suhd, Kevin Hildreth, Dennis Berris/Patron	Patron said she thought she was only banned from DTN. Patron advise that 911 would be called.	NA	No	No	No	No
4/4/14	CAP	12:40pm	Staff member noticed 2 male arguing near circ. Desk. One claimed that the other was filming an "autistic guy in the corner".	Chantel Van Pelt, Mya McLelan	Police was called	NA	No	Yes	No	No
4/4/14	DTN	1pm	Male patron found sleeping and intoxicated with his bike obstructing foot traffic. He became confrontational and argumentative when asked to leave..	Seth Mazerik	Patrons asked to quiet down or leave. They left.	NA	No	No	No	No
4/7/14	DTN	10:20am	Previously banned patron Melvin Jones . Was found sitting on bench outside branch. Later it was found that he attempted to enter the library but left when he detected that circ staff (M.Dawson) recognized him.	John Ottenberg	Patron left after being advised that a unit would be called. Patron was reminded of the terms of his ban. He acknowledged that he had a 6 month ban. Upon being advised that he would be cited for "trespassing", he left.	NA	Yes	No	No	No
4/8/14	DTN	4pm	Elderly patron (no name obtained) fell off curb into street front of the branch, bleeding "profusely".	Margaret Dawson, John Ottenberg	911 was called and paramedics took over.	NA	Yes	No	No	No
4/8/14	DTN	6:30pm		Margaret Dawson		NA	No	Yes	No	Yes

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.	Bld.Mft c. Cld.
4/9/14	DTN	4pm	Banned (1 month) patron Jeffery Griffin was spotted in the internet area. This was the 2nd time that he has violated his suspension.	John Ottenberg	Patron was previously warned that he would be cited if he violated his suspension. 911 was called and he was cited for trespassing . First Alarm Incident #14-0382, SCPD Incident #27991. Ban will be extended to 6 months till 10/10/14.	NA	Yes	Yes	No	No
4/11/14	SV	11:40am	Patron fell on the floor - his knee buckled while standing at the self-check machine	Kyra Rodriguez	Patron insisted that he was ok and drove himself home	NA	No	No	No	No
4/14/14	DTN	11:30am	Male patron found talking on his cell phone in a loud disruptive manner. This same issue had been addressed with this patron in the recent past.	John Ottenberg	Patron asked to 3 times to cease his call or take it outside. Patron became confrontational and disruptive with foul language and threatened to return with a "357 on his hip". Patron will be banned for 7 days.	NA	Yes	No	No	No
4/15/14	DTN	7pm	Male patron, light green jacket (name unknown) At closing time roving guard John Ottenberg. Male patron refused to gather his belongings and leave. Patron became argumentative and confrontational.	John Ottenberg, Victor Willis	With threat of calling 911 and citing for trespassing, the patron finally left. It was 7:15 causing staff to stay overtime. 3 day ban will be imposed till 4/19.	NA	Yes	No	No	No



Website Statistics for April 2014

Ann Young <younga@santacruzpl.org>

Thu, May 1, 2014 at 9:45 AM

To: Teresa Landers <landerst@santacruzpl.org>, Kira Henifin <henifink@santacruzpl.org>, Helga Smith <smithh@santacruzpl.org>, Diane Cowen <cowend@santacruzpl.org>

Here is a breakdown for April:

Total visits: 104,716 (SCPL website: 71,572 SCPL Catalog: 33,144)
 Total pageviews: 478,184 (SCPL website: 157,500; SCPL Catalog: 320,684)

The top content sources for the above pageview statistics are:

- SCPL Catalog - 320,684 pageviews
- SCPL homepage - 61,657 pageviews
- Branch pages - 13,310 pageviews
- Local history articles - 11,224 pageviews
- Internet Resources (links to subscription databases) - 10,337 pageviews
- What's New - 8,190 pageviews
- Community Information Database - 7,675 pageviews
- Kids page - 7,612 pageviews
- Local history photo gallery - 5,461 pageviews
- Ematerials (links to ebook, eaudio vendors) - 4,455 pageviews
- Library services - 4,348 pageviews
- Teens page - 3,119 pageviews
- Newspaper Clipping Index - 2,542 pageviews
- Events calendar - 1,791 pageviews
- Reader's Link (Staff pick book reviews, etc.) - 1,759 pageviews
- Site search - 1,411 pageviews
- Contact Us - 1,210 pageviews
- Online Catalog FAQ/Tutorials - 1,181 pageviews
- Library Admin pages (LJPB agendas, audio files, etc.) - 1,131 pageviews
- Periodical Index - 1,029 pageviews
- Local News Index - 843 pageviews
- Sheet Music Database - 681 pageviews
- Evergreen FAQ - 628 pageviews
- Fifty Plus - 489 pageviews
- Did You Know? (Answers to commonly asked reference questions) - 479 pageviews
- SC Endangered Species - 431 pageviews

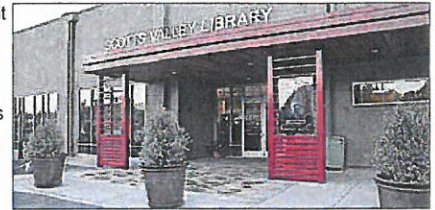
Friends of the Scotts Valley Library Turns Five

4/7/14

1

FSVPL gathers old friends and new to celebrate milestones, look ahead to new challenges

The Friends of the Scotts Valley Public Library (FSVPL) is throwing itself a birthday party to celebrate all it has accomplished for the library in its first five years, and to widen the circle of Friends of the Scotts Valley Library. The party will take place Wednesday, April 9 from 7 to 9 p.m. at the Scotts Valley Library.



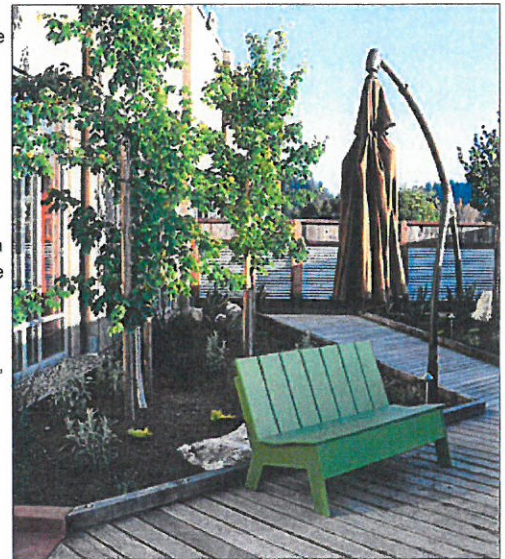
In honor of last fall's Hops & Harvest Festival – which raised significant funds for the Friends of the Scotts Valley Library – the birthday party will feature beer tasting as well as wine and local food fare as samples for selections for next fall's Hops & Harvest Festival.



All current Friends of the Scotts Valley Library are invited, and are encouraged to bring a friend to learn more about the group.

The Friends of the Scotts Valley Library, a chapter of the Friends of the Santa Cruz Public Libraries, is a non-profit founded in June 2009 to support the Santa Cruz County Public Library system. It headed up fundraising to outfit the newly constructed Scotts Valley Library with materials, furnishings and equipment. Today, the Scotts Valley library has the second highest checkout rate of any library in the 10-branch Santa Cruz public library system, and FSVPL has backed and promoted numerous programs and materials for the library, including:

- Funded and furnished award-winning back patio area
- Launched successful Art in the Library program showcasing the work of more than 100 local artists
- Received grant and established Special Needs Resource Center
- Digital Media Workshops
- Well-attended community events such as pARTy at the Library, Murder in the Library, Weekly movies, Cowgirl Tricks and Craft sessions.
- Hosting TEAM (Touch Screen Engaged Aging Memories) iPad pilot project



"Since our founding five years ago, FSVPL members have worked tirelessly to make the library a jewel of the Scotts Valley Community – offering something for everyone and a facility of which we can all be proud," said Derek Timm, president of FSVPL. "We are carrying a lot of momentum, and we are excited to celebrate all of our accomplishments, as well as to toast exciting projects ahead. Anyone who has touched this group in the past five years is invited to join us in this celebration, and I encourage them to bring guests as we widen our circle of friends of the library."

...

For more information on the Friends of the Scotts Valley Library, please go to: www.fsvpl.org.

1



Posted by [Michael Oppenheimer](#) on April 7, 2014. Filed under [Featured News](#), [Our Town](#), [Scotts Valley](#). You can follow any responses to this entry through the [RSS 2.0](#). You can leave a response or [trackback](#) to this entry.

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Santa Cruz library system could write new chapter

By J.M. Brown and Jason Hoppin jbrown@santacruzsentinel.com @jmbrownreports on
Twitter Santa Cruz Sentinel

Posted: 4/12/14

SantaCruzSentinel.com

Santa Cruz >> Ahead of a multimillion dollar facilities parcel tax expected to go before voters next year, major changes are in the works for how the 10-branch Santa Cruz Public Libraries system is governed, including the removal of elected officials and ordinary citizens from final decision-making.

The library's nine-member Joint Powers Authority Board is considering a proposal to replace the governing body with a four-person board comprised of the administrative officer for Santa Cruz County and city managers of Santa Cruz, Scotts Valley and Capitola.

The new board would meet in public and take guidance from an appointed library commission of eight or 10 members, but that advisory panel would have no real authority.

The current Joint Powers Agreement governing branches stretching from Scotts Valley in the north to La Selva Beach in the south expires in 2017. The Cities and County Administrative Committee wants to restructure and extend the agreement for 35 years to provide a firm foundation for levying a parcel tax that would underwrite branch improvements to the tune of up to \$75 million.

Proponents say the restructuring, which has implications for the system's 86 full- and part-time permanent employees, is designed to allow for more efficient operational oversight while equalizing the influence of each of the four jurisdictions served by the library. However, concerns exist about the loss of elected officials in management of the library's budget and resources — a power that proved pivotal during a 2011 battle over branch closures, hours and the system's overall operational model.

Capitola Mayor Sam Storey, who chaired the board in 2010, is glad his city, which is slated to get a new 12,000-square-foot library under the facilities plan, could go from occupying one of nine seats on the board to one of four. And he said he believes administrators are qualified to control the system, but he fears a diminishing voice for patrons.

"My experience is that not every decision is a technical and managerial decision," he said. "There are political decisions that come into play running a library system, and choices have to be made and sometimes they are difficult choices that weigh one good value against another good value. That is the role electeds play. They are directly accountable to constituents, and it seems to me that is going to be lost under this new structure."

Library Director Teresa Landers said she believes elected officials — and therefore library patrons — will still have a voice.

"What we have to understand is that administrators report to those electeds," she said.

But that argument doesn't work with Sue Murphy, a La Selva Beach resident for a dozen

years who visits the library two or three times per week to borrow books and DVDs. She clearly remembers the role former county supervisor and library board member Ellen Pirie had in saving the branch from a closure plan in 2011.

"Not having that would undermine your needs," Murphy said of having elected voices rather than administrators. "They won't understand the value of this place to this community."

Why the change?

Board Chairman David Terrazas, a Santa Cruz City Council member, said, "In our work to reform the governance structure, it's imperative that in its final form the governing board have clear guidelines which support the needs and desires of our patrons, transparency, public oversight, a commitment to library staff and defined checks and balances by each jurisdictions elected bodies over the board's work."

County officials said the change would put the system more in line with how other communities do Joint Powers Agreements, including the Santa Cruz Regional 9-1-1 center.

"There will be certain aspects of it that will require unanimity," County Administrative Officer Susan Mauriello said. "We did the same on the budget up in 9-1-1. So undoubtedly it will be that way on the budget. It will probably be on things like branch closures; it might even be on (setting) some minimum levels of service."

Supervisor Bruce McPherson, a member of the current board, said, "We think in general it might take some of the politics out of it. The relationships since I've been on the board, almost 1 1/2 years, have been very cordial and there hasn't been tension. But I think historically they've had that."

For years, Santa Cruz has been seen to heavily influence the system because it is home to the system's largest branch and employs the library director and her workforce. But half of the branches are in the county's unincorporated areas, such as La Selva Beach.

A main objective in restructuring the board is that "one entity can not dominate; everyone has an equal voice," Santa Cruz City Manager Martín Bernal said.

But workers are concerned about potential changes in their benefits if they become employees of the new JPA rather than the city.

"We are meeting with fellow union members in Operating Engineers 3 and with city and county elected officials to gain insight into why this change is being proposed and how it would benefit the patrons and employees of the library," said library information specialist Leslie Auerbach, a representative for the Service Employees International Union 521. "We are also continuing to meet with management to discuss their proposed timeline and how this change will affect library workers."

The library board and city councils of Santa Cruz, Scotts Valley and Capitola would have to agree to the new JPA for it to be created, which director Landers hopes will happen by September so the new board can go into effect in December. The new board would then create a Community Facilities District with taxing authority and likely pass a resolution to pursue a June 2015 ballot measure for facilities that would require 66 percent voter support across the jurisdictions.

Levels of service

Landers is recommending no minimum level of library service — such as open hours, numbers of branches or programming — be included in the JPA in order to provide flexibility for her and the board based on changing needs and available resources.

"Library service needs to be viewed holistically — the programs we offer, the various services we offer — it needs to look beyond open hours," Landers said. "It's important that we wait and see — can we make the facilities improvements we need and what are the services we need to provide? In some places, it may be open hours. In some, it may be more programming."

Landers tried to put to rest fear that closing branches could surface again. She supported closing smaller branches in 2011 to modernize the system, but a compromise was reached to keep all sites open and gradually increase hours while investing in technology and efficiencies.

"I don't believe we are going to go back to the kind of conflict we had before," Landers said. "We would not be looking to ask for an unnamed amount of money to build new facilities or remodel and renovate almost all facilities if we didn't intend to keep them open."

The library will conduct polling in May to determine how large of a parcel tax voters would support and then fashion a facilities plan that could be funded by that amount. The library is plans to construct new Felton and Capitola branches, extensively renovate the Downtown branch, and undertake various improvements at other sites, with costs ranging from \$63 million to \$75 million.

Jim Mosher, a Felton resident appointed to the library board in January, said it will be important not only to keep all branches open but keep hours strong.

"Those of us in the unincorporated parts of the county feel like we need minimum service levels (in the new JPA)," he said. "That is a major sticking point given the history of how this has worked out under the current JPA for the smaller branches. We are very weary of signing up for another 35 years where we are at the mercy of an administration that has been very city-focused."

Financing changes

The county also proposes a change in how libraries are funded. While revenues from a countywide library-dedicated sales tax are set, the other amounts participants contribute is being looked at with a likely outcome being Santa Cruz and Watsonville paying more.

Although Watsonville's two branches are not part of the Santa Cruz-based system, Watsonville is part of a separate financing agreement that dictates how sales and property taxes fund libraries countywide. Contributions from Santa Cruz and Watsonville have been capped since 1996, while the costs for the county and other cities have gone up because their contributions are tied to property taxes.

Bernal said the financial impact will be manageable for Santa Cruz, an annual increase of about 2 percent. After years of employee and service cuts, Santa Cruz has healthy reserves and experiencing revenue increases.

Watsonville City Manager Carlos Palacios said it's too early to tell how restructuring the finances will affect Watsonville libraries because the amount of money the city will lose and the phase-in period are still unclear. The city will have a hard time making up the difference if the change is phased in over less than a decade, which would not allow the city to use an anticipated growth in sales tax to offset the expense.

"That's the big issue," he said. "If it's implemented more quickly, it will definitely have an impact on our budget."

One thing is clear: Watsonville isn't interested in joining the Santa Cruz system. Palacios said he doesn't see any that any efficiencies gained would be worth the loss of local control.

"The Watsonville community really values local control over our library, to be able to hire our own library director and to have our City Council being able to set policies," Palacios said. "You would worry just because, would Watsonville still have the same services it has right now with a larger countywide organization? There's a lot of fear about that in the community."

The library board will continue discussing the proposed changes to the JPA and financing agreement during its May 5 meeting. Meetings typically start at 6:30 p.m. in the second-floor meeting room of the Downtown Branch, 224 Church St., Santa Cruz.

Staff writer Donna Jones contributed to this report.

Praiseworthy, April 21, 2014: Local businesses that are completely about customer satisfaction

Santa Cruz Sentinel Santa Cruz Sentinel

SantaCruzSentinel.com

Posted: 4/23/14

Businesses that are about customer satisfaction

Being third generation Santa Cruzan, I grew up familiar with the wonderful local businesses that were special to our community; such as Shoppers Corner, Jerry's sports, The Boardwalk, and the Chardonnay, and Dell Williams Jewelers, to mention only a few. I had a fabulous experience the other day that involved all of these great businesses. My friends and I were honoring a co-worker, Linda Chagnon RN MS BSN, who has been our leader, coach friend, as our Director of the Maternal Child Health Department, at Dominican Hospital. She is leaving us. We celebrated by taking her out on the Chardonnay evening sail. The crew was amazing. Kat and Darcy assisted Captain Justin; managing the safety and enjoyment of our sail. The drive of these wonderful young adults to assure that we were happy, safe and comfortable was awe inspiring.

I had purchased a special present for Linda at Dell Williams, where I experienced the same drive and determination to be confident that as a customer I was satisfied. They went above and beyond to help me on my mission. Stopping in at Jerry's to get a pair of shoes for our boat trip, again encountered the most wonderful cheerful and helpful staff! I stopped by Shoppers Corner to pick up snacks of gourmet cheeses, fruit and wine. The staff is always so happy in there! I love that place!

So, a shout out to our local businesses, the generations that have carried on the same goal for customer satisfaction that their fathers did. Your parents would be proud of you all, Joe Williams, Jim Beauregard, Jerry Malmin, Charles Canfield. I know we are!

— *Lori Arsenault, Santa Cruz*

Talented photographers highlight Sentinel pages

We are blessed to have two fine photographers at the Sentinel. Shmuel Thaler graces the Sentinel's pages with everything from rainbows to butterflies to shadows on the ground. And Dan Coyro's Great Egret on the front page Wednesday was something to behold. Thank you for such wonderful local talent.

— *Marianne Evans, Capitola*

Homeless showcase of wonderful exhibit

Many thanks for the photo exhibit of the Oral Histories Project currently at the Santa Cruz Public Library. This exhibit introduces us to a number of individuals experiencing homelessness. We see their faces and read their feelings about life now. In the midst of the ongoing debate about what to do about the homeless, we meet real people, each with his or her own story, people who could well be part of our own families. We become poignantly

aware of men and women living without shelter, carrying all they own on their backs, sleeping outside in all kinds of weather, victims of an intolerable situation. Thank you for this beautiful and touching exhibit, reminding us all of the thin line between those of us who are fortunate enough to be mentally healthy and adequately housed and the members of the community who are not.

— *Judith Barry, Aptos*

Congratulations to Day Worker Center

Congratulations are in order to the staff, volunteers, participating workers and employers who have shown that there is now an easy and respectful way to hire day workers. The continuing success of the Center will depend upon community members making the decision to hire through the Center rather than at the street corner. Whether you need help with gardening, painting, spring cleaning or other jobs around the house the Day Worker Center can help you find just the right person for the job. The Center is open from 7 a.m. to 1:30 p.m. Tuesday to Saturday and 8 a.m. to 1:30 p.m. on Sunday (closed on Mondays). For more information please see the Center's website at www.dayworkercentersc.org or give them a call at 831-475-9675.

— *David Foster, Santa Cruz*

It's good to see wrestling get coverage in Sentinel

I would like to express appreciation to Sentinel Sports for it's excellent coverage of wrestling this past season. In seasons prior, high school wrestling seemed to get short shrift in favor of spectator sports. This year we got to follow matches, standing, tournaments, articles about individual grapplers, etc. Great stuff.

More people should know about wrestling because when it comes sheer physical and mental demands, wrestling is the king of sports. As former high school and college wrestler, I learned very quickly the importance of conditioning. And even if in top condition, one must reach beyond the bonds of exhaustion to hang on — break that hold or make an explosive escape. No other sport knows that pace of exquisite exhaustion after two three-minute rounds and pushing oneself on for one more.

— *Theodore F. Meyer, Santa Cruz*

As You See It, April 23, 2014: How will river usage affect the local bird activity?

Santa Cruz Sentinel Santa Cruz Sentinel

Posted: 4/23/14

SantaCruzSentinel.com

How will river usage affect the local bird activity?

As a longtime resident of Santa Cruz, I have walked the San Lorenzo River almost daily for 16 years. In the morning, the levee is busy with joggers, bike commuters, school kids and parents, and maintenance crews. The waterway and banks of the river are also busy, with birds nesting, feeding, fishing activity. This is the habitat for 187 native and migratory bird species, including over 60 water birds. The Coastal Watershed Council now aims to "transform" the urban section of the river into "a thriving Santa Cruz riverfront" by promoting human recreational access with paddle events. But CWC has yet to present actual studies when responding to concerns about potential negative impact on the river birds behavior and their habitat. What data can the CWC show to help the community make a well-educated and environmentally responsible decision on whether or not to endorse recreational use on the watercourse?

— Jane Mio, Santa Cruz

Library consolidation plan a bad idea

The proposed library consolidation under the mayors and county administrator seems flawed, empire building (Edifice Complex?) and vulnerable to political or patronage agendas. Further, proposing to spend tens of millions on structures is a massive misuse of the county's limited funds and borrowing power; spreading out the costs by paying off library bonds from County tax income is only a hiding of the facts.

Sadly, the public is not being given a choice: Do you want today's libraries with professional librarians, good patron services, good books, and good operating hours, or would you prefer increasing your taxes to pay for grand new award-winning showplaces that have to struggle for funding to keep them open?

— Rich Persoff, Watsonville

Too much misinformation about health insurance

This is in response to Luke McBride's letter on Aril 19. Once again I am astonished by the insensitivity of people who have apparently never been without health insurance, or never had health insurance so bad that it barely covered anything. He said that some people at his party previously didn't have insurance, and now they do, at a reasonable cost. Also, some people at his party, who had insurance before, saw their rates go up. First of all, how do they know their rates wouldn't have gone up anyway? Insurance premiums rose 32 percent between 2005 and 2012. They rise every year! Secondly, isn't it worth it to pay a little more if it means that your friends and neighbors can have some peace of mind that they won't become bankrupted if they get sick?

As You See It, April 17, 2014: Public needs voice in library management

Santa Cruz Sentinel Santa Cruz Sentinel

Posted: 4/15/14

SantaCruzSentinel.com

Public needs voice in library management

Our libraries are public institutions; it is entirely appropriate and necessary that we have a meaningful voice in how they are run. The library director has demonstrated her lack of concern with what the public wants. Her attempts to close numerous branches were defeated only because the public was represented on the board by both elected officials and members of the public who listened when the director would not. Evidently not one to give up, the director now intends to disband the board and replace it with bureaucrats, thus eliminating any meaningful voice for the public, and leaving the director free to do pretty much as she wishes. If the library governing board is to be replaced, it should be reconfigured to an elected board. Then we can ensure that our libraries remain responsive to the public will and not just to the desires of the director.

— Deborah Taylor, Santa Cruz

Here's an idea: warning labels on politicians

Bill Monning like most politicians has trust that voters are well equipped with enough knowledge, intelligence and insight into the issues to vote them into office, but yet when it comes to managing our own lives we just can't make it without all the warning labels and regulations they impose to guide us through life? Actually we do need just one more warning label. Warning: Vote for me and I promise I will spend my time in office fixated on passing new laws to better protect and control your life. How could we survive without them?

— Frank Pozzi, Scotts Valley

Bottorff 'massage' a real 'bedroom peekaboo story'

Sentinel readers have been lied to. The wool has been pulled over our eyes. We've been told over again after losing our best comics, columnists, editors and reporters in very small print that it's being done to save costs. I doubt if a few executives in New York are suffering any salary cuts. If the Sentinel is trying to cut costs, then why is a bedroom peekaboo story on the front page about the private life of Capitola City Councilman Ed Bottorff at a massage parlor? Couldn't this lead to a costly libel lawsuit? Marshal McLuhan once said, "The media is the message," but he never said it was "the massage."

— Bill Graham, Salinas

Bus crashes reminds of cruelty of life

As a parent who sent a daughter off to college this year, I was beyond saddened to follow

As You See It, April 30, 2014: Santa Cruz Water Department has failed residents

Santa Cruz Sentinel Santa Cruz Sentinel

Posted: 4/29/14

SantaCruzSentinel.com

SC Water Department has failed residents

When we moved to Capitola in the late '70s there was a Soquel Creek Water District meter moratorium and studies showing aquifer overdraft. Over 30 years later, guess what? Same thing. Meanwhile the Santa Cruz Water Department continues to pile on single-family residences (who only account for about 40 percent of their water sales) with indefinite and outrageous rates and restrictions that seriously undermine the value and the quality of life in our hard-earned homes. Enough. The current SCWD board has failed us and needs to be recalled and replaced.

— *Nels Westman, Capitola*

Train issue may be biggest boondoggle

Next Thursday, at 9 a.m. in the Capitola City Hall, the Santa Cruz Regional Transportation Commission will discuss arguments against the train.

If they do save the train; please erect a plaque for the greatest boondoggle.

The train moves freight, and most of that was cement. No cement anymore. Now, there is an unknown freight to help save the train. Commuters and tourist ticket sales — the numbers are not pretty.

Tracks can be salvaged for a profit. Utilities, including, recycled water solving our water shortage problem. Restore as a bike path; the economic benefits trump the train by a factor of 100.

You will not see the parallel bike path in a long time. How about having a rail trail next year?

Urge people to insist the RTC to spend their money wisely. When people think the most important thing is to be "weird; there are some who prefer "smart" instead.

— *Bill Smallman, Felton*

Get rid of government and let us defend ourselves

Assemblyman Tim Donnelly's gun bill (and, apparently, the courts) would strip local authority of its power to determine what is best for its community and place that authority in the hands of a remote bureaucracy with an abstract understanding of events on the ground. In making the authority remote, it seems to me the intent of his proposal is to bolster the means by which the individual can determine and enforce the law as he or she sees fit. Why bother with this facade of central authority? I propose that we abolish government at every level.

We are all responsible adults and we know what's in our best interest. If any one individual doesn't have the firepower to defend his interest, tough cookies.

— *Alvin L. Howard, Santa Cruz*

Santa Cruz libraries deserve modern treatment

Now is the time for local residents to ensure the vitality of the Santa Cruz Public Libraries by making their voices heard at the May 5 meeting of the Library Joint Powers Board. Major changes to future decision-making and new technologies are being discussed.

Everyone who values positive public spaces should read the agenda and listen to past board meetings to address concerns during oral communications and comment on the implementation of the new Facilities Master Plan. The libraries need citizen leadership to push the current board toward a modernized downtown branch with appropriate services for 2014.

Some features of our libraries are priceless and should be left intact, but new features must be implemented and services improved to turn the library into a destination, offering either quietude or social activities for the patron. The library must not become a dusty old museum.

— *Bodhi Rus, Santa Cruz*

American empire is not the way

Dr. Farhat-Holzman is correct that the U.S. should not be cutting its military. Her argument for a U.S. empire, though, is misguided. It is not a U.S. empire that is needed. It is U.S. hegemony. The military superiority of the U.S. contained and ultimately defeated the Soviet empire. Similarly, Chinese imperial designs must be contained by a strong U.S. Navy. However, the nature of the direct threats to the U.S. has changed. Nuclear weapons in the hands of Pakistan, Iran and North Korea are a harbinger of what is to come. It is only a matter of time before WMDs are obtained by terrorist groups. These threats cannot be eliminated with tanks. The treason of Edward Snowden has set back the U.S.'s cyber warfare capabilities by decades. Investment in weapons and capabilities to fight these asymmetrical threats needs to be substantially increased.

— *David Emberson, Santa Cruz*

For Immediate Release

Santa Cruz Public Libraries Goes Live on Polaris ILS

Syracuse, NY—Innovative today announces Santa Cruz Public Libraries is live on the Polaris Integrated Library System (ILS), making the California library one of the first Polaris "go lives" following the acquisition. The library consists of ten branches and a bookmobile, offering extensive library services to residents of Santa Cruz County.

A former Evergreen customer, the library selected the Polaris ILS for its established credibility with public libraries and the ability for staff to easily produce accurate reports. Following a smooth implementation, the library has seen greater activity in its first week live on the Polaris ILS. With an annual circulation over two million items and 550,000 holdings, Santa Cruz Public Libraries increased its number of workstation volunteers to help its patrons with the new system. However, with its intuitive user interface, patrons quickly adapted and maneuvered through the library catalog with ease.

"We are excited to make Polaris' excellent services available to library users and library staff," said Janis O'Driscoll, Santa Cruz Public Libraries' Division Manager, Programs & Partnerships. "Everything you do at the Library just got easier."

"Innovative will continue to provide public libraries with a fully-integrated solution, open access to data and the opportunity for libraries to experience unprecedented growth through the Polaris ILS," says Scott McCausland, VP of Polaris Sales.

About Santa Cruz Public Libraries

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

Contact

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Innovative

About Innovative

Innovative (www.iii.com) is dedicated to providing leading technology solutions and services that empower libraries and enrich their users worldwide. Innovative offers the broadest and most complete portfolio of library automation products on the market today. Innovative's flagship library services platform, Sierra, is the most rapidly adopted product in library automation history. The company's versatile and market-leading solutions also include the Polaris and Millennium Integrated Library Systems, the Encore discovery solution, the Decision Center collection management tool, the SkyRiver cataloging service, and INN-Reach resource sharing. Headquartered in Emeryville, California, Innovative serves thousands of libraries in over 50 countries and has offices around the world.



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LEGISLATIVE UPDATE: GOVERNOR'S BROADBAND PROPOSAL FOR LIBRARIES PASSES SENATE BUDGET SUBCOMMITTEE

legislativeupdate@cla-net.org <legislativeupdate@cla-net.org>
To: landerst@santacruzpl.org

Tue, Apr 29, 2014 at 5:10 PM

Hello Teresa Landers,

You are receiving this email because the email address landerst@santacruzpl.org was subscribed to our email list. Having trouble reading this email? View it on our [website](#).

Teresa,

April 29, 2014

TO: CLA MEMBERS/ SYSTEMS/ NETWORK CONTACTS

FROM: Mike Dillon, CLA Lobbyist
Christina DiCaro, CLA Lobbyist

RE: News From The Capitol

GOVERNOR'S BROADBAND PROPOSAL FOR LIBRARIES PASSES SENATE BUDGET SUBCOMMITTEE

This afternoon the Senate Budget Subcommittee Number One on Education Finance voted unanimously to support Governor Brown's 2014-15 Budget proposal to connect all public libraries to a high-speed, broadband backbone operated by the Corporation for Education Network Initiatives in California (CENIC).

After opening remarks in support of the proposal by the Department of Finance and State Library, the Legislative Analyst's Office presented their assessment of the Governor's project. While the LAO continues to argue that the proposal should be rejected, we have worked hard to make our case for CENIC and overcome their objections.

This afternoon Mike Dillon testified for CLA, followed by Linda Crowe, Director of the Pacific Library Partnership, Louis Fox, the Executive Director and CEO of CENIC, and Monique Ramos of the Superintendent of Public Instruction's Office. With public testimony concluded,

the Committee Chair, Senator Marty Block (D-San Diego) asked the Committee Consultant, Joe Stephenshaw to read the staff recommendation. The recommendation, which passed, was to approve the \$2.25 million in ongoing General Fund money to connect all public libraries to the broadband backbone and \$1 million in one-time funds to connect those libraries that might need assistance getting on to the backbone. Lastly, the subcommittee adopted placeholder language similar to their Assembly colleagues to require the State Library to report back on the roll-out of the CENIC/public library project.

Today's hearing was similar to last Wednesday's Assembly Budget Subcommittee Number 2 on Education Finance, when the Governor's broadband proposal for public libraries was passed on a unanimous 5-0 vote. (The original vote in the Assembly Subcommittee last week was 3-0, but the two Republicans who were out of the room briefly in other hearings, Assemblyman Brian Nestande and Assemblyman Rocky Chavez, later added their votes in support.)

Because both the Assembly and the Budget Subcommittees on Education Finance took the identical action, this should save the issue from having to go through the high-level Budget Conference Committee process during the first two weeks of June. Most likely, this approved funding is considered secure at this time and we are hopeful that it stays that way until the Governor signs the 2014-15 Budget in June.

*Rosario Garza, Executive Director
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From your member profile you can renew your membership, opt out of CLA communications, as well as register for upcoming events. Login today!

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What Will Become of the Library?

How it will evolve as the world goes digital.

By Michael Agresta



What's missing from these four pictures of library interiors?

Photo by Tom Rossiter from the book *Building Ideas: An Architectural Guide to the University of Chicago*; Photo courtesy Bexar Bibliotech/Facebook; Photo courtesy Mitch Altman/Flickr; Photo courtesy Marc Hall/NC State University

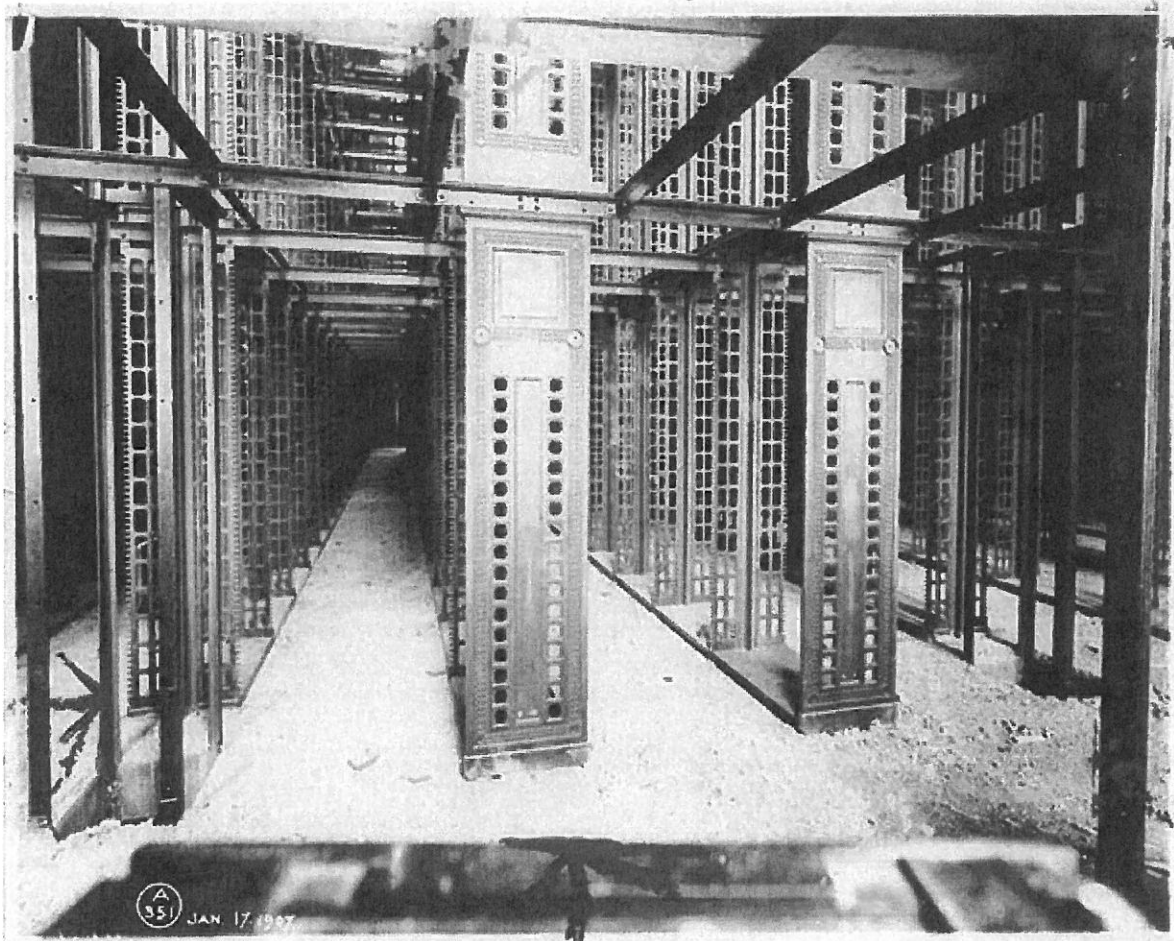
Around the turn of the 20th century—a golden age for libraries in America—the Sned Bookshelf Company of Louisville, Ky., developed a new system for large-stack library shelving. Sned's multifloor stack systems can still be seen in many important libraries built in that era, for instance at Harvard, Columbia, the Vatican, and at Bryant Park in New York City. Besides storing old bundles of bound paper, Sned's stacks provided load-bearing structural support to these venerable buildings. To remove the books would literally invite collapse.

A recent attempt by the New York Public Library to do away with the stacks at its main branch and move its research collection to New Jersey invited just this concern. Engineers described the idea of removing the shelves that support the Rose Reading Room as “cutting the legs off the table while dinner is being served.” The plan was to transform the interior of the iconic

42nd Street building from its original purpose—a massive storage space for books with a few reading rooms attached—to a more open, services-oriented space with many fewer books on-site. An outcry from scholars and preservationists may yet halt the NYPL’s renovation, with a final verdict on the way this year.

A library without books was once unthinkable. Now it seems almost inevitable.

That decision will be just one milestone in the rapidly developing identity crisis of 21st-century libraries. In Snead’s era, a library without books was unthinkable. Now it seems almost inevitable. Like so many other time-honored institutions of intellectual and cultural life—publishing, journalism, and the university, to name a few—the library finds itself on a precipice at the dawn of a digital era. What are libraries for, if not storing and circulating books? With their hearts cut out, how can they survive?



Pillars of civilization at the New York Public Library, 1907.

Photo courtesy New York Public Library

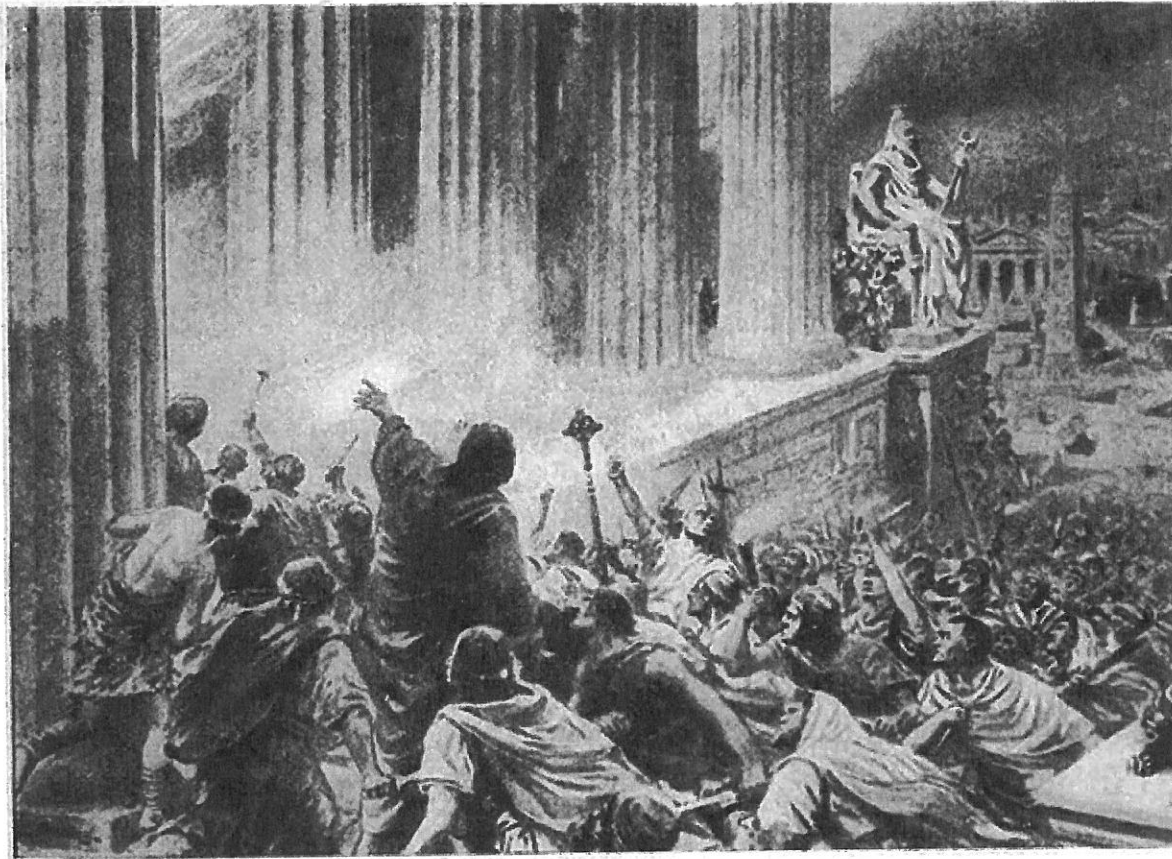
The recent years of austerity have not been kind to the public library. 2012 marked the third consecutive year in which more than 40 percent of states decreased funding for libraries. In 2009, Pennsylvania, the keystone of the old Carnegie library system, came within 15 Senate

votes of closing the Free Library of Philadelphia. In the United Kingdom, a much more severe austerity program shuttered 200 public libraries in 2012 alone.

Ours is not the first era to turn its back on libraries. The Roman Empire boasted an informal system of public libraries, stretching from Spain to the Middle East, which declined and disappeared in the early medieval period. In his book *Libraries: An Unquiet History*, Matthew Battles calls such disasters “biblioclasm.”

The most commonly invoked image of biblioclasm is the burning of the Library of Alexandria, probably the greatest-ever collection of Hellenic manuscripts, many of which are now lost to history. In most versions of the story, the arson was committed by early Christian zealots or by invading Arabs under the banner of Islam. Indeed, either group might have seen the burning of the pagan Library as an act of devotion and a net gain for civilization. Just as likely, however, the fire is a myth that obscures a long, slow decline, and the flames that brought down the ancient library were fed not by a single man or group, but by the winds of history—changing reading habits, political instability, and the decline of the administrative state.

Will the digital age mark another era of decline for libraries? To an observer from an earlier era, unfamiliar with the screens and devices now crowding out printed books, it may look that way at first. On the other hand, even the smallest device with a Web browser now promises access to a reserve of knowledge vast and varied enough to rival that of Alexandria. If the current digital explosion throws off a few sparks, and a few vestigial elements of libraries, like their paper books and their bricks-and-mortar buildings, are consigned to flames, should we be concerned? Isn't it a net gain?



A

19th-century imagining of the burning of the Library of Alexandria.

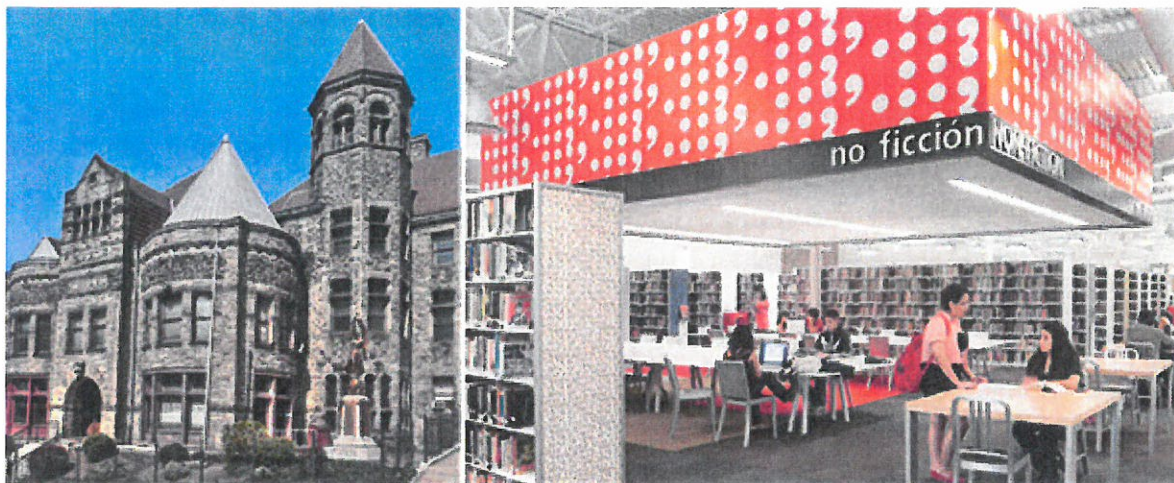
Image courtesy Ambrose Dudley/The Stapleton Collection/The Bridgeman Art Library

Libraries have come a long way since Alexandria, of course. Much of what we'd miss if they disappeared are more recent traditions, dating back a few hundred years.

In 1888, Scottish-American industrialist Andrew Carnegie endowed a public library in Braddock, Penn., connected by an underground tunnel to a steel works he owned. As an immigrant working boy, he had been the beneficiary of an informal lending-library operated by a prominent Pittsburgher, and Carnegie wanted to pay the favor on to the next generation of strivers. Over the next decades, as he became one of the richest men on the planet, he devoted a substantial part of his fortune to building what would become the backbone of the American public library system—about 2,500 Carnegie libraries stretching from Maine to California.

Though tastes and designs have shifted, a few of the ideals enshrined in the old Carnegie libraries are still held dear today. They are monumental, carrying a reader up a flight of stairs into a beautiful building, evoking a temple of learning. The layout, with books arranged in alcoves and open shelves, encourages random browsing. Most importantly, the space is egalitarian and open to all (though Carnegie did endow so-called “separate but equal” libraries in the South). Carnegie libraries exemplify what sociologist Ray Oldenburg calls a “third place”—neither work nor home, a universally accessible space where citizens are free to congregate and fraternize without feeling like loiterers.

These ideals can still be seen in the design of many more recent libraries, even if today they're more likely to be built in a strip mall or a converted Walmart.



Left, the first Carnegie Library in Braddock, Penn. It has recently been threatened by closure. Right, a converted Walmart in McAllen, Texas.

Photo courtesy Christopher Rolinson/Braddock Carnegie Library/Wikimedia; ©Lara Swimmer Photography

These design benefits were ancillary, of course, to the fundamental purpose of the Carnegie libraries—access to “the precious treasures of knowledge and imagination through which youth may ascend,” in the words of the benefactor. If Carnegie were alive today, however, an Internet connection and perhaps a good e-book lending program would be enough to provide him treasures beyond his wildest dreams.

Libraries have compensated for this shift by redefining their mission around providing access to new technologies. The slow invasion of computer clusters that has defined the past two decades of library design serves an important purpose, but that mission, too, now seems increasingly redundant. Already, three-quarters of Americans access the Internet at home, with both broadband and mobile access rising steadily, particularly among younger people. It seems unlikely that providing on-site public access to online media will be a compelling justification for funding brick-and-mortar libraries even a decade from now.

Instead, librarians have begun to identify a rationale for institutional survival in the ancillary public benefits noted above, in particular the principle of a “third place” focused on learning. The British writer Caitlin Moran, mourning the closings of public libraries in her country, eloquently defends the ideal:

A library in the middle of a community is a cross between an emergency exit, a life raft and a festival. They are cathedrals of the mind; hospitals of the soul; theme parks of the imagination. On a cold, rainy island, they are the only sheltered public spaces where you are not a consumer, but a citizen, instead. ... A mall—the shops—are places where your money makes the wealthy wealthier. But a library is where the wealthy's taxes pay for you to become a little more extraordinary, instead.

Across the United States, librarians have been experimenting with ways of expanding on this newly elaborated mission—for instance, by opening so-called “maker spaces” in annexes and areas where bookshelves have been cleared out. A throwback to the mechanic’s library of the 19th century, maker spaces collect old and new technologies, from sewing machines to 3-D printers, and encourage patrons to develop and share skills that cannot be practiced over the Internet.



A trend-setting maker space called the Fab Lab at Fayetteville Public Library, in New York.

Photo courtesy Fayetteville Free Library FabLab

Some look askance at the library morphing into a bookless social club for gearheads and gadget nerds.

For those who might look askance at the prospect of their library morphing into a bookless social club for gearheads and gadget nerds, a group of young arts-oriented librarians have formed the Library as Incubator Project to promote a different, though by no means incompatible, vision of “third place.” On its website, the Library as Incubator Project highlights library programs from around the country that involve displaying, facilitating, or disseminating art, often by and for the local community. Favorite projects include the Local Music Project at the Iowa City Public Library, where librarians lease recordings from local artists and offer them online to cardholders for free, and the Brooklyn Art Library’s Sketchbook Project, a traveling bookmobile that accumulates donated 32-page sketchbooks from both professional and amateur artists and displays them around the country. It’s easy to imagine how a local institution built on these sorts

of programs could continue to serve as hospital of the soul and theme park of the imagination long after all the paper books have been cleared away.



The Idea Box at Oak Park, Ill. public library—a rotating interactive exhibition and artist residency space.

Photo courtesy of Oak Park Public Library/Flickr

Both maker spaces and Library as Incubator–style art programs engage library patrons to produce their own content. Also in this vein, some wealthier libraries have begun hosting self-publishing and print-on-demand technologies like the [Espresso Book Machine](#). If basic Internet access is no longer anything to write home about, it’s notable that the cutting-edge technologies that libraries *can* boast of providing on-site access to are used more for creating and less for passive, traditional library activities like reading and watching.

On a broader scale, the recently-launched [Digital Public Library of America](#), operating out of the Boston Public Library, is building a nationwide digital collection of historical materials sourced

everywhere from libraries and private collections to family photo albums and boxes of old letters in the attic. According to founder Dan Cohen, the DPLA's ambition is to work with local libraries to collect materials and perhaps eventually to present them at touch-screens designed to help patrons explore the history of their specific communities. "We love the idea of making a connection between the digital and physical realm," Cohen says.

Here, the new emphasis on user-generated content overlaps with one of the longtime pillars of the library ideal, going back to Alexandria—a comprehensive archive of human knowledge, imagination, wisdom, and experience. The local library, the community's traditional point of contact with that vast archive, becomes a place where we not only download culture, but upload it too.

As cash-strapped public libraries scramble to reorient themselves for the digital age around access to technology and "third place" services, better-funded university libraries have been steadily pushing ahead with the same set of revamped ideals writ large. A few bold new constructions, like the James B. Hunt, Jr. Library at North Carolina State University, reflect widespread confidence that universities will always have a place for libraries as service desks, collaboration spaces, and technology access points.

The Hunt, completed in early 2013, stores the vast majority of its book collection in a compact system of metal bins accessed by book-fetching robots. Similar systems are used by companies like Walmart at distribution centers. The robots work 24 hours a day and can retrieve a book ordered from a computer or mobile device in two to five minutes. On display to the public upon entering the building, the robots have become a museum-like attraction, drawing not just curious engineering students but also children, who get a kick out of pushing a button and spurring the robots into action.

The rest of the library is an experiment in what to do with an abundance of space and a mandate for technology and collaboration. Many walls and even furniture pieces can be written on, illustrating the library's transition away from a mood of hushed reverence. In addition to loud rooms and quiet rooms, the Hunt features several spaces that offer to the entire campus community specialized technology that might in other circumstances be available only to a certain academic program. "We find that people in other disciplines will use the technology differently, extend it," says university librarian Susan Nutter.



Students in front of the robotic book storage system at NC State's Hunt Library.

Students in front of the robotic book

Photo courtesy Jeff Goldberg/Esto

For example, the Hunt's four visualization labs allow students and professors to share MicroTiles screens to collaborate on complicated projects that require looking at multiple images, documents, videos, or websites side-by-side. These labs attracted the attention of the campus ROTC chapter, which is training students in warship steering simulations, and the local video game industry, which has formed new research collaborations with professors on campus.

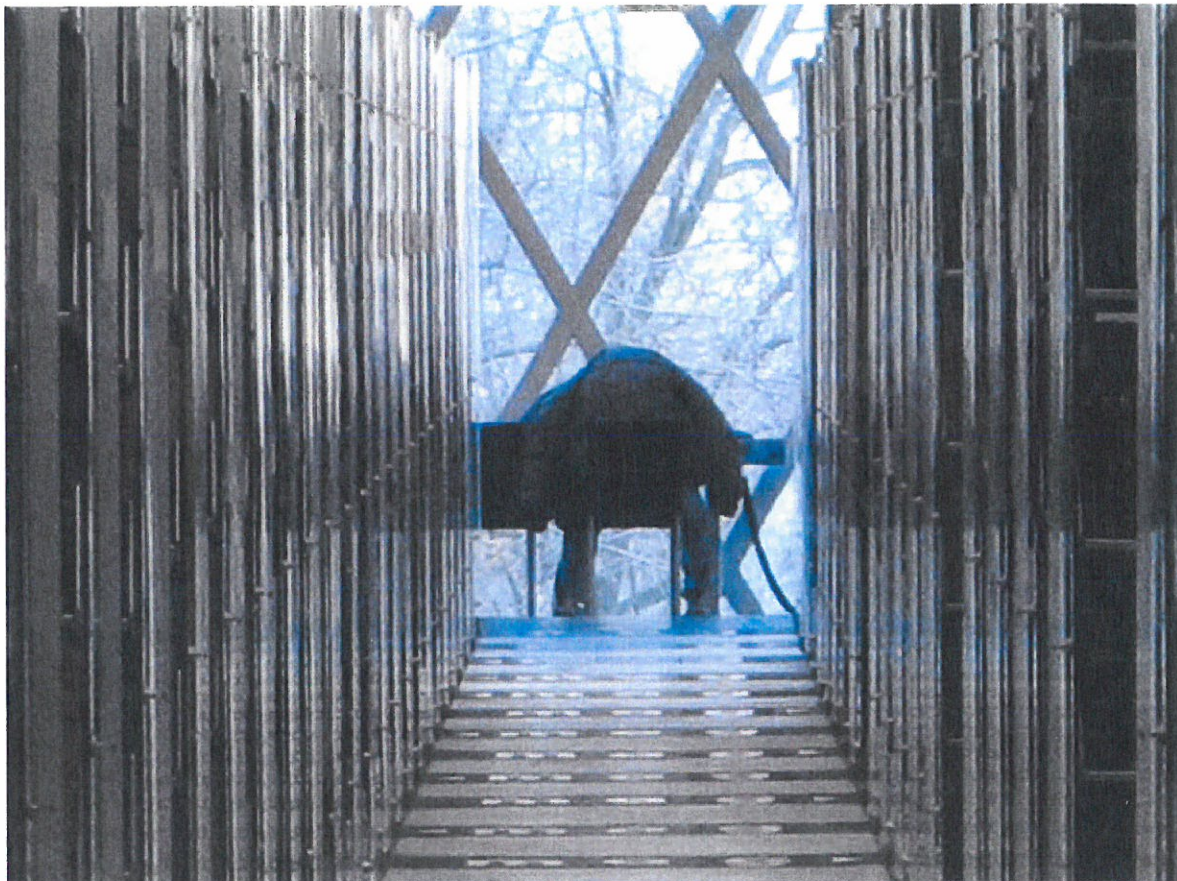


Students explore traffic simulations at a teaching and visualization lab at NC State.

Photo courtesy Marc Hall/NC State University

The high-tech future of libraries might lie in buildings like the Hunt, but walk into a typical American public library and you'll probably identify about three current core services: storing an underused circulating collection of paper books, ensuring community-wide access to Facebook on desktop computers, and sheltering homeless people.

As at the New York Public Library, the books are making a quiet last stand against the techno-historical forces pushing them aside. It seems unlikely they'll hold onto their real estate for very long. The desktops are, for now, essential for a significant but shrinking slice of the population—mostly poor and elderly people—who can't reliably access the Internet from home or on a mobile device. Eventually, the Venn diagram of those who lack smartphones and those who lack homes may nearly overlap exactly. Libraries are well positioned to serve many of the needs of this demographic, the dispossessed of the digital age.



Library interior.

Photo courtesy Bradleyolin/Flickr

Patching the gaps of the fraying social safety net with shelter, bathrooms, and other very basic services for people in crisis is not part of the original mission of public libraries. It can detract from other services, particularly those aimed at children. Perhaps for this reason, a library in Orange County, Calif., recently instituted anapping and odor ban.

However, public libraries have long served a progressive, interventionist agenda, putting knowledge directly into the hands of the poor, the immigrant, and those historically excluded

from certain educational institutions. If no better resources can be cobbled together, isn't it against the spirit of the library to turn away a person in need? It remains to be seen how this commitment will affect middle-class willingness to fund public libraries.



The Gramsci Monument Library at the Forest Houses, in the Bronx, 2013.

Photo courtesy Jason Eppink/Flickr

Outside of the publicly financed system, the library-as-intervention model thrives in fringy endeavors like books-to-prisons projects, the Occupy Wall Street library, or the Little Free Library's outdoor book-sharing boxes. It's a good time to operate one of these outsider libraries, which are particularly well positioned to make use of the vast detritus of unwanted paper books currently washing up every day at Goodwill stores and recycling centers.

It remains uncertain exactly what will happen to the New York Public Library's Main Branch in the renovations already underway. Supposedly forthcoming is a plan that will preserve the Snead stacks as part of a new circulating library, allowing patrons to see and experience the historic stack design, which has been off-limits to visitors up until now. This plan should satisfy preservationists, if not scholars hoping to keep the research collection intact. If it carries the day, the stacks will have survived less as a functional element of city infrastructure and more as a museum curiosity for tablet-toting patrons of the future.

But perhaps it's in the model of the museum that nostalgic and futurist visions of libraries converge. Just as families have begun to visit NC State's campus to gawk at the book-fetching robots, so tourists of the coming decades might plan trips to 42nd Street to walk the venerable stacks that once served as intellectual aquifer to a great city in its era of cultural blossoming.

Since Alexandria, we've gone to libraries look backward, to give our focused, undivided attention to the wisdom and imagination of the past. This ethic, bound up for centuries in the symbol of the book, can be a kind of intervention in itself, particularly in the current era of constant distraction and multitasking. A library of the future might also be, at its best, a sanctuary where we are encouraged to spend entire hours looking at *just one thing*, losing awareness of our phones in our pockets, our messages that have to be checked, the thousands of informational tasks that we set for ourselves every day. The book-oriented library, where it survives in defiance of the digital shift, tends to take on the aspect of a temple for this sort of focused, old-fashioned study and contemplation.

For instance, Book Mountain, a recently completed library in the Netherlands, proudly emphasizes paper books. It abuts a 42-unit development of residential homes, the so-called "Library Quarter"—a sort of mission town for a "cathedral of the mind."



Book Mountain in Spijkenisse, the Netherlands, by MVRDV.

Photo courtesy Daria Scagliola/MVRDV

These days, of course, cathedrals aren't in much better shape than libraries. To maintain a monumental institution in the middle of a community requires patronage, in both the financial and civic engagement senses. If the people want emerging technologies more than they want books, libraries have to respond to that, even if it means closing up shop and moving entirely online.

Matthew Battles, who since publishing his history of libraries has become a principal at Harvard's forward-looking metaLAB, believes that the future of libraries must be decided not by nostalgic scholars or librarians hoping to save their jobs, but in conversation with communities. "Librarians, scholars, policy makers all have to be part of that dialogue, but it must embrace a civic context, not the institutional context," he says. "If you do that, having spent a lot of time in libraries and meetings with library administration, you end up in this conversation of how do you save the library. People say, 'We know we have to change, but we don't know how.' There's a death spiral in that dialogue."

Libraries will only survive if the communities they serve want and need them to.

In the 1990s, the Egyptian government under Hosni Mubarak decided to rebuild the famous library of Alexandria. The Bibliotheca Alexandrina, a monumental design by the Norwegian firm Snøhetta, was completed in 2002 at a cost of about \$220 million. Despite the obvious echo of the past, it is in many ways a library of the future. In partnership with the Internet Archive, it features an offline backup of every website since 1996—an early stab at long-term preservation of online materials. It is also a hub for projects digitizing early Arabic and ancient Egyptian archives.

From the start, however, the Bibliotheca has been plagued by funding problems. Its book collection has never rivaled those of other major national libraries, and, perhaps due to its Latin name, the institution has had trouble earning the trust of its own country. During the recent political upheavals, dissidents physically attacked the executive floor of the library. The director was investigated for corruption, and the library it lost its endowment. More recently, a tweeted photo of a library gift shop covered in broken glass accused demonstrators of firing bullets at the Bibliotheca and injuring security staff.

History can repeat itself. Libraries will only survive if the communities they serve want and need them to. It would be a tragedy of historic proportions if, for instance, the public library system that Carnegie endowed and inspired is dismantled in the coming decades, but it's a real possibility. In the end, it's up to us—scholars, makers, and artists, seekers of community, access, and safe haven, and above all, readers in the old, human sense of the word—to rise to the level of these monuments we've built.



Bibliotheca Alexandrina.

Photo courtesy Ting Chen/Flickr

Michael Agresta is a is a writer living in Los Angeles.



County of Santa Cruz

COUNTY ADMINISTRATIVE OFFICE

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SUSAN MAURIELLO, J.D., COUNTY ADMINISTRATIVE OFFICER

April 22, 2014

TO: Each Member of the Board of Directors of the Library Financing Authority

LIBRARY SALES TAX AND PROPERTY TAX REVENUE

Dear Members of the Board of Directors:

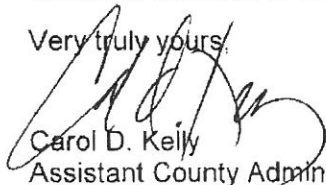
The purpose of this letter is to provide an update on the Library Sales Tax actual receipts for the 3rd quarter of 2013-14, and an update on the County Library Fund Maintenance of Effort (MOE) contribution to the Library Financing Authority for 2013-14.

Total Library Sales Tax actual receipts for the 3rd quarter were \$2,211,364, which is \$137,723 more than the estimate provided to the Authority in January. This results in a 2013-14 fiscal year to date estimated total of \$8,801,375, or \$470,334 more than the budget adopted by the Authority last June. However, the estimate for revenue from interest earnings is down slightly by \$105 based on activity during the prior 12 months.

Your Board was advised in September and January of a \$16,490 reduction to the 2013-14 Library Fund MOE contribution, which resulted from a \$17,150 shortfall of 2012-13 property tax revenue and a \$660 decrease in 2013-14 property and liability insurance expense. Currently, the 2013-14 Library Fund property tax apportionment is estimated at \$40,617 over budget. In addition, the Library Fund has received RDA passthrough revenue that was not budgeted in 2013-14 due to changes in the program. RDA passthroughs are estimated to total \$20,000 by year end. Revenue increases will be offset by \$1,800 in increased County costs. These adjustments result in a net increase of \$42,327 to the 2013-14 Library Fund MOE contribution, now estimated at \$4,704,661.

In summary, 2013-14 sales tax and interest earnings are estimated at \$470,229 over budget. Similarly, the County Library Fund MOE contribution for 2013-14 is estimated at \$42,327 over budget. This results in a favorable increase of \$512,556 in 2013-14. If you have any questions, please give me a call at 454-2100.

Very truly yours,



Carol D. Kelly
Assistant County Administrative Officer

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

SERVING THE COMMUNITY – WORKING FOR THE FUTURE