

LIBRARY JOINT POWERS AUTHORITY BOARD

Monday, August 4, 2014
Downtown Branch Upstairs Meeting Room
224 Church Street, Santa Cruz, CA 95060

6:00 PM CLOSED SESSION:
CONFERENCE WITH LEGAL COUNSEL—EXISTING LITIGATION
(Name of case: Bruce Holloway v. Library Joint Powers Board –
SCSC Case No. CV179151)

6:30 PM PUBLIC MEETING

The Board reserves the right to take action on any item included on this agenda.

1. ROLL CALL
2. APPROVE AGENDA OF AUGUST 4, 2014
3. ORAL COMMUNICATIONS
4. BOARD CHAIR REPORT ON CLOSED SESSION
5. PRESENTATION

Library Box: Lynne Sansevero, Library IT Manager

6. CONSENT AGENDA
 - A. Approve Minutes of May 5, 2014 (PG.3-7)
 - B. Approve Minutes of July 7, 2014 (PG.8-15)
 - C. Receive monthly narrative and statistical report(PG.16-24)
 - D. Approve appropriation of \$93,000 of Leet-Corday Trust monies to support advance planning of the Downtown Branch. (PG.25-26)
 - E. Approve removal of Internet Use fee (PG.27-28)
 - F. Approve resolution and contract for \$77,500 with Miller Maxfield Communications for public outreach and education. (PG.29-42)

7. STAFF RECOGNITION (PG.42 A and B)

8. FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES REPORT

9. MEMBER REPORTS

10. OTHER BUSINESS

- A. Review report on July 28 study session, provide direction, take additional action based on information received at the study session and approve motions as recommended in the staff report. (PG.43-44)

11. WRITTEN COMMUNICATIONS-

- A. Patron Written Comments (PG.45-49)
- B. Security Incidents Log (PG.50-56)
- C. Website Statistics for June 2014 (PG.57)
- D. Articles about Santa Cruz and California Libraries (PG.58-62)
- E. Articles on Libraries Nationwide (PG.63-83)
- F. 4th Quarter Library Sales Tax Revenue Update (PG.84)

12. BOARD MEETING CALENDAR

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

13. NEXT MEETING

The next regularly scheduled meeting is Monday, September 8, 2014 at 6:30 pm at the Aptos Branch Library.

14. ADJOURN

The Library Joint Powers Authority Board will adjourn from the Regular Meeting of August 4, 2014 to its next regular meeting of September 8, 2014 at 6:30 pm at the Aptos 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 library_admin@santacruzpl.org.

SANTA CRUZ PUBLIC LIBRARIES
A CITY-COUNTY SYSTEM

LIBRARY JOINT POWERS BOARD

MINUTES

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

May 5, 2014

6:30 PM PUBLIC MEETING

1. ROLL CALL

Present

Supervisor Friend, Supervisor McPherson, Councilmember Mathews,
Councilmember Reed, Councilmember Termini, Councilmember Terrazas,
Citizen Dexter, Citizen Mosher

Staff

Teresa Landers, Library Director
Marcus Pimentel, Finance Director

2. APPROVAL OF MEETING AGENDA OF MAY 5, 2014

Supervisor Friend moved, seconded by Councilmember Mathews

That the Board approve the Agenda of May 5, 2014

AYES: Friend, McPherson, Mathews, Reed, Termini, Terrazas, Dexter
NAYES: Mosher

3. REPORT OUT ON CLOSED SESSION OF APRIL 7, 2014

Councilmember Terrazas reported out on the closed session meeting of April 7, 2014.
The meeting was a personnel review of the Library Director and no action was taken.

4. ORAL COMMUNICATIONS

A member of the public commented that there should have been public comment before the Board voted on the last item, i.e. move item 11C up on the agenda.

5. PRESENTATION

Hoopla Digital Collection: Shelley Bodamer

Shelley Bodamer, Division Manager of Collection Development, presented Hoopla to the Board. Hoopla is a database where patrons are able to download and/or stream movies, TV, music and audiobooks.

6. CONSENT AGENDA

Councilmember Reed moved, seconded by Councilmember Termini

That the Board approve the following Consent Agenda of May 5, 2014:

A. Approve Minutes of April 7, 2014

B. Receive Monthly Narrative and Statistical Report

UNAN

7. STAFF RECOGNITION

8. FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES REPORT

Cordelia Neff, Executive Director of the Friends' reported the following Friends' events:

In April 2014, FSCPL...

- Held a Media and Summer Reads sale in the Downtown Library and raised \$1,351.75
- Prepared for our Spring Book Sale

FSCPL plans include...

- Host our large Spring Book Sale on Saturday May 17th in the parking lot next to the Downtown Library
- Hold a fundraiser at Woodstocks featuring readings and performances by local actors

9. MEMBER REPORTS

Citizen member Mosher reported to the Board that the 10th Annual San Lorenzo Valley Poetry Reading was a successful event again this year.

10. FINANCE COMMITTEE REPORT

None

11. OTHER BUSINESS

a. Receive Results of Recent Poll

Gene Bregman from Bregman and Associates, reported to the Board his findings from the most recent poll he conducted in April 2014 for the Santa Cruz Public Libraries.

The April poll focused on a parcel tax with an election date of June 2015. The poll rated favorably for a parcel tax of \$48.40, polling 73% approval after education, this yields about \$63 million.

b. Receive Facilities Master Plan Implementation Update and Provide Direction to Library Director

Supervisor Friend moved, seconded by Councilmember Mathews

That the Board ~~adopt the following items on the JPA Proposed Revisions~~ do the following:

- 1. Accept to change the general fund contribution formulas for the cities of Santa Cruz and Watsonville.**
- 2. Accept that 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. Maintain the home authority of Library staff with the City of Santa Cruz for the remainder of the Library Joint Powers Agreement.**
- 4. That the Library Financing Authority be the Joint Powers Authority that sponsors the ballot initiative and creates the Community Facilities District.**

**Ayes: Friend, McPherson, Mathews, Reed, Termini, Terrazas, Dexter
Nays: Mosher**

The Board gave direction to the Library Director recommending that the only changes to be made to the Joint Powers Agreement would be those needed for updating the Library Financing Authority Agreement. They further recommend the governing board of the LJPB stay the same until the expiration of the agreement set for 2017.

Supervisor Friend moved, seconded by Councilmember Mathews

That the Board recommend proposing the ballot initiative to be set at \$63 million for the 10 branch system and that the CCAC return with their final JPA recommendations in one month (June 2014).

UNAN

a. Citizen member Selection

Supervisor Friend nominated Cindy Jackson.

Citizen member Dexter nominated Sean Campbell

**The following votes were cast for the following citizen member nominees:
Cindy Jackson: Supervisor Friend, McPherson and Citizen Member Mosher**

Sean Campbell: Citizen Member Dexter, Councilmember Mathews, Reed, Termini, Terrazas

12. STAFF REPORTS

INFORMATION ITEMS

- A. Receive Financial Snapshot for March
- B. Receive ILS Implementation Update
- C. Receive Update on Security Study

ACTION ITEMS

- A. Public Hearing on 2015 Library Budget

Councilmember Mathews moved, seconded by Councilmember Termini

That the Board approve the proposed FY 15 Draft Budget for the Library.

UNAN

13. 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
- F. Library Sales Tax and Property Tax Revenue Letter

13. BOARD MEETING CALENDAR

No revisions were made.

14. NEXT MEETING

The LJPB will adjourn from the Regular Meeting of Monday, May 5, 2014 to the next regularly scheduled meeting on Monday, June 2, 2014 at 6:30 pm at the Downtown Branch Library Meeting Room.

15. ADJOURN

The regular meeting adjourned at 8:30 p.m.

Respectfully submitted,

Kira Henifin, Clerk of the Board

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

SANTA CRUZ PUBLIC LIBRARIES
A CITY-COUNTY SYSTEM

LIBRARY JOINT POWERS BOARD

MINUTES

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

July 7, 2014

6:00 PM CLOSED SESSION: CONFERENCE WITH LEGAL COUNSEL –
EXISTING LITIGATION

6:30 PM PUBLIC MEETING

1. ROLL CALL

Present: Supervisor Zach Friend, Councilmember Cynthia Mathews, Councilmember
Dennis Norton (County alternate), Councilmember Jim Reed, Councilmember
David Terrazas, Citizen Member Sean Campbell, Citizen Member Jim Mosher

Absent: Supervisor Bruce McPherson, Councilmember Michael Termini, Citizen
Member Martha Dexter,

Staff: Teresa Landers, Library Director

2. APPROVAL OF MEETING AGENDA OF JULY 7, 2014

Councilmember Reed moved, seconded by Councilmember Mathews

**That the Board approve the Agenda of July 7, 2014 moving item 13 up to item
3.5**

**UNAN
Absent: McPherson, Termini, Dexter**

3. ORAL COMMUNICATIONS

None

3.5 Report on Closed Session

Assistant City Attorney Tony Condotti reported that the Board met in closed session and received advice from legal counsel regarding the pending law suit entitled Holloway v. Library Joint Powers Authority Board. No reportable action was taken.

4. PRESENTATIONS: Valerie Murphy and Heather Norquist – Law Depot Database

Valerie Murphy and Heather Norquist demonstrated LawDepot, one of our new Reference Databases. LawDepot guides users through the process of filling out a variety of commonly used legal forms. The user responds to a series of questions and has the option to view frequently asked questions related to the part of the form they are filling out. The software then creates the complete document so that the user can save, export or print it for future use. The presentation was very well received. The Board members encouraged the marketing team to market the new databases with targeted communities such as health care providers for living wills and advanced directives.

5. CONSENT AGENDA

Councilmember Mathews moved, seconded by Citizen Member Mosher

That the Board approve the Consent Agenda of July 7, 2014 separately and

A: direct library staff to listen to the audio recording of the May 5th minutes and address the use of the word “adopt” in the first line.

UNAN

Absent: McPherson, Termini, Dexter

Abstain: Norton

Councilmember Mathews moved, seconded by Citizen Member Mosher

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

B: approve the minutes of June 2, 2014 with the following spelling correction on page 11: Accept Facilities Master Plan.

And the following amendment: that the minutes be revised to indicate the intent that the new time-limited FMP committee be a Brown Act committee.

UNAN
Absent: McPherson, Termini, Dexter
Abstain: Friend, Norton

Councilmember Mathews moved, seconded by Citizen Member Campbell

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

C: Receive monthly narrative and statistical reports

UNAN
Absent: McPherson, Termini, Dexter

6. STAFF RECOGNITION

Director Landers introduced new staff member Amy Chirman, Library Specialist – Learning Systems Coordinator.

7. FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES REPORT

Kate Canlis, Board Member of the Friends, honored Lorraine Sintetos, a long standing volunteer, for her hard work and her donation of a storage space which will save the Friends \$6,000 per year.

In June 2014, FSCPL...

- Voted to give the campaign committee for the special tax \$15,000 in the 2013-2014 fiscal year
- Passed our 2014-2015 budget and elected our Board of Directors at our annual board meeting
- Had Cynthia Mathews and Mike Termini speak about the possible campaign at our annual board meeting

FSCPL plans include...

- We will be a part of Nickels for Nonprofits at the Whole Foods in Capitola and Santa Cruz from July 7 to September 28
- Our La Selva Beach Chapter will have a book sale on July 12 with the La Selva Beach Craft Show
- We will provide kids' books and food for the Festival of the Book Kids Only Book Sale on July 27. Participants of the summer reading program will receive a free meal and book.

- FSCPL will be submitting a letter of intent to the grantors at the Community Foundation

8. MEMBER REPORTS

None

9. STAFF REPORTS

INFORMATION ITEMS:

- A. Receive Financial Snapshot for May.
The Board accepted the report.

10. FINANCE COMMITTEE REPORT

The Finance Subcommittee agreed to hold quarterly meetings and recommended not to expand their membership at this time.

11. OTHER BUSINESS

ACTION ITEMS:

- A. Accept Facilities Master Plan Implementation update, take action and provide direction as indicated in the report.

The Board members reviewed the report. The FMP committee is recommending that when the bond passes and the money is allocated each jurisdiction shall be responsible for its own projects with some guidance and set standards. The FMP committee expressed an interest in a study session that would include Group4 Architecture, the LJP Board members, library staff and to also invite supervisors and councilmembers as well as the Friends Board members. This study session should be open to the public and should be video-taped.

In addition to the study session a tour of all branches from Boulder Creek to La Selva Beach could be informative and helpful. Exploring what it means to do advance standard planning is important.

Felton is the only branch that has started its project.

Capitola did a local survey and formed a library committee. Capitola is still in the formulation stage and about 1 – 1 ½ years away.

A motion was made in May to settle upon \$63 million (see minutes of May 5, 2014). \$63 million is a benchmark to settle upon for now. This figure is used for discussion purposes and may possibly be revised shortly before the ballot measure. Since Group4 Architecture needs a figure to work with, the amount of \$63 million is used.

Operational decisions regarding new and renovated facilities should be made by the library.

4 a. Board Committee: Adopt motions as recommended by the Committee

Councilmember Mathews moved, seconded by Supervisor Friend

That the Board schedule a study session with Group4 Architecture, Research and Planning and the Library Director with the purpose of better understanding exactly what the target of \$63 million will buy for each facility and the value of establishing 21st Century library design standards.

UNAN

Absent: McPherson, Termini, Dexter

4 b.

Supervisor Friend moved, seconded by Councilmember Mosher

That the Board agree when the measure passes, the CFD will issue the bonds. At that time, the CFD will distribute the funds to each jurisdiction for the projects that will be explicitly described in the CFD agreement. Each jurisdiction will be expected to build what is described and will be required to do so in close consultation with a designated Library liaison and with each other in order to achieve maximum efficiencies in purchasing and economies of scale, wherever possible. The final decisions rest in the hands of the prospective jurisdictions.

UNAN

Absent: McPherson, Termini, Dexter

2. Project Planning

Director Landers and staff is at the disposal of each of the jurisdictions to help in any way needed. The jurisdictions need to provide funds for the planning stage until the measure is passed. The jurisdictions should go ahead with their individual advance planning as they see fit and use whatever resources are available to them including designated trust funds.

Supervisor Friend moved, seconded by Councilmember Campbell

That the Board affirm the approach to project planning prior to the election: each jurisdiction individually. Prior to the passage of the revenue measure the funding for that would come either from trust funds or separately designated funds by the jurisdictions.

UNAN

Absent: McPherson, Termini, Dexter

3. Public Outreach and Education

The message development for the education campaign should be very focused on the different communities since the message may be different for the different communities. We should be looking for a consultant who is knowledgeable about the communities. This would enhance the positive feedback of the public. The challenge is to have an overarching message that then will resonate with each community. Essentially there should be a system message which is individualized for each community.

Supervisor Friend moved, seconded by Councilmember Norton

That the Board direct Director Landers to continue the process of contracting for a consultant to advise on public outreach and education and to bring a draft contract to the August 4 meeting for approval by the LJPB.

UNAN

Absent: McPherson, Termini, Dexter

B. Provide direction on method of formation of Community Facilities District

Director Landers worked with Bond Counsel and the City Attorney and recommended that a new JPA with the four jurisdictions should be formed for the sole purpose of forming a CFD, imposing the special tax and issuing the bonds and then directly form the CFD. This option #5 does not include Watsonville. It is the simplest of the options to execute. A draft of a side letter of agreement should be created.

Director Landers recommended that bond counsel should start on the draft of an agreement which will address points #1 – 4 of the report. The Board members discussed

the need for a more informed decision. However, it appears that the items under discussion are fairly innocuous.

The new JPA will need a board of directors, which is typically a representative from each member agency. Several Board members expressed their preference for the four jurisdictional administrators to be the Board for the new JPA.

Supervisor Friend moved, seconded by Councilmember Mathews

That the Board direct the Library Director to proceed with option #5 as described (form a new JPA of the four jurisdictions for the sole purpose of forming a CFD, imposing the special tax and issuing the bonds and then directly form the CFD).

UNAN

Absent: McPherson, Termini, Dexter

Supervisor Friend moved, seconded by Councilmember Mathews

That the Board direct the Library Director to reach out to the City administrators and the designees to discuss the specific issues involved in the JPA and CFD formations and bring them back to the next regular meeting in August.

UNAN

Absent: McPherson, Termini, Dexter

12. WRITTEN COMMUNICATIONS – INFORMATION ONLY

- A. Patron Written Comments
- B. Security Incidents Log.
- C. Website Statistics for May 2014
- D. Articles about Santa Cruz and California Libraries
- E. Articles on Libraries Nationwide
- F. Financial materials from the Library Financing Authority

13. BOARD MEETING CALENDAR

The Library Joint Powers Authority Board will adjourn from the Regular Meeting of Monday, July 7, 2014 to a Special Study Session on Monday, July 28, 2014 at 6:00 pm at the Downtown Branch Library Community Meeting Room.

14. ADJOURN

The regular meeting adjourned at 7:50 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 JULY 2014

1. READING, LISTENING AND VIEWING FOR PLEASURE

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

Summer Reading! Summer Reading! Summer Reading!

This has been the most successful summer in years as far as sign-ups – 3378. Over 47% cashed out for an average of over 18 Book Bucks per reader, although final figures will most likely show this closer to 50%. That's a lot of hours reading! More Book Bucks were ordered to meet the expected demand during the last few days of Summer Reading. The vast majority of readers (over 2000) are ages 5-12. There were over 700 very young readers 0-4 and about 400 teens.

The Festival of the Book reflected the increased numbers of participants in the overall summer reading program. Over 1,000 people attended. 580 lunches were provided with 445 of these going to kids who cashed out, entitling them to a free book and free lunch. 504 free books were distributed. Two years ago there was lots of leftover food. This year, the food was all gone by 3:30 so we did miss out on serving lunch to close to 30 who came at the very end when the food was gone.

The Summer Reading Program was well received by the Branciforte Branch patrons. There were over 200 children and teens sign up for the program so far. Almost 40 participants have signed out with most earning the full 20 Book Bucks equaling 20 hours of reading time. To see how happy the kids are to sign out and earn their book bucks is motivating to staff and keeps us going. (Written before the end of the program on July 27)

The Summer Reading Program has reached a record number of sign-ups with the Capitola Branch being no exception. Even during the final week, families were still signing up to participate! The two performances offered at Capitola were amazingly well attended and every Friday afternoon there was a family craft called Make and Explore. Kids created a variety of interesting and educational objects.

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.

On Tuesdays in July at the La Selva Beach branch there have been programs for all ages:

- Story time for preschoolers in the morning,
- Movie club for adults midday (third Tuesday of the month),
- And Wii gaming for tweens and teens in the afternoon.

There are two new popular displays at the La Selva Beach library:

“Back to School” in the children’s area and “Dive into Books” for adults.

Scotts Valley provided book displays on a variety of topics for adults and children during July-Paws to Read about your Favorite Animals; The use of Words; Really Big News about whales visiting the coast during the summer; All about the brain; Fairytales and Music displays for Kids

Capitola has a display entitled “Match your Mood”. Books are displayed according to the mood they either convey or evoke. Examples of mood/book pairings are Sad/Magical Thinking by Joan Didion, Silly/A Supposedly Fun Thing I’ll Never Do Again by David Wallace, and Romantic/Pride and Prejudice by Jane Austen.

Summer Reading Programs this month have included Kenn Adams’ Adventure Theater, Cowgirl Trick Roping, Fero Sound Ring, Brian Scott Magic, Wild Child Bubbles, and Coventry and Kaluza Circus Fun. Thanks to the Friends for their support of the performers.

Program staff continues to provide quality early literacy programs for toddlers and preschoolers, family crafts, movies, and special events like the Stuffed Animal Sleepover, Catnip Critters, Catapults, and more. The annual Festival of the Book and Kids’ Only Book Sale was held July 27 at Harvey West Park (see above for details). Thanks to Bruno’s BBQ for grilling the frankfurters and to the Scotts Valley Rotary for serving lunch. Thanks to all the library volunteers helped made it a success.

Boulder Creek aides, Whitney, Chloe and Alex created book displays for the branch: Brazil (to celebrate the World Cup: adult books set in Brazil); Paws to Read (children’s’ books with animals for Summer Reading theme); Summer and Beach Time Fun (children’s’ books)

Sondra Cohelan of Ageless Art hung a display of beautiful collages utilizing cardboard in the Boulder Creek meeting room.

Scotts Valley Library has been very busy with over 540 kids signed up to participate in the Summer Reading Program. The activities at the branch included Saturday Animal Themed Movies shown on the media wall, Saturday and Tuesday crafts for the family, LEGO workshops, Magicians, Circus Fun, Cat Nip Critters, Photo Collage workshops, Puppet Shows, lots of Bubbles Fun and more!

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

The 'Did You Know' database is changing its emphasis to local history tidbits. The 'Did You Know' database began as an online version of a rolodex file that stored answers to hard-to-find questions. It was created before the widespread use of Google and Wikipedia. If you're not familiar with it (and it is kind of hidden), you access it by clicking on 'Internet Resources' on the homepage and then looking on the right side of the

main 'Internet Resources' page. A random entry is shown, with a link you can click to 'browse and search more fun and useful facts.'

With the eventual change to a new local history web portal, the 'Did You Know' file is morphing into a database covering only hard-to-find information on Santa Cruz County. This will be a place to look for answers to such tricky things as "Who was Josephine Street named after?" (a recent webmaster question).

The 'Which Phone Book' database is slowly being phased out. The information in the database is incomplete since the library now has only about 1/2 the phone books published for California. This is because only free phone books are acquired; the rest (about 50%) cost money and are not purchased. Fewer and fewer phone books contain white pages, so even with the free ones, there is less demand for information.

2. LIFELONG LEARNING

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

Reference staff is learning about and showing off the new subscription databases. New databases include: Access Science, AtoZ, Core Concepts: Biology, Chemistry, & Periodic Table, Rosen Digital Literacy, eSequels, LawDepot, Rosetta Stone, National Geographic Magazine Archive 1995-current, PebbleGo, PowerKnowledge Earth and Space Science, Life Science, & Physical Science.

Reference and Selection staff continue to work on weeding the Reference Collection at the Downtown Branch.

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.

Cowgirl Trick Roping and Coventry and Kaluza performed for a group of about 20 adults with special needs at Hope Services in Aptos. Both performances were very well received.

Summer Reading sign-ups at Boulder Creek increased 15% from last year (159 last year and 183 this year). 37 people came to an outdoor concert by the San Lorenzo Valley Community Band on a balmy evening in the lovely amphitheater. Other events enjoyed by Boulder Creek patrons were the Caterpillar Puppet Show with Joe Leon; Bubbles: Science and Fun!; and the ever popular Cowgirl Rope Tricks with hilarious Karen Quest. Programming Librarian, Kari Gunn's, weekly Toddler Storytime and Afternoon Family Crafts continued to be popular as well.

- 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.**

The Branciforte Branch received their new copy machine last week. There have been patrons who already figured out how to print from their flash drives and save color documents to their flash drive for future use. Our patrons are also happy to print double sided pages.

A new multi-functional copier was installed at Scotts Valley this month and has been welcomed by patrons for its increased functionality. The copies are available in black & white and color with a wider choice of sizes. The new copier has replaced the popular computer based flatbed scanner which was well used by students for homework assignments.

3. COMMUNITY CONNECTIONS

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

The Boys & Girls Club summer program “Brain Train” continues until August 22. The group meets 3 times per week (when able) in meeting room. The meeting room is opened and a cart of books is provided for their use.

United Way Outreach Educator, Rosie Solinas, will be setting up Covered California tabling sessions at all branch libraries to assist members of the public with navigating the health care marketplace. Tabling sessions will be held in July and August and support will be available in both English and Spanish. Although the official enrollment for Covered California doesn't begin for a few months, Medi-Cal-qualified applicants can apply anytime and certain life events such as loss of job or relocation entitle others to apply mid-cycle.

In July, the Santa Cruz County Summer camp's participants have been coming to the La Selva Beach library for Wii gaming.

The Program Team partnered with Boys and Girls Club, Live Oak Youth Baseball, and Live Oak Schools Summer School to introduce our Summer Reading Program to children who might not have access to the library.

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

Collections of Teddy Bears and other new and lightly used stuffed animals are going well. The public is very generous in filling the barrels at each branch. Sometimes a little over generous. Staff at Branciforte just retrieved a very large zucchini from their barrel. Maybe the donor mistook the Bears with Heart barrel for a Second Harvest barrel.

The TouchTeam program was launched. This is a cooperative effort between a volunteer, Debby Dodds and the Library. Debby has a cadre of volunteers helping her deliver a program described as follows:

Forgetfulness can be frustrating for both those experiencing it and for their loved ones. Join us in this supportive social setting, for a series of innovative workshops in which we will use touchscreen tablets to engage the mind and activate memory. Individual coaches will be present for each “team.” iPads provided

Library Director, Teresa, joined almost all of the Boulder Creek staff for a brown bag lunch. A good time was had by all.

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

The Santa Cruz Public Library drill team participated in the La Selva Beach 4th of July Parade. The drill team was very well received by parade watchers. In addition, a number of people came in the library for the first time the next day the library opened. They all commented on how much they liked the library team participating in the parade and how much they appreciate having a library branch in their community. (Pictures appear at the end of the agenda packet)

D. Volunteers will be used effectively.

The La Selva Beach Chapter of the Friends of the Library held another very successful book sale on July 12. Library volunteers spend many hours collecting, sorting and selling books and a variety of other items donated by the LSB community.

The Scotts Valley branch added new Adopt-a-Shelf volunteers: Stephanie, Nicole, Adrienne, Aimee, Alex. They have made a big difference in the tidiness and cleanliness of the book shelves.

The Downtown Branch welcomes Kate Adler, a new volunteer computer coach.

The Volunteer Coordinator had a great team of volunteers in place for the Festival of the Book and the Kids’ Only Book Sale.

4. WELCOMING PLACE

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

The LJPB held a study session on the facilities plan and discussed the realities of what \$63 million can buy.

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

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

5. FINANCIAL SUSTAINABILITY

- A. **The library system maintains a healthy and stable financial position.**
- B. **There is adequate, stable and diverse funding to finance ongoing operations, key strategic initiatives and capital projects.**
- C. **Services of a defined level and quality are consistently delivered based on revenue projections and supportive organizational and operating structure.**
- D. **The library operates efficiently and focuses on continual improvement.**

6. ORGANIZATIONAL READINESS

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

Reference staff have attended a variety of reference-related training including a webinar sponsored by ALA-Reference and User Services Division called "Finding Dead People." The webinar was on finding genealogical research collections, print and digital newspaper archives and indexes, using Google book searching to find personal names, and accessing resources available through the Library of Congress and small historical collections. Also attended this month were trainings about the new databases including A-Z, and Access Science

Linda Gault and Brenda Mellroy attended a webinar titled Maker Spaces in Libraries: Legal Considerations provided by Infopeople.

Staff at Boulder Creek helped train another LA2 on call.

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

Reference Librarian Jennifer Cockerill begins her term as Reference Team Leader this month. Her term will be for one year.

Program Librarian Laura Whaley began her year long term as Program Team Leader this month. Laura has already been instrumental in organizing the reconfigured workspace at Headquarters for the Program Team.

- B. **Employees have the skills to execute change and are committed to change and continual improvement.**

The new learning systems coordinator, Amy Chirman, joined us this month. She is very experienced in staff development and the concepts of continual improvement and creating a learning organization.

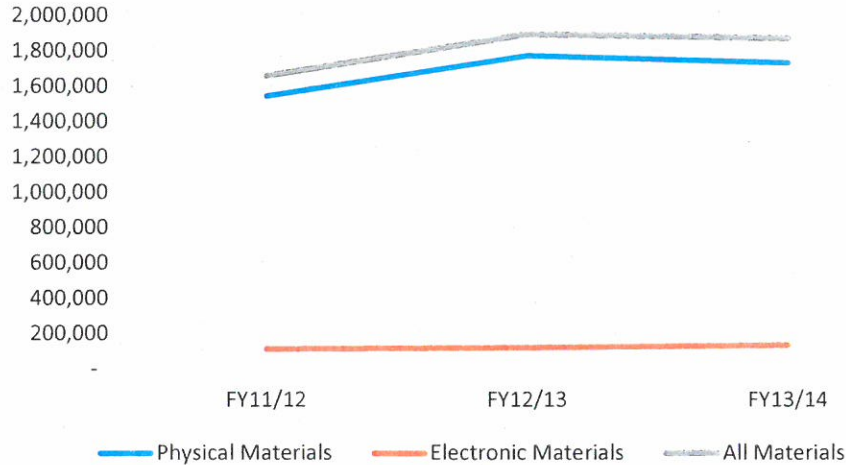
D. A customer-driven service philosophy guides staff training and development.

This has been identified as a major area of focus now that Amy is on board.

FY 13/14 ANNUAL STATISTICS

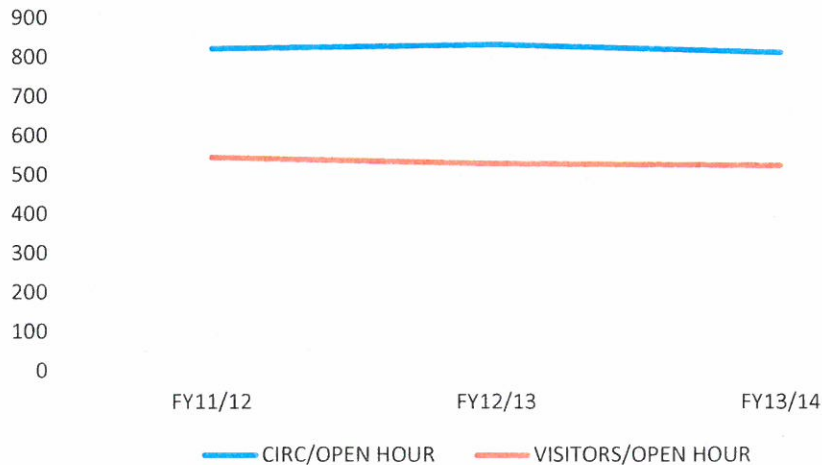
The following charts provide crucial data to inform decisions about the direction to take in renovating all our facilities. As the use of electronic resources continues to trend upward, tall and voluminous shelving for physical materials will give way to flexible spaces which are more conducive to meeting and collaborating.

CIRCULATION BY TYPE OF MATERIAL



Circulation of materials increased in **FY12/13** due to a **40% increase in open hours** and **36% increase in the materials budget**. As the circulation of **physical materials** seems to be **levelling off**, **electronic materials** are showing a slow, but steady **increase**.

PER OPEN HOUR



Both **visitors** and **circulation of physical materials** appear to be on a slow but steady **decrease**. This is, most likely, due to the small but **steady increase** in the use of **electronic resources**, which are accessible 24/7 from home.

MONTHLY STATISTICAL REPORT
FY13/14

FISCAL YEAR 13/14												
Annual	Circulation			Visitors			Circ/Open Hour			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	290,819	274,127	-6%	139,342	133,512	-4%	133	124	-6%	64	60	-5%
Boulder Creek	51,433	56,156	9%	33,948	34,972	3%	32	35	10%	21	22	4%
Branciforte	105,566	110,200	4%	80,338	87,497	9%	66	68	2%	51	54	7%
Capitola	137,688	147,413	7%	67,498	67,892	1%	76	81	6%	37	37	0%
Downtown	573,200	534,027	-7%	408,217	375,204	-8%	212	196	-7%	151	138	-9%
Felton	29,521	33,854	15%	20,408	21,273	4%	23	25	10%	16	16	0%
Garfield Park	44,017	46,829	6%	41,174	42,311	3%	35	35	1%	32	32	-2%
La Selva Beach	21,309	23,577	11%	22,157	32,432	46%	16	17	5%	17	24	39%
Live Oak	182,263	181,306	-1%	108,408	112,164	3%	105	101	-4%	63	62	-1%
Scotts Valley	296,236	286,922	-3%	171,069	177,460	4%	135	130	-4%	78	80	3%
Outreach	37,793	36,825	-3%	16,965	16,642	-2%						
Total	1,769,845	1,731,236	-2%	1,109,524	1,101,359	-1%	833	812	-2%	529	525	-1%
eBooks	98,581	111,063	13%									
eAudio	20,375	25,380	25%									
Website visits	1,444,618	1,326,179	-8%									
Website pageviews	5,679,072	5,721,386	1%									

STAFF REPORT

DATE: July 22, 2014
TO: Library Joint Powers Board
FROM: Teresa Landers, Library Director
RE: Leet-Corday Trust

RECOMMENDATION: Approve allocation of \$93,000 from the Leet-Corday Trust to be used for advance planning for changes to the Downtown Library anticipated as a result of the implementation of the Facilities Master Plan.

SUMMARY

The Board has determined trust funds can be accessed for advance planning related to implementation of the Facilities Master Plan. Access to the Leet-Corday fund for the Downtown Library is hereby requested.

BACKGROUND

The Library is the beneficiary of a trust by Robert Leet-Corday which specifies the funds be used for the Downtown Branch of the Santa Cruz Public Library System for “providing vibrant physical and virtual public spaces.

This trust is not restricted to interest only. The current balance in the trust is \$93,000.

At the July Library Joint Powers Board meeting, it was agreed that each jurisdiction be given access to trust funds as legally available to use for advance planning of that jurisdiction’s facilities.

DISCUSSION

The City of Santa Cruz has requested access to this trust in order to begin advance planning for the Downtown Library project. The City anticipates accessing all these funds eventually, so is requesting the appropriation of the full amount in order not to need to come back to the Board requesting a little at a time.

Should the entire amount not be spent, the balance will return to the trust at the end of the fiscal year.



RESOLUTION # 2014-009

**RESOLUTION OF THE SANTA CRUZ LIBRARY JOINT POWERS
AUTHORITY BOARD TRANSFERING AND APPROPRIATING FUNDS FROM
THE LEET-CORDAY TRUST FOR ADVANCE PLANNING FOR CHANGES TO
THE DOWNTOWN LIBRARY FOR THE FY 2014-2015 BUDGET**

WHEREAS, the Board has determined trust funds can be accessed for advance planning related to implementation of the Facilities Master Plan, and;

WHEREAS, the Robert Leet-Corday Trust specifies that funds be used for the Downtown Branch of the Santa Cruz Public Library System for “providing vibrant physical and virtual public spaces”, and;

WHEREAS, this Trust is not restricted to interest only and the current balance is \$93,000, and;

WHEREAS, the City of Santa Cruz has requested access to this trust in order to begin advance planning for the Downtown Library project;

NOW THEREFORE, be it resolved by the Library Joint Powers Authority Board that the Library Joint Powers Authority Board approve allocation of \$93,000 from the Leet-Corday Trust to be used for advance planning for changes to the Downtown Library anticipated as a result of the implementation of the Facilities Master Plan.

PASSED AND ADOPTED this 4th day of August 2014 by the following votes:

AYES: Board Member(s):

NOES: Board Member(s):

ABSENT: Board Member(s):

DISQUALIFIED: Board Member(s):

APPROVED

ATTEST

Chair

Board Clerk

STAFF REPORT

DATE: July 22, 2014
TO: Library Joint Powers Board
FROM: Teresa Landers, Library Director
RE: Removal of the Internet Usage Fee

RECOMMENDATION: Approve removal of the current fee of \$3 per hour for use of Library Public Access Computers after the first free hour.

SUMMARY

In order to better meet customer expectations, the fee charged in certain circumstances for use of the Library Computers, should be removed and the reservation system implemented. This is a win-win for the public, and for the staff, in their efforts to manage a limited resource.

BACKGROUND

All patrons with current SCPL library cards have always been allotted one hour use of the library's computers, which, until recently, was primarily for Internet access. SCPL first instituted a fee for computer use prior to 2009. The fee was initially \$5 per hour for people without library cards and \$5 per hour for the second hour after the free hour. There were many foreign exchange students passing through town and visitors. The Library was trying to both raise revenues and make sure that residents of the county were able to access computer resources. The access issue was largely a downtown issue.

The fee was later changed to \$3 per hour for visitors and the second hour.

With the previous timing system, it was possible to grant 20 minute sessions, so there was an option to purchase 20 minutes for \$1, if they were visitors, or needed more time.

In 2009 the fee for visitors was removed, but the fee for the second hour or the 20 minute blocks was retained.

With the implementation of the new timing (and reservation) system, the option to grant the 20 minute sessions is no longer available, and the fee remains at \$3/hour for one hour increments beyond the free first hour.

The annual revenue from this fee averages about \$1,800.

DISCUSSION

Currently, the only branch with a significant issue of not enough computers to meet the demand is Downtown, and then, only some of the time. Staff regularly allot additional time to individuals who need more than one hour for tasks such as completing a job application or school assignment.

A big change is the addition of the ability to use the computers for access to word processing and other "office" functions, as well as the ability to download to a flash drive. The addition of these activities results in a greater need to exceed the one hour time limit more often than previously. Most of the time, in most of the branches, there are computers available so exceeding the one hour time limit is not a burden.

A common request is to be allowed additional time if no one else is waiting. This seems like a reasonable request until you factor in, that, for some patrons, when they come in to a branch, and want to access a computer, and then see them all in use, they leave without determining that there really may only be a short wait.

Many staff are not comfortable charging the \$3.00 per hour when there is ample opportunity for patrons to access the computers. In reality, the fee is being charged inconsistently throughout the system based on the differing level of availability of computers.

A PC Timing and Reservation system was purchased, and the timing system has been implemented. The reservation system is more complicated to implement. When implemented it will allow patrons to reserve computers in person or online. (Some people have their own devices, but prefer to come in and use the faster bandwidth at the library, or they just need to print from a flash drive, which our computers can now accommodate. They might have a phone which is great for making a reservation, but difficult to use to write a term paper). With a reservation system, they will have a guaranteed time slot or they can come in and sign up for a time later in the day, then go away and do errands or read in another part of the library, and then return at their reserved time.

The recommendation is to eliminate the fee. The revenue of \$1,800 per year is de minimus in the context of the overall budget, and is difficult to apply consistently. It is a barrier to customers being able to maximize their library experience.

The Library will implement the reservation system as soon as the Library Information Technology staff can integrate it into their project schedule. It is anticipated this can be accomplished within the next 6 months. In the meantime, staff will continue to be responsible for ensuring fair access and to use their best judgment in managing this valuable resource.

STAFF REPORT

DATE: July 24, 2014
TO: Library Joint Powers Board
FROM: Teresa Landers, Library Director
RE: Contract for public education and outreach services

RECOMMENDATION: Approve contract and resolution with Miller Maxfield in an amount not to exceed \$77,500 for public education and outreach services.

SUMMARY

This contract satisfies the Board directive to contract for public education and outreach services.

BACKGROUND

At the June 2, 2014 Library Joint Powers Board (LJPB) meeting, Director Landers was given direction to pursue a variety of avenues related to a possible financial measure to implement the facilities master plan being placed on the ballot in 2015.

At the July 7, 2014 LJPB meeting, further direction was given to contract for public education and outreach services based on a brief description of services to be provided and estimated cost.

The attached contract reflects the direction given at the July LJPB meeting and includes services to be provided as listed below at a cost not to exceed \$77,500. The work will begin in September 2014 and will continue through February 2015:

- Message development
- Strategy and writing
- Stakeholder outreach, community relations and speaking opportunities
- Branding, collateral development and production
- Media relations
- Social media
- Online promotion and strategies
- Advertising
- Video

- Events

DISCUSSION

It is important that the public understand what the current condition of Library facilities is and the recommendations made in the Facilities Master Plan to upgrade and improve those facilities. This contract would implement a strategic system wide communication plan to ensure greater awareness throughout the Library's service area of the depth and breadth of improvements called for by the Facilities Master Plan and what these improvements will mean to the community in terms of better library service. The campaign is a public education and outreach campaign and is only intended to disseminate factual information so as to inform members of the public of the issues involved, i.e. the current condition of library facilities and the proposal to upgrade and improve those facilities. The campaign is not a ballot measure advocacy campaign and will not ask or suggest to voters how to vote on any ballot measure that may be proposed pertaining to the financing of the recommended improvements.

In connection with a ballot measure, a public agency such as the Library Joint Powers Authority must always observe a clear distinction between public education and ballot measure advocacy. While public resources may be used to disseminate strictly factual information that will assist the electorate in making its decision on how to vote, public resources cannot be used to urge voters to cast their vote one way or the other.

Miller Maxfield Inc. has a long history of working with a variety of organizations in endeavors such as the one described herein. It is a local company with strong ties to the Santa Cruz community.

Library staff will work closely with the City Attorney's office to ensure the legality of all information disseminated throughout this public education and outreach effort.

This type of activity was approved as part of the FY14/15 Library Budget.

PROFESSIONAL SERVICES AGREEMENT FOR
PUBLIC EDUCATION AND OUTREACH

THIS PROFESSIONAL SERVICES AGREEMENT FOR PUBLIC EDUCATION AND OUTREACH (“Agreement”) is entered into on August 4, 2014 by and between the Santa Cruz Library-County Library System (“Library”) and Miller Maxfield Inc. (“Consultant”).

RECITALS

WHEREAS, Library desires public outreach and education services; and

WHEREAS, Consultant is capable of providing such services; and

WHEREAS, Consultant desires to provide such services;

NOW, THEREFORE, the parties, incorporating the above recitals as part of their Agreement and in consideration of the mutual covenants, terms, and conditions contained herein, do hereby agree as follows:

ARTICLE 1: TERM OF AGREEMENT

This Agreement will become effective on the date stated above and will continue in effect until terminated as provided herein.

ARTICLE 2: SERVICES TO BE PERFORMED BY & RESPONSIBILITIES OF CONSULTANT

The services to be performed under this Agreement are set forth in Appendix One, attached hereto and incorporated herein by reference (“Scope of Work”).

Consultant will provide the services described in the Scope of Work to the satisfaction of Library. Consultant, in its sole discretion, will determine the method, details, and means of performing the above-described services in accordance with the terms and conditions of this Agreement. Consultant may employ such assistants and/or sub-consultants or sub-contractors as Consultant deems necessary to perform the services required of Consultant by this Agreement. Library may not control, direct, or supervise Consultant’s assistants, employees, or sub-consultants or sub-contractors in the performance of those services except as set forth in the terms and conditions of this Agreement. All services performed by Consultant, or under its direction, must be rendered in accordance with the generally accepted practices, and to the standards of, Consultant’s profession.

Consultant must not undertake to provide any services or undertake any work beyond the Scope of Work unless such additional work is approved in advance and in writing by Library. Library will reimburse Consultant for the cost of such additional work as provided for in Section 4 of this Agreement.

The security and safety of the job site or location where services are rendered pursuant to this Agreement will be the Consultant’s responsibility with the sole exception of the security and safety of any facility of Library.

Consultant will meet with Teresa Landers, Library Director, (“Director”), other Library personnel, or third parties as necessary, on all matters connected with the carrying out of the services described in the Scope of Work. Such meetings will be held at the request of either Library or Consultant. Consultant must obtain approval of completed work on a monthly basis, or at such intervals as may be otherwise mutually agreed upon, during the course of rendering services.

ARTICLE 3: RESPONSIBILITIES OF THE LIBRARY

Library will make available to Consultant all data and information in the Library's possession which Library deems necessary to Consultant's preparation for and rendering of services, and Library will actively aid and assist Consultant in obtaining such information from other agencies and individuals as necessary. This includes, but is not limited to, the proposed total program budget, allocations for special tax administration and/or other uses, and the proposed schedule associated with the proposed tax measure and project implementation. Library may provide other services it determines are necessary for Consultant.

Director may designate an individual to serve as her representative for conferring with Consultant relative to Consultant's services. The work in progress shall be reviewed from time to time by Library at the discretion of Library or upon the request of Consultant. If Library deems the work satisfactory, Library will approve the work. If Library deems the work unsatisfactory, Library will inform Consultant of the changes or revisions necessary to secure approval.

ARTICLE 4: FEES AND PAYMENT

Consultant will receive compensation on a monthly basis for the services rendered hereunder as follows:

1. Library will pay Consultant on a time basis for time actually devoted to Consultant's obligations hereunder. Consultant must provide Library with monthly invoices detailing the time spent, services rendered, costs and expenses incurred, and the place of performance.
 - a. Invoices must further indicate the percentage completion of each work task as identified in the Scope of Work, the overall percentage of completion of the total required services, and the hours worked by Consultant's staff.
 - b. Invoices must contain the following affidavit signed by a principal of the Consultant's firm:

"I hereby certify as principal of the firm of Miller Maxfield, Inc., that the charge reflected on this invoice, as summarized above and shown in detail on the attachments, is a fair and reasonable use of public funds, is in accordance with the terms of the Professional Services Agreement dated August 4, 2014 and said charge has not been previously paid."
 - c. Payment for time devoted to Consultant's obligations hereunder will be made at the rates set forth in Appendix Two, attached hereto and made a part hereof by reference, for all time charged for services rendered. Normal payroll rates are for 40 hours per week. Consultant must not charge the Library for personnel overtime salary at rates higher than those set forth in Appendix Two without Library's prior written authorization.
2. Library will pay Consultant reimbursement for approved non-salary expenses incurred in Consultant's performance of its obligations hereunder, except those expenses included in Consultant's hourly rate as shown on Appendix Two. Approved non-salary expenses include 1) pre-approved travel, 2) reasonable meals and lodging while on pre-approved travel, 4) materials other than normal office supplies, reproduction, and printing costs, 5) equipment rental, 6) computer services, 6) necessary services of sub-consultants or subcontractors, and 7) other expenses clearly associated with and necessary to Consultant's rendering of services hereunder, as determined by the Director.
 - a. The use of Consultant's vehicles for select travel will be paid at the maximum rate of the current standard business mileage rate as established by the U.S. Internal Revenue Service.

- b. Library will not be obligated to pay for approved non-salary expenses unless such expenses are detailed on weekly itemized invoices which list actual costs and expenses.
3. Variations from the costs for each phase of the Scope of Work (if applicable) may be allowed after advance written Library approval is obtained. However, in no event may the total fee charged for the services rendered hereunder exceed the budget of \$77,500 without Library's prior written authorization.

ARTICLE 5: CHANGES IN SCOPE OF WORK

Library may order changes in the scope or character of the work described in the Scope of Work, either decreasing or increasing the scope of Consultant's services. Consultant will make no changes in the Scope of Work without Library's prior written approval. Any change which may require compensation in excess of the sum specified in Appendix Two must be approved by obtaining Library's prior written approval.

When ordered by Library, Consultant must perform services not specifically included the Scope of Work and Library will compensate Consultant as set forth in herein. Additional reimbursable project expenses outside of those contemplated in the Scope of Work will be billed to the Library at Consultant's cost.

ARTICLE 6: TIME OF COMMENCING SERVICES AND SCHEDULE FOR COMPLETION

Consultant will begin work upon receipt of a written Notice to Proceed from Director. The Notice to Proceed must not be issued until after this Agreement has been approved and authorized by Library.

The schedule for completion of the services will be as shown on Appendix Three, attached hereto and made a part hereof by reference. In the event that Library orders changes to the Scope of Work which affect the schedule for completion, Library will adjust the schedule for completion so as to allow Consultant a reasonable period of time within which to complete any additional work which may be required as a result of the ordered changes.

In the event Consultant is delayed in performance of its services by circumstances beyond its control, such as war, emergency, accident, fire, earthquake, flood, storm, industrial strike, or other impediment which Consultant proves was beyond its control and that it could not reasonably be expected to have taken the impediment into account at the time of the conclusion of this Agreement or to have avoided or overcome it or its consequences, the Library will grant Consultant a reasonable adjustment in the schedule for completion, so long as said adjustment would not frustrate the essential purposes of this Agreement. All claims for adjustments in the schedule of completion due to such circumstances must be submitted in writing to Library by Consultant immediately after Consultant learns of the occurrence or circumstances necessitating the adjustment.

Consultant acknowledges that it must complete its work on or before the completion date set forth in Appendix Three so as not to frustrate the essential purposes of this Agreement. The parties therefore agree that time is of the essence in the performance of the services described in this Agreement.

ARTICLE 7: TERMINATION

Either party may terminate this Agreement by providing written notice to the other party not less than 30 calendar days prior to the proposed termination date.

Either party may terminate this Agreement for material breach by providing written notice to the other party not less than 14 calendar days prior to the proposed termination date.

Upon receipt of a Notice of Termination, Consultant must immediately take any and all action necessary to ensure it does not incur any additional obligations, costs, or expenses, except as may be reasonably necessary to terminate its services. Library's sole obligation to the Consultant in event of termination will be payment for

services authorized by, and work approved to the satisfaction of, Library, up to and including the effective date of termination. All finished or unfinished work, or documents procured or produced under this Agreement, are property of the Library. In the event that Library terminates the Agreement, Library reserves the right to obtain consultant services elsewhere.

If Library terminates the Agreement due to Consultant's material breach Consultant will be liable for the difference between the prices set forth in this Agreement and the actual cost to the Library to complete the work identified herein. In no event will Library be liable to Consultant for any of Consultant's claimed lost profits relating to this Agreement or any other agreements or service arrangements Consultant may have entered but for this Agreement. After the effective date of termination, Consultant will have no further claims against the Library under this Agreement.

Termination of Agreement pursuant to this section shall not relieve the Consultant of any liability to Library for damages sustained by Library related to Consultant's breach of this Agreement, and Library may withhold any and all payments to Consultant for the purpose of set-off until such time as the exact amount of damages incurred by Library is determined.

The rights and remedies provided to Library in this section are not exclusive and are in addition to any and all additional rights and remedies as may be provided by law or under this Agreement.

ARTICLE 8: INSURANCE

Prior to the beginning of and throughout the duration of Consultant's performance of services as set forth in this Agreement, Consultant will obtain and maintain insurance in conformance with the requirements set forth below. Consultant will insure Library against claims for injuries or death to persons and damages to property which may arise from or in connection with the performance of the services hereunder and the results of those services by Consultant, its agents, representatives, employees, or subcontractors.

1. **Certificate Requirements.** Consultant must provide Library with an issued a Certificate of Insurance (a Memorandum of Understanding will not be accepted) with the following minimum requirements:
 - a. Certificate(s) will show current policy number(s) and effective dates.
 - b. Coverage and policy limits will meet, or exceed, requirements below.
 - c. The Certificate Holder will be Santa Cruz Library-County Library System, 117 Union Street, Santa Cruz, CA 95060.
 - d. Certificate will be signed by an authorized representative.
 - e. An endorsement will be provided to show Library, its officers, officials, employees, and volunteers as additional and primary insured.
2. **Minimum Scope and Limits of Insurance.** Consultant acknowledges that the insurance coverage and policy limits set forth in this section constitute the minimum amount of coverage allowed. Library will be entitled to coverage for the highest limits maintained by Consultant. Coverage will be at least as broad as:
 - a. *Professional Liability (Errors and Omissions): \$1,000,000 per occurrence or claim, \$2,000,000 aggregate.* Consultant will maintain insurance appropriate to Consultant's profession with a limit no less than one million dollars (\$1,000,000.00) per occurrence or claim and two millions dollars (\$2,000,000.00) aggregate. Insurance must be maintained and evidence of insurance must be provided for at least five years after date of completion of the services provided hereunder. Consultant agrees to purchase an extended period coverage for a minimum of five years after completing the services rendered hereunder.
 - b. *Commercial General Liability (CGL): \$1,000,000 (Including products and completed operations).* Proof of coverage for one million dollars (\$1,000,000.00) per occurrence for bodily injury, personal injury, and property damage will be provided on Insurance Services Office (ISO) Form CG 00 01 12 07 covering CGL. If a general aggregate limit applies, either the general aggregate limit will apply separately to the services rendered hereunder or the general aggregate limit will be twice the required occurrence limit.

- c. *Automobile Liability: \$1,000,000.* Proof of coverage for one million dollars (\$1,000,000.00) will be provided on ISO Form Number CA 00 01 covering any auto (Code 1), or, if Consultant has no owned autos, hired, (Code 8) and non-owned autos (Code 9), per accident for bodily injury and property damage.
- d. *Workers' Compensation as required by the State of California, with Statutory Limits, and Employer's Liability Insurance: \$1,000,000 per accident for bodily injury or disease.*
3. **Other Insurance Provisions.** The insurance policies are to contain, or be endorsed to contain, the following provisions:
- a. *Additional Insured Status.* Library, its officers, officials, agents, representatives, employees, and volunteers are to be covered as additional insureds on the CGL policy with respect to liability arising out of the services performed by or on behalf of Consultant, including materials, parts, or equipment furnished in connection with such services. General liability coverage must be provided in the form of an endorsement to Consultant's insurance at least as broad as ISO Form CG 20 10 11 85, or if not available, through the addition of both CG 20 10 and CG 20 37 (if a later edition is used).
- b. *Primary Coverage.* For any claims related to this Agreement, Consultant's insurance coverage will be primary insurance as it respects Library, its officers, officials, agents, representatives, employees, and volunteers. Any insurance or self-insurance maintained by Library, its officers, officials, agents, representatives, employees, or volunteers will be in excess of Consultant's insurance and will not contribute with it.
- c. *Notice of Cancellation.* Each insurance policy required above will provide that Library must be given 30 days' prior written notice of any coverage cancellation (10 days for non-payment).
- d. *Waiver of Subrogation.* Consultant hereby grants to Library a waiver of any right to subrogation which any insurer of said Consultant may acquire against Library by virtue of the payment of any loss under such insurance. Consultant agrees to obtain any endorsement that may be necessary to effect this waiver of subrogation, but this provision applies regardless of whether or not Library has received a waiver of subrogation endorsement from the insurer. The Worker's Compensation policy will be endorsed with a waiver of subrogation in favor of Library for all work performed by Consultant, its employees, agents, and subcontractors.
- e. *Deductibles and Self-Insured Retentions.* Any deductibles or self-insured retentions must be declared to and approved by Library. Library may, at its option, allow Consultant to purchase coverage with a lower deductible or retention, or require Consultant to provide a financial guarantee satisfactory to Library guaranteeing payment of losses and related investigations, claim administration, and defense expenses.
- f. *Acceptability of Insurers.* Insurance must be placed with insurers with a current A.M. Best's rating of no less than A:VII, unless otherwise acceptable to Library.
- g. *Verification of Coverage.* Consultant will furnish the Library with original certificates and amendatory endorsements or copies of the applicable policy language effecting coverage required by this clause. All certificates and endorsements are to be received and approved by the Library before work commences. However, failure to obtain the required documents prior to the work beginning will not waive the Consultant's obligation to provide them. The Library reserves the right to require complete, certified copies of all required insurance policies, including endorsements required by these specifications, at any time.

ARTICLE 9: INDEMNIFICATION

Consultant will indemnify, defend, and hold harmless Library, its officers, agents, representatives, employees, and volunteers from and against any and all claims, demands, actions, damages, or judgments for personal injury or property damage, or statutory, regulatory, or other legal violations accrued, alleged, or arising as a result of Consultant's performance of services under this Agreement, including associated costs of investigation and defense.

ARTICLE 10: EQUAL EMPLOYMENT OPPORTUNITY

Library strongly supports equal employment opportunities for all. Accordingly, Consultant must ensure that effective policies and procedures concerning the prevention of illegal discrimination and harassment exist in its workplace. In addition, Consultant must be in compliance with all applicable Federal and State and local equal employment opportunity acts, laws, and regulations. Library's current Equal Employment Opportunity and Anti-Discrimination policies to which this provision applies may be viewed at <http://www.codepublishing.com/CA/SantaCruz/?SantaCruz09/SantaCruz0983.html>.

ARTICLE 11: ATTORNEYS' FEES, GOVERNING LAW, & VENUE

If any action at law or in equity is brought to enforce or interpret the provisions of this Agreement, the prevailing party shall be entitled to reasonable attorneys' fees in addition to any other relief to which he or she may be entitled. The laws of the State of California shall govern all matters relating to the validity, interpretation, and effect of this Agreement and any authorized or alleged changes, the performance of any of its terms, as well as the rights and obligations of Consultant and the Library. The parties agree that any action related to this Agreement or services provided hereunder will be venued in the County of Santa Cruz.

ARTICLE 12: ASSIGNMENT

This Agreement may not be assigned unless Consultant first obtains the express written consent of the Director after approval of the Library Joint Powers Authority Board.

ARTICLE 13: AMENDMENTS

This Agreement may not be amended in any respect except by way of a written instrument which expressly references and identifies this particular Agreement, which expressly states that its purpose is to amend this particular Agreement, and which is duly executed by Library and Consultant. Consultant acknowledges that no such proposed amendment(s) shall be effective until authorized and approved by the Library Joint Powers Authority Board, or an officer of the Library when the Library Board may from time to time empower an officer of the Library to approve and authorize such amendment(s). No representative of the Library, other than the Director, is authorized to obligate the Library to pay the cost or value of services beyond the amount set forth herein. Unless expressly authorized by the Director, Consultant's compensation shall be limited to that as set forth in Appendix Two.

ARTICLE 14: MISCELLANEOUS PROVISIONS

1. Project Manager. Director shall have the right to approve or reject the project manager assigned by Consultant to manage the services rendered hereunder, and Consultant must confer with the Director before assigning a project manager and obtain approval for said assignment. No subsequent change in assignment may occur without prior written approval of the Library.
2. Consultant Services Only. Consultant is employed to render professional services only, and any payments made to Consultant are compensation solely for such professional services.
3. Licensure. Consultant warrants that he or she has complied with any and all applicable governmental licensing requirements. Consultant will comply with all federal, state, and local laws, standards, regulations, licenses, and permits related to its performance of the services described herein.
 - a. Library Business Tax Certificate. Consultant will maintain a current City of Santa Cruz business tax certificate if:
 - i. Consultant is located in the City;
 - ii. Consultant will perform physical work in the City for 6 or more days annually; or

- iii. Consultant will use company vehicles to deliver within the City for 6 or more days annually. For additional information and licensing requirements, please call the Revenue and Taxation division at (831) 420-5070.
4. Entire Agreement. This Agreement and its attachments constitute the entire contract between the parties hereto pertaining to the subject matter hereof, fully supersede any and all prior understandings, representations, warranties and agreements between the parties hereto, or any of them, pertaining to the subject matter hereof, and may be modified only by written agreement as set forth herein.
5. Library Property. Upon payment for services rendered, or any portion thereof, all drawings, specifications, records, or other documents generated by Consultant pursuant to this Agreement, or any other work product of Consultant, are, and shall remain, the sole property of Library. The Consultant shall be permitted to retain copies, including reproducible copies, of drawings and specifications for information and reference, provided, however, that all drawings, specifications, records, documents, and other work product must not be used by Consultant on other projects, except upon obtaining the prior written consent of and providing appropriate compensation to Library.
6. Consultant's Records. Consultant must maintain accurate accounting records and other written documentation pertaining to the costs incurred for this project. Such records and documentation shall be available at Consultant's primary offices during the entire period of this Agreement, and for a period of three years from the date of the final Library payment for Consultant's services
7. Independent Contractor. In the performance of its work, it is expressly understood that Consultant, including Consultant's agents, servants, employees, and subcontractors, are independent contractors solely responsible for their own acts and omissions, and Consultant shall not be considered an employee of the Library for any purpose. Nothing in this Agreement shall be deemed to constitute a partnership in law between Library and Consultant, or any sub-contractor, to constitute either party as an agent of the other for any purpose; or to entitle either party to commit or bind the other in any manner unless expressly agreed upon in the Agreement.
8. Conflicts of Interest. Consultant stipulates that corporately and individually, the firm, its employees, and its subcontractors have no financial interest in either the success or failure of any project which is, or may be, dependent on the results of the Consultant's services pursuant to this Agreement.
9. Storm Water Requirements. Consultant, and all subcontractors, are required to abide by the applicable City Storm Water Best Management Practices (BMPs) for the duration of the work. The City's mandatory Storm Water BMPs, which are listed according to the type of work, operations, or business, are located on the City's website at: <http://www.Libraryofsantacruz.com/index.aspx?page=138>.
10. Notices. All notices herein provided to be given, or which may be given by either party to the other, shall be deemed to have been fully given and fully received when made in writing and either deposited in the United States mail, postage prepaid; emailed, without receiving a receipt error; or faxed, with a successful transmission report. Notices shall be addressed as follows:

Bill Maxfield
Miller Maxfield Inc.
133 Mission St.
Suite 101
Santa Cruz CA 95060
bill@millermxfield.com
Fax: 831-431-6652
11. No Waiver. The failure of any party to insist on the strict performance of any covenant or duty required by this Agreement, or to pursue any remedy under this Agreement, shall not constitute a waiver of the breach or the remedy.

- 12. Headings. The titles and headings of the various sections of this Agreement are intended solely for convenience of reference and are not intended to explain, modify, or place any construction on any provisions of this Agreement.
- 13. Severability. If any part or provision of the contract documents is determined by any court to be illegal, invalid, or unenforceable, in whole or in part, the contract documents shall continue to be valid as to its other provisions and the remainder of the affected provision, unless it can be concluded from the circumstances that, in the absence of the provisions found to be null and void, the parties would not have entered into the contract documents. The parties shall use all reasonable efforts to replace any and all provisions or parts found to be null and void with provisions that are valid under the applicable law and come closest to their original intention.

Approved As To Form:



Library Attorney

Date: 7-22-14

CONSULTANT
 Bill Maxfield
 Miller Maxfield Inc.
 133 Mission St. *Suite 101*
 Santa Cruz, CA 95060

LIBRARY
 Teresa Landers
 Santa Cruz Public Libraries
 117 Union St.
 Santa Cruz, CA 95060

By: _____

Printed: _____

Title: _____

Date: _____

By: _____

Teresa Landers

Library Director

Date: _____

APPENDIX ONE: SCOPE OF WORK**STRATEGIES**

1. Message development
 - a) Define the library system
 - b) Develop message points and narrative that describe SCPL history, future plans and needs
2. Strategy and writing
 - a) Craft a public outreach/social marketing strategy and plan to deliver messages across multiple platforms/channels, integrating earned media, social media, video, events, collateral materials and online marketing
 - b) Develop written materials to support strategy
3. Stakeholder outreach, community relations and speaking opportunities
 - a) Identify and connect with stakeholders
 - b) Create and execute community relations strategies
 - c) Identify and coordinate speaking opportunities for library leadership
4. Branding, collateral development and production
 - a) Develop SCPL branding and produce materials for use on multiple mediums/platforms, such as printed collateral, web content, banners, etc.
5. Media relations
 - a) Develop and execute strategy for proactive and reactive media relations to communicate SCPL key messages
 - b) Develop supporting strategies and materials, such as press releases, op-eds, editorial boards and letters-to-the-editor
6. Social media
 - a) Deliver SCPL message via multiple social media platforms
7. Online promotion and strategies
 - a) Analyze, make specific recommendations and write copy for SCPL website
 - b) Utilize Mail Chimp or similar email platform to deliver SCPL message
8. Advertising
 - a) Develop and execute a targeted, strategic advertising plan that covers multiple platforms, such as online, print, public transportation, radio, etc.
9. Video
 - a) Produce video content that can be utilized on the web and via PSA/local TV
10. Events
 - a) Produce press events, community events and key stakeholder events as needed to support key outreach strategies.

APPENDIX TWO: FEE SCHEDULE**FEE SCHEDULE**

Agency Principals	\$175/hr
Sr. Account Manager	\$150/hr
Graphic Designer	\$125/hr
Account Associate	\$125/hr

BUDGET

Budget estimates represent do-not-exceed amounts. Upon written approval by SCPL, funds may be moved between strategies, as long as the total budget is not exceeded.

Message development	\$ 3,000.00
Strategy and writing:	\$ 4,500.00
Stakeholder outreach, community relations and speaking opportunities:	\$ 6,000.00
Branding, collateral development and production:	\$10,000.00
Media relations	\$12,500.00
Social media	\$ 3,500.00
Online promotion and strategies	\$ 3,500.00
Advertising	\$10,000.00
Video	\$10,000.00
Events	\$ 7,500.00
Contingency	<u>\$ 7,000.00</u>

TOTAL BUDGET: \$77,500.00

APPENDIX THREE: WORK SCHEDULE

Work will commence in August 2014 and continue through February 2015.

Consultant and Library Director can modify the schedule as necessary



RESOLUTION # 2014-0010

**RESOLUTION OF THE SANTA CRUZ LIBRARY JOINT POWERS
AUTHORITY BOARD APPROVING A CONTRACT WITH MILLER
MAXFIELD FOR THE FY 2014-2015 BUDGET**

WHEREAS, the Board gave a directive to contract for public education and outreach services based on a description of services and estimated cost, and;

WHEREAS, the work described in the attached contract reflects the direction given by the Board at a cost not to exceed \$77,500;

NOW THEREFORE, be it resolved by the Library Joint Powers Authority Board that the Library Joint Powers Authority Board approve allocation not to exceed \$77,500 to be used for public education and outreach services as described in the attached contract.

PASSED AND ADOPTED this 4th day of August 2014 by the following votes:

AYES: Board Member(s):

NOES: Board Member(s):

ABSENT: Board Member(s):

DISQUALIFIED: Board Member(s):

APPROVED

ATTEST

Chair

Board Clerk

STAFF REPORT

DATE: August 4, 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

Cathy Bond

When I walked a hearing-impaired couple to the circ desk, I knew that they'd get excellent service from Cathy; what I'd forgotten was that she would be able to communicate with them with ASL. Talk about the right person at the right time! (& about how good it would be to have more staff members with at least a few basic signs at their command.) And when I walked a longtime Book Buddy to the circ desk to have an account issue resolved, it was again with the knowledge that our volunteer receive equally thoughtful & responsive service. (L. Auerbach)

Graham McGrew

Recently Graham has returned after hitting 999hrs. While he was gone books piled high on the sorting shelves and the place looked cluttered. Since he has returned things are getting back to an exemplary condition. Not only does he work hard, but he also brings smile to everyone's faces with his good manner and humorous nature. Thanks Graham!!! (S. Mazarik)

Sheila O'Neill, Gary Decker and Victor Willis

When we realized at 1:10pm that we had no sub for Fred on Sat afternoon (when we already have no one in Telref), these 3 stalwarts of Reference saved us from having only 1 person at the Reference desk 1-5pm. Each made a sacrifice on behalf of service & their fellow workers. (L. Auerbach)

Heather Norquist

Heather has done an admirable job of helping the Selectors and Shelley divide the budget and make the numbers match. Without Heather we would still be working on it. Thank you Heather! (S. Bodamer)

STAFF REPORT

DATE: July 29, 2014
TO: Library Joint Powers Board
FROM: Teresa Landers, Library Director
RE: Facilities Master Plan Study Session Follow up

RECOMMENDATION: Approve motions as listed in report and provide additional direction as requested in the report and based on further discussion of information received at the July 28 study session.

SUMMARY

The July 28 study session resulted in discussion about a variety of issues. Since it was a study session no action could be taken. This report summarizes those issues identified at the meeting as actionable and requests further direction on other issues that were discussed but no specific action was recommended at that time.

BACKGROUND

The Library Joint Powers Board (LJPB) met on Monday July 28 for a study session with the architecture and planning consultant, Group 4. Group 4 provided information on the following:

- Need and vision
- Community Support
- Draft 21st Century Libraries Strategy
- Next Steps

In the review of what \$63 million will buy, several issues came up related to the following:

- More complete costs for Downtown including: detailed structural analysis, hazardous material assessment and estimated cost to abate/remove, relocation costs for a temporary branch
- The importance of being shovel ready wherever possible
- Development of common design standards to achieve operational and cost efficiencies.

Questions were raised regarding what happens to each of the projects if less than \$63 million is available.

DISCUSSION

Based on what was discussed at the meeting, the LJPB agreed to continue the discussion at the August 4 meeting, at which time action could be taken.

The LJPB is expected to provide additional direction based on further discussion of the information presented (and not presented) at the study session. One of these areas is how the Board would like to approach the issue of having less than \$63 million available.

The LJPB directed Director Landers to include in this report specific recommended motions with regard to the other identified issues:

1. Motion to authorize the expenditure of funds to:
 - a. conduct a detailed structural analysis of the Downtown Branch to verify the planned “gut and renovate” can be accomplished and to engage experienced community members as appropriate.
 - b. conduct a hazardous materials assessment and get an estimated cost of abatement and/or removal based on the planned “gut and renovate”
2. Motion to direct the Library Director to develop a tentative plan for temporary relocation of the Downtown Library including moving costs, rent/lease costs, and other relocation related expenses
3. Motion to direct the Library Director to bring options back to the LJPB for developing common design standards to be used for all projects in the interest of operational efficiency. This includes a proposal for how maximum cost efficiencies can be achieved through such means as cooperative/coordinated purchasing.
4. Motion to encourage each jurisdiction to do what it can, to make each project “shovel ready, recognizing it is the responsibility of each jurisdiction to fund this advance planning on their own. If there are trust funds available, these can be appropriated by the LJPB as per the motion passed at the July 9 LJPB meeting

[CLICK TO VIEW NEWSLETTER](#)

This newsletter is best viewed in HTML or you can view on our website.

<http://newsletters.santacruzparent.com/Newsletters/view/July102014453.html>

Please add info@ santacruzparent.com to your safe-senders list to ensure your newsletters do not get caught by email filters.



Santa Cruz, CA

July 10, 2014

- ✓
- ✓
- ✓ The Selected Works of T. S. Spivet
- ✓ Christine: Are Teens Crazy?
- ✓ Viva: Purge the Pantry
- ✓ Suki: Legendary Learning
- ✓ This Week
- ✓ All About Theatre: Annie Jr.



Public Libraries are better than Congress, Baseball, & Apple Pie. say Americans...

Have you noticed the many, diverse, welcoming, entertaining **activities** the libraries are sponsoring. In addition to borrowing traditional books we can **download** numerous books onto our devices. This is great for summer travelers.

Walk into the library and you may encounter a magician, a playlet, musicians, business seminars, puppeteers, cowgirls, jugglers, Shakespearean actors, genealogy hunters, children making crafts, catapults, collages or lego robots, children reading to dogs or listening to stories, teens watching movies, tweens playing chess and seniors learning how to navigate computers. It's free to us, thanks to us taxpayers and **Friends of the Library**. I really like

seeing local tax dollars go to this venerable institution and rather think of my occasional fines as the least I can do to support my local library!

Before you take a ride with the original Santa Cruz Portland Cement Company Engine No. 2, coming home to the Santa Cruz Mountains, **visit this video** about its restoration. This 105 year old Steam locomotive has been lovingly restored by men who never forgot how to "play." It's fired up and will be chugging through the streets of Santa Cruz.

The Chiggen, affectionately named after the chicken restaurant it once advertised, will depart from the Boardwalk on Friday, July 11 and from **Roaring Camp Railroads** on July 12-13, making its way through Santa Cruz, up the Davenport Branch Line and back. This is your once in a lifetime opportunity to ride a Steam Train through Santa Cruz!



In case you like trains, here's a wonderful list of **TRAIN STORIES**. Also, I so enjoyed Nancy Pearl's review of **The Selected Works of T. S. Spivet** by Reif Larsen that I'm mentioning it before reading it. Her review is included below.

Many parents decide to make sure one of them is home with young children at least until they go to school. It's not new that the same is recommended for parents of teens and Christine brings us more evidence of that. I've known way too many teens who were delightfully engaging in Junior High but as teens lost their lives owing to crazy choices. Be there for them, especially when they are struggling with "separating and finding their own identities".

Suki reviews an interesting book for homeschooling parents. Viva is on an inspiring, stuff-purging campaign; she shares her technique for making it painless.

The **calendar** is full of fun summer events. Enjoy! Parmalee

Dear *Leslie & SC Public Libraries,*

Community Alliance with Family Farmers (CAFF) would like to extend a big thank you for your generous donation for our event. On Friday, May 23rd, we hosted our first Mock Farmers' Market at H A Hyde Elementary, where students were able to participate in taste tests, make 6 plant part wraps and smoothies, and write letters to family farmers from our Harvest of the Month program.

Altogether we served 21 classes (K to 5th grade) totaling approximately 525 - 630 students and participating staff. We also were able to provide an estimate of 700 lbs of produce which were all locally sourced and donated to our event. Any produce that was unable to be used was donated to families and students after school. Because of this event, students, teachers and community members are now more eager to continue trying fresh fruits and vegetables grown locally.

In addition to your generous donation, we also had other local grocery stores, farms and partners who also contributed to our event. Here is a list of the following supporters that helped make this event possible:

farms:

Dirty Girl Farms
Happy Boy Farms
Jacob's Farm Del Cabo
Lone Oak Ranch
Love Apple Farms
Pinnacle Farms
Route 1 Farms
UCSC Farm & Garden

grocery stores:

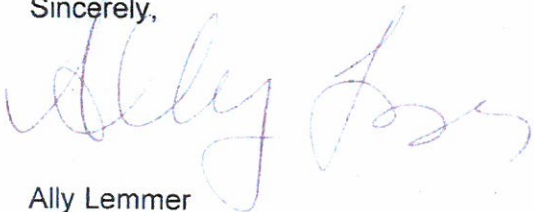
New Leaf Community Markets
Shopper's Corner
Staff of Life
Whole Foods, Capitola

community supporters:

Palace Art & Office Supply
Santa Cruz Community
Farmers' Markets
Santa Cruz Public Libraries *
The Ville

Thank you again for collaborating with us and making this event possible.

Sincerely,



Ally Lemmer
FoodCorps Service Member
Life Lab/ Community Alliance with Family Farmers (CAFF)

** We contributed
books &
book
recommendations.*

REC'D JUL 8 2014

LAW OFFICE OF REBECCA L. NORTHCUTT

520 Mission Street, Santa Cruz, CA 95060 Telephone/Fax (831) 423-2609 northcuttlawoffice@gmail.com

July 5, 2014

Teresa Landers, Director
Santa Cruz Library
224 Church Street
Santa Cruz, CA 95060

RE: Lynne Sansevero

Dear Ms. Landers:

I am writing to thank you for the recent changes to the Santa Cruz Library's website. I have used this site for many years and was often frustrated with its slow and inefficient functioning. As an attorney for persons with disabilities I can attest to the importance of having online access to library materials, without which many people would be unable to utilize this vital public resource.

For those unable to drive or walk to a library, they can now stream videos and download books from the comfort of home. While recovering from a surgery last month, I was delighted to see that I could now readily access so much from home. The website also now offers complete descriptions of films, a welcome improvement over the previous inadequate synopsis. It is simply more inviting, interesting, comprehensive, and useful.

I also appreciate that I can now access my library account without a library card, simply by entering user name and password. No more hunting for my little blue card or trying to remember the string of digits it contained.

I was aware that my neighbor, Lynne Sansevero, worked at the library and I casually mentioned my appreciation for the new website to her. To my surprise, she humbly acknowledged that in fact, she was responsible for many of these improvements. I hope you appreciate her computer expertise as much as I do and as much as I know the disabled community does as well. Lynne's good work has made it a joy to pursue the library's resources. Thank you all for a job well done.

Sincerely,


REBECCA L. NORTHCUTT, ESQ.

July 1st, 2014

To: Gale Farthing

I have attended the Live Oak Library an average of 3 to 4 times a week within the last four years. I worked on a project & completed in early June 2014. Laura Vanderslice is the Person-In-Charge at the Live Oak Library. Laura was receptive, helpful and extremely professional at all times. Her professional approach was consistently courteous & present. Even with challenging individuals at times Laura remained cordial & patient. I believe it takes quite a bit of professional maturity on her part. I am most grateful to Laura for creating a safe & peaceful place to do my work over the last four years.

Sincerely, LiL Cosia (patron)

On Sat, Jul 5, 2014 at 2:33 PM, Galina Wells <wellsg@santacruzpl.org> wrote:

Hello everyone,

The parade was a lot of fun!

Since we opened today, I've been hearing a lot of compliments about our library drill team. People who have been vacationing in LSB area and didn't know that there was a library here came to the library after they saw us in the parade.

Thank you again for your participation. It's been greatly appreciated by local community.

Galina



003.JPG
3672K



013.JPG
3567K



016.JPG
4887K



SCPL INCIDENT LOG - 2014 (Print 27th to 26th for LJPB Packet)

Date	Patron's Name	Ref.#	Brief Description	Staff Involved	Steps Taken	Safety-Preventative Steps	1st Alarm Roving Guard Cld.	911 Cld.	EMT Cld.	Bld. Mtc. Cld.
6/27/14 BC		-	Overnight parking in BC's parking lot. Marijuana plant visible on floor of driver's seat - no one present	Cathy Landis	Called police	Left note on car "Overnight parking prohibited"	No	Yes	No	No
6/28/14 DTN		-	Two patrons having a verbal altercation in front of library. One person was screaming & threatening bodily harm to the other. The other person called 911. When our Guard arrived, the aggressive person ran out the side door.	Caroline Caldwell	Guard John ran after the person but he got away.		Yes	No	No	No
6/30/14 DTN		-	The angry patron that got away in pervious incident returned.	Craig Weatherington	Guard John spoke to the patron about our Code of Conduct & was warned next step will be taken if he had a outburst like that again.		Yes	No	No	No
7/1/14 DTN		DTN 19	Male patron (unknown), found asleep (photo). This has been a reoccurring issue with this patron. Previously ejected on 6/17.	John Ottenberg	Patron left without further incident.		Yes	No	No	No
7/2/14 DTN	Jesse Bridges	DTN 16	Male patron Jesse Bridges , found sleeping after several previous warnings.	John Ottenberg	This patron has had many pervious warnings regarding sleeping. A 3 day ban was imposed		Yes	No	No	No
7/2/14 DTN		DTN 22	Patrons complained about another male patron (DTN 21) in the internet area with "intense" bad body/clothes odor.	John Ottenberg, Victor Willis	Patron declined to Personal Hygiene Notice. He was advised that he could not return until he took care of the body odor. He was warned of being cited if he returned in the same condition.		Yes	No	No	No

SCPL INCIDENT LOG - 2014 (Print 27th to 26th for LJPB Packet)

Date	Patron's Name	Ref.#	Brief Description	Staff Involved	Steps Taken	Safety-Preventative Steps	1st Alarm Roving Guard Cld.	911 Cld.	EMT Cld.	Bld. Mtc. Cld.
			5411=Defecation 5150=Mental 602=Trespass 647=Public Intoxication 447=Arson							
			During a walkthrough the roving guard heard unusual sounds. He noticed a frequent patron appearing to be intoxicated and smelling of alcohol (previous incident 12/18/13 & 8/21/13). 7/7/14 Patron received ban packet from John Ottenberg with Margaret Dawson present.							
7/3/11 DTN		DTN 22		John Ottenberg	Patron was reluctant to leave but finally did after repeated threats of calling PD. A one week ban was imposed.		Yes	No	No	No
7/4/14 SV			Library Aide noticed a large group of people partying on the locked patio at SV on eve of July 4th. Upon questioning she was told that one of them worked for the library and had permission, which was obviously not true. Upon further investigation it was determined that the man (Reuben) had worked at one time for the after hours cleaning crew and now his wife works for UBS.	Sara Campos	UBS manager was contacted and asked to pull the wife in question from work at all library buildings.	SV Branch code will be changed	No	No	No	No
7/5/14 DTN		DTN 16	While conducting rounds the Roving Guard noticed that a patron (DTN 16) who was earlier asked to wake up was sleeping again.	John Ottenberg	1 day ejection imposed.	NA	No	No	No	No
7/6/14 GP		-	Blankets, Bottles, and debris found at the back of the library	Catherin Workman	Area cleaned up by staff		No	No	No	No
7/7/14 GP		-	Intoxicated male, talking/cursing to himself found going thorough trash and recycling bin at back of branch	Catherine Workman	Staff's attempt to see if the man was ok were ignored. 911 was called.		No	Yes	No	No

SCPL INCIDENT LOG - 2014 (Print 27th to 26th for LJPB Packet)

Date	Patron's Name	Ref.#	Brief Description 5411=Defecation 5150=Mental 602=Trespass 647=Public Intoxication 447=Arson	Staff Involved	Steps Taken	Safety- Preventative Steps	1st Alarm Roving Guard Cld.	911 Cld.	EMT Cld.	Bld. Mtc. Cld.
7/9/14 DTN		DTN 24	Male patron, recognized from previous interactions was reported by staff at Reference that the patron was continuously walking past their desk all the while cursing in a low tone.	Leslie Auerbach, John Ottenberg	When the guard approached the patron he said that he was not swearing. When the guard approached the patron, he denied the allegations. Later staff member Leslie Auerbach reported that the patron left after having words with another patron. That patron reported that the man "swore" at him and asked the man to stop. 2 day ban imposed.	NA	Yes	No	No	No
7/15/14 DTN	Unknown	DTN 25	Young Female patron (photo taken), found sleeping. She had been warned multiple times.	John Ottenberg, Valerie Murphy	When asked to leave she became confrontational with foul language. As a result of refusing to leave, 911 was called. After speaking with officers, she finally left. 7 day ban imposed.	NA	Yes	No	No	No
7/16/14 DTN	Derek Dunlap	DTN 3	During walkthrough roving guard noticed that patron Derek Dunlap currently on a 6 mo. ban was in the library.	John Ottenberg	Patron was informed that he was trespassing. 911 was called and the patron sited. Ban bumped up to 1 yr.	NA	Yes	No	No	No
7/16/14 DTN	Crazy Eddy	DTN 26	Male patron AKA " Crazy Eddy " found sleeping after numerous previous warnings banned for the day.	John Ottenberg	Upon leaving, patron told roving guard to "fuck himself" and gave a hand gesture a couple times. 1 day ban bumped up to 3 days.	NA	Yes	No	No	No

SCPL INCIDENT LOG - 2014 (Print 27th to 26th for LJPB Packet)

Date	Patron's Name	Ref.#	Brief Description	Staff Involved	Steps Taken	Safety-Preventative Steps	1st Alarm Roving Guard Cld.	911 Cld.	EMT Cld.	Bld. Mic. Cld.
7/19/14	DTN Unknown	DTN 27	5411=Defecation 5150=Mental 602=Trespass 647=Public Intoxication 447=Arson Male patron became extremely confrontational and threatening when asked to lower the volume of the computer that he was using after another patron made a complaint.	Victor Willis, Sheila O'Neil, Guard-Mitchell Horton	The patron became so disruptive that he was ejected for the day . After calling the guard a "bitch" the ejected was escalated to 3 day ban . When attempting to take a photo, the patron called staff and the guard "faggots" and then assaulted them by spitting at them. The ban was bumped up to 30 days .	NA	Yes	No	No	No
7/22/14	DTN Unknown	-	Elderly woman with a walker fell over backwards while attempting to stand up from a sit-down station.	Cathy Bond, David Sidle, Gale Farthing, Ian Crosby	Staff assisted the patron who did not appear to be injured and stated that she was fine. After composing herself, she left the branch.	NA	No	No	No	No
7/22/14	DTN Qizhi Wang	DTN 28	Female patron sleeping on bench in front of branch with personal belongings partially blocking sidewalk. Woman was advised that sleeping or laying down on the bench was not allowed and that she could not block the area with her belongings.	John Ottenberg, Michael Howe, David Sidle	Woman became extremely argumentative with foul language. She was banned for the day . She then wen inside the branch to confirm if the guard worked for the library. She continued her foul language and finally moved across the street near city hall. The ban was bumped to 7 days . Police Sgt. Bush was made aware of the situation since he was attending the City Council Meeting.	NA	No	No	No	No

Brief Description															
Date	Branch	Patron's Name	Ref.#	In some instances a patron may receive more than 1 ban in a single day.	Pen- ding	1 Day	2 Day	3 Day	5 Day	7 Day	30 Day	60 Day	90 Day	6 Mo.	1 Yr.
7/1/14	DTN	Unknown	DTN 19	Male patron found asleep (photo). This has been a reoccurring issue with this patron. Previously ejected on 6/17.		1									
7/2/14	DTN	Jesse Bridges	DTN 16	Male patron Jesse Bridges found sleeping. This has been addressed several times (previously ejected 1 day on 6/17/14). Patrons complained about another male patron in the internet area with "intense" bad body/clothes odor. Patron ejected.			1								
7/2/14	DTN	Unknown	DTN 21	7/3/14-Patron returned to library and demonstrated that he complied with the hygiene request-Victor Willis, John Ottenberg.		1									
7/3/14	DTN	Unknown	DTN 22	During a walkthrough the roving guard heard unusual sounds. He noticed a frequent patron appearing to be intoxicated and smelling of alcohol (previous incidents 12/18/13 & 8/21/13), Patron accepted ban packet from John Ottenberg with Margaret Dawson present.					1						
7/5/14	DTN	Unknown	DTN 16	While conducting rounds the Roving Guard noticed that a patron (DTN 16) who was earlier asked to wake up was sleeping again.		1									
7/9/14	DTN	Unknown	DTN 24	Male patron, recognized from previous interactions was reported by staff at Reference that the patron was continuously walking past their desk all the while cursing in a low tone. When the guard approached the patron he said that he was not swearing. When the guard approached the patron, he denied the allegations. Later staff member Leslie Auerbach reported that the patron left after having words with another patron. That patron reported that the man "swore" at him and asked the man to stop.							1				
7/15/14	DTN	Unknown	DTN 25	Young Female patron found sleeping. She had been warned multiple times. When asked to leave she became confrontational with foul language. As a result of refusing to leave 911 was called. She then left after speaking to officers.						1					
7/16/14	DTN	Derek Dunlap	DTN 3	During walkthrough roving guard noticed that patron Derek Dunlap currently on a 6 mo. ban was in the library. Patron was informed that he was trespassing. 911 was called and the patron sited. Ban bumped up to 1 yr.											1
7/16/14	DTN	Crazy Eddy	DTN 26	Male patron AKA " Crazy Eddy " found sleeping after numerous previous warnings banned for the day.		1		1							

Brief Description															
Date	Branch	Patron's Name	Ref.#	In some instances a patron may receive more than 1 ban in a single day.	Pending	1 Day	2 Day	3 Day	5 Day	7 Day	30 Day	60 Day	90 Day	6 Mo.	1 Yr.
7/19/14	DTN	Unknown	DTN 27	Male patron became extremely confrontational and threatening when asked to lower the volume of the computer that he was using after another patron made a complaint. The patron became so disruptive that he was ejected for the day . After calling the guard a "bitch" the ejection was escalated to 3 day ban . When attempting to take a photo, the patron called staff and the guard "faggots" and then assaulted them by spitting at them. The ban was bumped up to 30 days .	1		1				1				
7/22/14	DTN	Wang, Qizhi	DTN 28	Woman became extremely argumentative with foul language. After being advised that she could not block the walkway with her belongings or sleep on the bench outside the branch. 1 day ban imposed . Woman then went inside the branch to confirm if the guard worked for the library. She continued her foul language and finally moved across the street near city hall. The ban was bumped to 7 days as a result of her continued behavior . Police Sgt. Bush was made aware of the situation since he was attending the City Council Meeting.	1					1					
7/25/14	DTN	Unknown	DTN 19	Male patron found sleeping in the magazine section. He was previously on a 3 day ban . The patron was given a warning and then found sleeping again. 7 day ban imposed .											
					6	1	3	0	0	4	1	0	0	0	1



Website Statistics for June 2014

1 message

Ann Young <younga@santacruzpl.org>

Tue, Jul 1, 2014 at 11:25 AM

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

Here is a breakdown for June:

Total visits: 117,497 (SCPL website: 77,212 SCPL Catalog: 40,285)
Total pageviews: 524,287 (SCPL website: 157,545; SCPL Catalog: 366,742)

The top content sources for the above pageview statistics are:

- SCPL Catalog - 366,742 pageviews
- SCPL homepage - 68,368 pageviews
- Branch pages - 13,998 pageviews
- Summer Reading Program site - 10,535 pageviews
- Local history articles - 9,271 pageviews
- Kids page - 7,494 pageviews
- Community Information Database - 6,790 pageviews
- Internet Resources (links to subscription databases) - 6,263 pageviews
- Local history photo gallery - 5,068 pageviews
- Ematerials (links to ebook, eaudio vendors) - 4,489 pageviews
- Library services - 3,466 pageviews
- Events calendar - 2,636 pageviews
- Soundswell - 2,058 pageviews
- Newspaper Clipping Index - 2,037 pageviews
- Teens page - 1,731 pageviews
- What's New - 1,546 pageviews
- Reader's Link (Staff pick book reviews, etc.) - 1,471 pageviews
- Library Admin pages (LJPB agendas, audio files, etc.) - 1,331 pageviews
- Local News Index - 1,156 pageviews
- Site search - 1,127 pageviews
- Online Catalog FAQ/Tutorials - 963 pageviews
- Contact Us - 931 pageviews
- Did You Know? (Answers to commonly asked reference questions) - 473 pageviews
- Periodical Index - 470 pageviews
- Sheet Music Database - 468 pageviews
- Fifty Plus - 430 pageviews

Santa Cruz library trustees review \$63M facilities plan

By J.M. Brown jbrown@santacruzsentinel.com @jmbrownreports on Twitter
Posted: 07/28/2014 08:01:31 PM PDT

SantaCruzSentinel.com

SANTA CRUZ Library trustees reviewed a plan Monday for how to spend \$63.1 million in facilities improvements if voters approve a parcel tax.

A survey of voters earlier this year determined there was 73 percent support for an annual \$49 parcel tax for 30 years. The Joint Powers Authority Board are looking at a June 2015 special election.

The plans call for replacing the Capitola and Felton branches, overhauling the Downtown branch and renovating and expanding the Aptos branch by 25 percent. Leaders also are discussing adding a literacy center to the Live Oak branch by revamping under-used staff space on the second floor.

There also are improvements proposed for the Boulder Creek, Branciforte, Garfield Park, La Selva Beach, Live Oak, Scotts Valley and the system's headquarters near the Downtown branch.

With the average age of facilities at 40 years old, the renovations are designed to serve a more tech-savvy customer, relying less on service desks and more on self-checkouts and greater power and data capabilities, with the fairly new Scotts Valley branch acting as the model.

During a study session Monday, library trustees questioned what to do if voters, when polled again early next year, support a lower parcel tax or if preconstruction costs, such as asbestos abatement at the Downtown branch, cut into the budget. The library also has not factored in the costs of temporarily relocating the Downtown branch during its renovation, which at an estimated \$27 million is the largest project.

"If money were to move, what would I be losing?" Santa Cruz County Supervisor Zach Friend said of whether there were options if the budget were less than \$63 million.

Friend also asked whether private library fundraising groups will be able to bring in architects or other project supporters who could provide free or low-cost consulting to make branches have more individuality to reflect their communities. Supervisor Bruce McPherson suggested library leaders meet with local developer Joe Appenrodt, who helped renovate the former Sentinel building across the street from the similarly aged Downtown branch and has offered free advice on the project.

"The only caveat is the library ultimately is responsible for operating each facility," Director Teresa Landers said of outside help. "They need to be working with us."

The board made no decisions Monday but will resume the discussion during its next

regular meeting at 6:30 p.m. Aug. 4 in the second-floor meeting room at the Downtown branch, 224 Church St.

The system is a joint partnership between the cities of Santa Cruz, Capitola, Scotts Valley and the county. Watsonville has its own library system but contributes financially to the Santa Cruz-based system because some of its residents use other libraries.

This article has been updated to correct an error.

Library facilities plan

The Santa Cruz Public Libraries Joint Powers Authority Board is considering this plan for making improvements in the 10-branch system.

Branch Improvement Cost

Best Bets, July 27, 2014: Festival of the Book

Santa Cruz Sentinel

Posted: 07/26/2014 02:41:29 PM PDT [0 Comments](#)

Festival of the Book

Santa Cruz Public Libraries and Friends of Santa Cruz Public Libraries host this festival celebrating summer reading. There will be food, music, face painting, puppet making, and a marionette performance. Proceeds from a used kids' books sale in the Harvey West Clubhouse will benefit Library Youth Services.

When: 1 to 4 p.m.

Where: Harvey West Park, 326 Evergreen St., Santa Cruz

Cost: Free

Details: www.santacruzpl.org or 831-427-7717

Candidate filing for November election gets underway

The Santa Cruz County Elections Department announced that candidates interested in running for any of the school or special districts or city council seats up for election on the Nov. 4 election could begin to file candidate papers on Monday, July 14.

The deadline to file is Friday, Aug. 8 unless the incumbent (who is not termed out) does not file. In that case, filing will be extended until 5 p.m. on Wednesday, Aug. 13.

A complete list of offices on the ballot are available online at www.votescount.com.

Interested persons can also look up their address to see which districts they reside in at <http://electiondatalookup.co.santa-cruz.ca.us>

Santa Cruz Public Libraries, friends to host summer reading festival

The Santa Cruz Public Libraries and the Friends of the Santa Cruz Public Libraries invite Santa Cruz County families to their annual family picnic, "The Festival of the Book."

The event will be held from 1 to 4 p.m. on Sunday, July 27 at Harvey West Park in Santa Cruz.

Children who have earned at least one Book Buck during the library's summer reading program will receive their lunch - provided by the Scotts Valley Rotary Club and the Friends - for free.

Other family-friendly activities include puppet-making, face painting, an opportunity to read to one of the Tales to Tails dogs, and a performance by the Fratello Marionettes.

The Friends will be running a special book sale of used children's books nearby in the Harvey West Clubhouse.

For more information, email pro@santacruzpl.org or call 427-7717.

SLV Museum seeks volunteers for community BBQ

The San Lorenzo Valley Museum is looking for volunteers to help at its 11th Annual Community Barbecue, scheduled to be held on Sunday, July 21, between 3 and 7 p.m. at the museum, located at 12547 Highway 9 in Boulder Creek.

Volunteers to help with the barbecue and silent auction, as well as set-up and clean-up.

Those wishing to volunteer should call Lynda Phillips at 338-8382.

Teddy bear drive seeks donations

The Santa Cruz Public Libraries is collecting teddy bears at all its branches on behalf of the local non-profit organization, Teddy Bears with Heart.

Teddy Bears with Heart provides new and gently used bears to police officers, firefighters, hospitals and agencies that work with children in crisis.

There is a collection barrel at every library branch location. All bears are accepted, but most needed are 7 to 9-inch bears.

Direct money donations to Teddy Bears with Heart to help purchase bears can be made by visiting their website <http://www.teddybearswithheart.org>

According to a press release, there is a need in the Santa Cruz County area for 60,000 bears this year.

For more information, contact pro@santacruzpl.org or call 427-7717.

Live Comfortably in Your Body!

BEN LOMOND INTEGRATED



CHIROPRACTIC & MASSAGE THERAPY

New Patient Special:

- 50 minute Initial Exam and Integrated Chiropractic & Massage Therapy \$40 (save \$25)
- 1 hour Therapeutic Massage \$50 (save \$30)



Insurance accepted * Weekend appointments * Dr. Jeanne Hofvendahl

**BenLomondChiropractic.com drhofvendahl@gmail.com
10090 Suite 6 Highway 9 • Ben Lomond CA 95005 • 831.588.4873**



Lucjan Szewczyk/Press-Banner

Wranglin' up some summer fun

Professional cowgirl-comedian Karen Quest presented her mastery of a lasso and bull-whip last Wednesday to an appreciative crowd at the Boulder Creek Library's amphitheater as part of the library's ongoing series of family-friendly summer events.

Kiwanis award scholarships to Santa Cruz County students

By Mikaela Slade
Press-Banner

The Kiwanis of the Valleys Club recently awarded a pair of Santa Cruz County students two scholarships — the Joe “UNK” Grabill Scholarship and the Mike Smith Scholarship — part of the club's efforts aid local youth.

“We have two main scholarships, the Mike Smith and the Joe Grabill,” said Steve Dodds, a leader of the club. “We also give out awards for most improved students at (Scotts Valley Middle School) and citizenship at (Scotts Valley High School).”

The Mike Smith scholarship is worth \$2,500 and is awarded to a senior from local schools who has achieved academic excellence and has donated their time to helping the community.

This year's winner, Elisa Bargetto, is a newly graduated senior from SVHS. She spent much of her high school career highly involved in her community, taking part in both her school's Key Club and Interact Club, helping the community grow through her service.

Bargetto was a high academic achiever who was in a variety of extracurricular groups.

Not only did she achieve high academics while in high school, she was also involved as an athlete, who was always enthralled by learning more.

Bargetto has been accepted by Cal Poly and US Davis, and plans to use her scholarship to help her in her academic career.

The “UNK” Grabill Scholarship was made in memory of Joseph A. Grabill, a man who helps organize the San Lorenzo Valley Key Club. This scholarship is specific to only seniors in Key Club that are in the local schools.

This scholarship is worth \$1,000 and was given to Erinna Woo, a graduating senior from Pacific Collegiate High School in Santa Cruz.

The Kiwanis Club is a great way to interact with the community, Dodds said, and all one has to do is participate.

For more information about the Kiwanis of the Valleys, visit <http://www.kiwanisofthevalleys.org/>

www.pressbanner.com

The Internet awaits.

How a New Dutch Library Smashed Attendance Records

 Share on Facebook

 Share on Twitter



By [Cat Johnson](#)

Monday

*Almere =
190,000
population*

Facing declining visitors and uncertainty about what to do about it, library administrators in the [new town](#) of Almere in the Netherlands did something extraordinary. They redesigned their libraries based on the

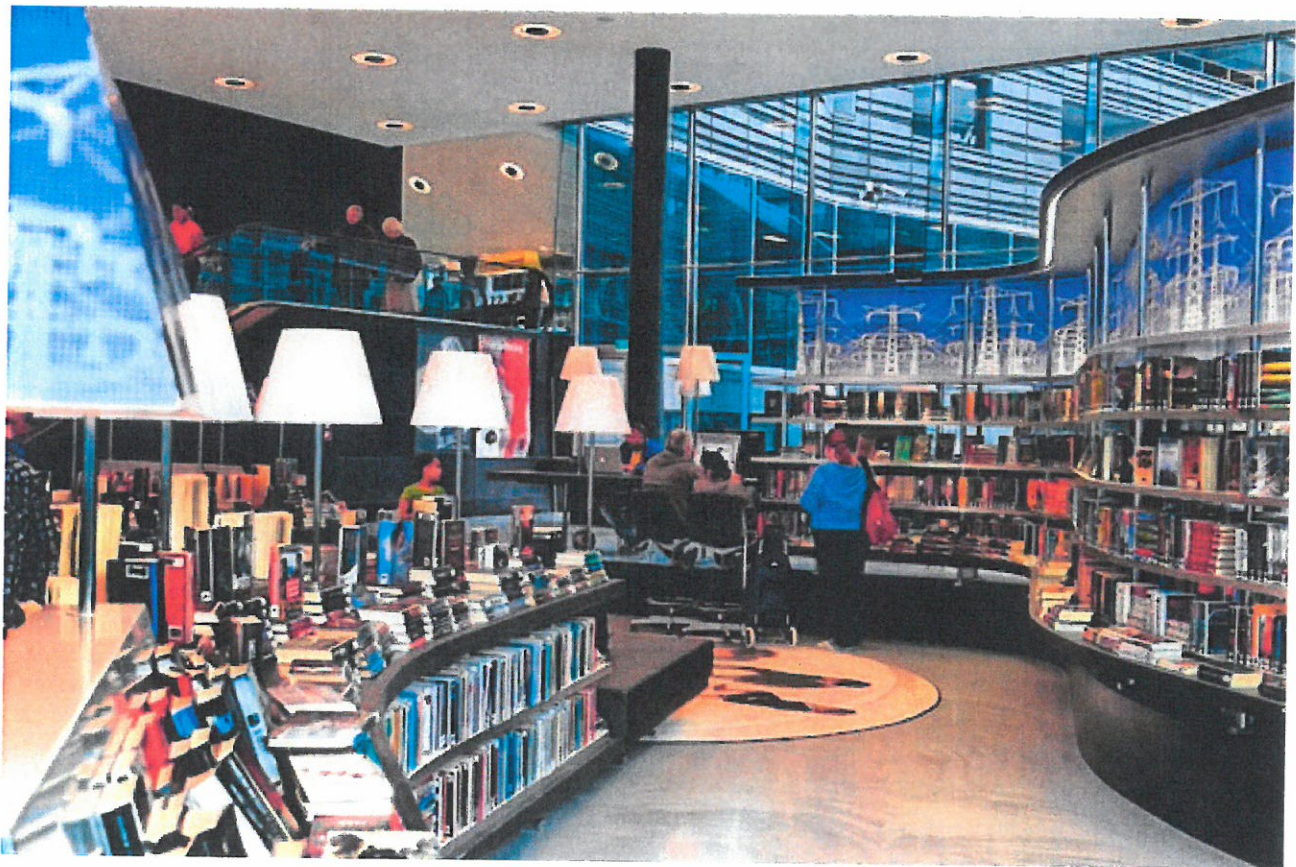
changing needs and desires of library users and, in 2010, opened the [Nieuwe Bibliotheek](#) (New Library), a thriving community hub that looks more like a bookstore than a library.

Guided by patron surveys, administrators tossed out traditional methods of library organization, turning to retail design and merchandising for inspiration. They now group books by areas of interest, combining fiction and nonfiction; they display books face-out to catch the eye of browsers; and they train staff members in marketing and customer service techniques.

The library is also a [Seats2meet](#) (S2M) location where patrons are empowered to help one another in exchange for free, permanent, coworking space, and they utilize the S2M [Serendipity Machine](#) to connect library users in real-time. They also have a bustling cafe, an extensive events and music program, a gaming facility, a reading garden and more. The result? The New Library surpassed all expectation about usage with over 100,000 visitors in the first two months. It is now considered one of the most innovative libraries in the world.

Shareable connected with Roy Paes, manager of the library's Science Desk, and his colleague Marga Kleinenberg, to learn more about the inspiration for the library, its transformation into a thriving third place, and some of the library's forward-thinking offerings.

[Editor's note: the responses are collaborations between Kleinenberg and Paes.]



With out-facing books, the New Library looks more like a bookstore than a library

Shareable: When plans for the New Library were being made, there was a downward trend in library

memberships and a question of what a community library should be? How did these factors influence the design and creation of the New Library?

Paes and Kleinenberg: The downward trend created the idea that we had to make a radical change. A large survey among customers which also included socio-demographic questions told us more about the customer groups. Customers also found the library dull and boring. The results forced us to think about a redesign of the library. We got valuable inspiration from successful retail models and techniques. For each customer group we created a personal shop. An interior designer was contracted to add color, furniture, styling, signing etc.

Rather than keeping to a traditional library model of organization, you created the New Library following a retail model . What prompted this and what are some of the key features of this model?

The areas of interest of the customer groups had no relation to how the library system worked. Customers had to search their books throughout the library. By putting together fiction and nonfiction per customer group (interest profile), we made it easier [for people] to find what they are looking for. And above all, we could create a certain atmosphere that suits the customer group. To do this, amongst others, retail techniques such as frontal display, signage, graphics and photos were used, and also a more proactive, customer-friendly approach by our employees was introduced.



The library features a bustling cafe

How was this new design received by librarians?

In the beginning, everyone was sceptical. The library world did not change, the system was in use for years and everyone knew where everything was. In the application of the concept in the first setting-up, our employees were very closely involved. Thereby, and by the reactions of the customers, they became more enthusiastic. Working in a nicely-decorated and colorful library turned out to be fun.

You've incorporated the Seats2meet Serendipity Machine into the project. What is it and how is it being used in the New Library?

The S2M Serendipity Machine makes it possible to set up a personal profile based on skills and knowledge. By this facility, visitors can sign up when they are present. In this way, their knowledge and skills are visible to others. This allows people to make contact with each other based on knowledge profiles. Using the Serendipity Machine is fairly new. We hope this way people will find it easier to interact and connect to each other.



The New Library was designed to be a place where people could relax and hang out

From the beginning, you involved the community to find out what they wanted from the library. What was the importance of taking this approach?

We wanted to create a customer's library. Convenience for the librarian wasn't leading, but convenience for the customer.

Were there any surprising insights gained from your crowdsourced approach to designing the library? What did you find that people most wanted? How were you able to accommodate their wishes?

Our customer groups turned out to be much more diverse than we thought. Our survey also showed that 70-75 percent of the customers did not visit the library with a specific title in mind. They came browsing. That insight [confirmed] that we wanted to entice the customer. Hence the retail techniques and the many places to read, sit down etc. Our goal was to extend their stay.



The library has become a thriving third space for residents of Almere

The New Library has become a vibrant, third space in the community. How did you go about creating not just a place that people would visit, but a place that they would stay and hang out in?

By also providing other services including snacks and drinks at our Newscafé; by an extensive program of events; by creating a reading garden; by offering gaming, exhibitions, and a piano that visitors are allowed to play on. The modern look and decor and the prominent place in the heart of the city also made it OK to be seen there as a young person.

There have been impressive results in terms of numbers including 100,000 visitors in the first two months of the library. Has that trend continued? Has the library met expectations of what it could be? What else would you like to see?

The number of visitors surpassed our expectations. We had 1,140,000 of them in 2013. But we must always work on improvements. New challenges, for example, are finding a way of creating a good supply of e-books, and how we can develop more digital services, including facilities to share knowledge.

What kind of transformation are you seeing in the ways people use the library as opposed to traditional

libraries? Any examples of people utilizing the library in innovative ways that stand out?

In the past it was hit and run: customers went inside to lend a book, cd or dvd and were gone again. The most obvious change is that people, both members and non-members, are staying longer to meet each other, to search for books or other media, to have a cup of coffee, to consult, to study, to work, to attend activities etc. And everyone is exceptionally proud of the library. The library contributes to a better image of the new city Almere. This year Almere celebrates its 30-year existence as a municipality!

What impact has the New Library had on the wider community of Almere?

The new library is the largest and most successful cultural organisation of the city. The inhabitants of Almere and the town council are really proud of the library. The library contributes greatly to a better image of new town Almere. In general the image of new towns in the Netherlands is a negative one. *[Editor's note: Criticism of new towns includes the fact that they lack history, culture and urban amenities and the fact that they are generally designed and built top-down, with little input from the community.]* From all over the Netherlands, and from abroad, people come to visit the library in Almere. And thus make them acquainted with the city. In this way the impact of the new library on the community of Almere would be comparable with the impact of the Guggenheim museum in the city of Bilbao. The new library is, of course, of a much more modest level though.

What role does the library play in bridging the digital divide and otherwise helping to lift up low-income communities?

Library visitors, members and non-members, have free use of PC's and wi-fi, thus enabling everyone to participate in a highly digitized society. We also organize workshops and consultation sessions where people can improve their basic computer knowledge. Sometimes these activities are free, sometimes we ask a very small fee. This applies not only to digital activities but also for all other activities that the new library offers. Members can also borrow e-books. This is a nationwide service of all Dutch libraries. We offer also special programs for functional illiteracy. Not only to improve -- reading skills, but also to improve their digital skills.

What's next for the New Library?

To prove that a physical public library has a right to exist in the future and will not disappear by increasing digitization and the Internet.

##

Follow [@CatJohnson](#) on Twitter



Share on Facebook

americanlibrariesmagazine.org Libraries and the "Internet of Things"

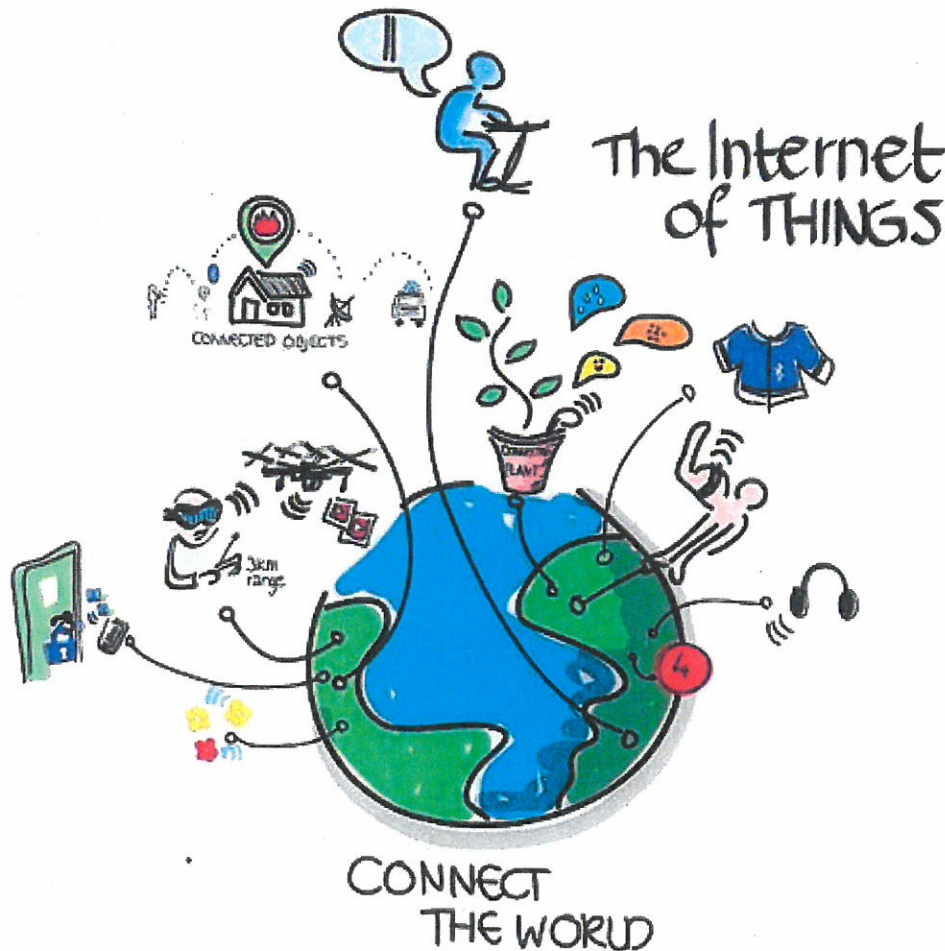
Libraries and the "Internet of Things"

Posted Saturday, June 28, 2014 - 12:12

The Scoop

OCLC Symposium shows benefits, raises questions

By Mariam Pera



Prior to the official kick-off of the 2014 ALA Annual Conference and Exhibition in

Las Vegas, OCLC hosted a symposium on Friday, June 27, focusing on the "internet of things" (IOT)—the trend in technology moving toward automation and digitally connecting analog items.

Lisa Carlucci Thomas, director and founder of Design Think Do, gave an introduction to IOT and to the symposium's featured speaker, Daniel Obodovski, coauthor of *The Silent Intelligence: The Internet of Things*.

With IOT, everything from GPS tracking of children, cargo, and endangered animals to monitoring a pregnant woman's unborn child for health concerns, is possible. These smart devices collect real-time data from users to better serve and anticipate their needs. Businesses can know exactly where products are, which items are most in demand, and how long it takes for something to get from point A to point B. In health care, smart devices have the potential to make very large ripples, as they would allow doctors to monitor if certain treatments were effective so providers could intervene before medical emergencies happen, or medication could be automatically administered.

Obodovski gave the example of being on a highway driving when the check engine light turns on. What if the car were "smart" enough that it would do a self-analysis of the problem and notify mechanic shops within a certain radius. A shop could then contact you directly with an assessment of the issue and the cost of repair, all within minutes of the problem starting.

"In effect, we are creating machine telepathy—a digital nervous system connecting different things to each other, to our bodies," Obodovski said.

And IOT is happening right now. In 2014, 17 million wearable devices are set to ship

around the US. These include Fitbits and Google Glass. Other smart devices include shoes that help correct your posture, home security, vacuums, and lights.

While Obodovski says we are not quite at the point of *The Jetsons*, where humanoid robots are doing all our chores, real-life chores are becoming easier.

The largest benefit to IOT, according to Obodovski, is that it offers a totally different approach to knowledge and learning in that it's based on real-time data and not just hypotheticals. While increasing digital connections just means more things can be hacked—and as he pointed out, even as we get more secure, hackers get better at what they do—the pros outweigh the cons, in his view. He gave an example of a chess tournament in which three amateur players beat grand masters and supercomputers, all by having a better process in place.

"The human capacity and creativity cannot be replaced. We make technology to solve problems, but we can identify new problems, or find new ways to solve old ones," Obodovski said. "Machines don't have the capacity to strategize. Technology doesn't have the capacity to lead, only help humans."

Obodovski acknowledged that this also raises many questions about privacy as there are no current rules governing how our data is used. "I'm convinced we need to come up with rules so we can control our own data," he said. "Librarians can be a big part of that, because they are potentially sitting on a wealth of data about patrons."

Given the amount of physical assets—books, movies, music, equipment, and staff—in a library, Obodovski sees IOT as being extremely beneficial to libraries in

terms of saving staff time and improving patron service. IOT could use patron data to make tailored recommendations, all by collecting real-time data. Maybe a wearable library card?

Asked about how this would impact the ethics of libraries, Obodovski said the world is changing and data is crucial. "I think something may need to change so that libraries can build a 3D picture of their patrons," he said. He suggested that libraries could operate like a bank does; the user puts his or her money into the bank, the bank uses it to make more money, but the money still belongs to the user. "It's important to explain to patrons the benefits of retaining their data. Most significantly, it can save them hours of time."

When an audience member voiced strong concerns about invading patron privacy and sharing it with companies that may monetize it, Obodovski acknowledged it is difficult because right now there is so much unstructured data. He emphasized the importance of developing rules as the internet and IOT continue to grow.

"When a patron uses a library service, you want to be sure you're giving him or her the best experience," he said. "Perhaps a doctoral student is using the library's database while working on a thesis: Imagine being able to suggest research for him to look at. It has huge potential."

What might IOT look like in libraries? Obodovski called the current library climate a "notification-based environment." Similar to how a user can log into another site using his or her Facebook credential, patrons could get a notification on their smartphone when they walk into a library that a book they were looking for is available, and where exactly it is in the library. (Yes, he thinks IOT would put an

end to losing physical assets like books.)

Audience members were asked what might be on their IOT wish list for libraries, and some of the responses included: Knowing that patrons were satisfied with their experience when they leave the library; turning on tracking devices on books so that students could find them while looking through the stacks by using their smartphones; being able to tell when students abandon or get frustrated with their research and resort back to Google; and a "hot spot" map that shows which areas of the library show most patron usage.

"The library is already a community center, the place to go and connect with like-minded people," Obodovski said, suggesting that having even more tailored services for patrons would only increase the need for that role. "Screens make it harder for us to connect to other people; libraries can help us connect in-person."

See, hear, and read more about what's going on at Annual—in real time and after.

Twitter: [@alaannual](#) and [#alaac14](#)

Facebook: <https://www.facebook.com/events/489205011101981/>

YouTube: <http://www.youtube.com/user/AmLibraryAssociation>

Flickr: <http://www.flickr.com/groups/alaac14/>

Pinterest: <http://pinterest.com/alaannual/>

Tumblr: <http://ala-con.tumblr.com>

bgoldberg's blog [Log in](#) to post comments

PewResearchCenter

JUNE 30, 2014

7 surprises about libraries in our surveys

BY LEE RAINIE ([HTTP://WWW.PEWRESEARCH.ORG/AUTHOR/LRAINIE/](http://www.pewresearch.org/author/lrainie/))

The Pew Research Center's studies (<http://libraries.pewinternet.org/>) about libraries and where they fit in the lives of their communities and patrons have uncovered some surprising facts about what Americans think of libraries and the way they use them. As librarians around the world are gathered in Las Vegas for the American Library Association's annual conference, here are findings that stand out from our research, our typology of public library engagement (<http://www.pewinternet.org/2014/03/13/library-engagement-typology/>) and the quiz we just released that people can take to see where they compare with our national survey findings: What kind of library user are you? (<http://www.pewinternet.org/quiz/library-typology/>)

1

Older Americans Least Likely to Use Libraries

Among Americans ages 16+, the percentage who have...

Ages	Ever visited a public library in person	Visited a library in the past 12 months
16-17	86%	59%
18-29	81	48
30-49	81	52
50-64	82	46
65+	77	39

Source: Pew Research Center's Internet & American Life Library Services Survey of 6,224 Americans ages 16 and older conducted July 18-September 30, 2013. The margin of error for the overall sample is plus or minus 1.4 percentage points. The survey was conducted in English and Spanish and on landline and cell phones.

PEW RESEARCH CENTER

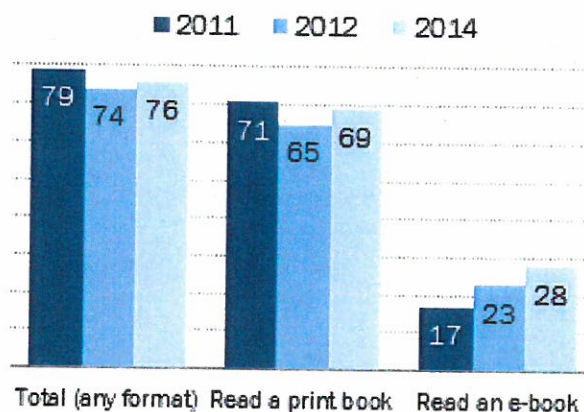
(<http://libraries.pewinternet.org/2013/12/11/libraries-in-communities/>) Each time we ask about library use, we find that **those ages 65 and older are less likely to have visited a library** (<http://libraries.pewinternet.org/2013/12/11/libraries-in-communities/>) **in the past 12 months than those under that age.** Equally as interesting is the fact that younger Americans (those ages 16-29) are just as likely to be library users as those who are older.

2 Although 10% of Americans have never used a library, they think libraries are good for their communities. We've identified this group of library users as "Distant Admirers," (<http://www.pewinternet.org/2014/03/13/non-engagement/>) and they are the majority of the nearly 15% of Americans ages 16 and older who have never been to a library. Despite their lack of personal use of libraries, their positive views of libraries might stem from the fact that 40% of Distant Admirers report that someone else in their household is a library user. About two-thirds of them or more say libraries are important because they promote literacy and reading, that they play an important role in giving everyone a chance to succeed and they improve the quality of life in a community. Finally, 55% say the loss of the local library would be a blow to the community.

3

Print Remains Popular, but E-Reading on the Rise

Among American adults 18 and older, the % who read at least one book (in total, in print, or as an e-book) in the past year



Source: Pew Research Center's Internet Project Omnibus Survey, January 2-5, 2014, N= 1005 American adults ages 18 and older. Interviews were conducted on landlines and cell phones, in English and Spanish.

PEW RESEARCH CENTER

(<http://www.pewinternet.org/2014/01/16/e-reading-rises-as-device-ownership-jumps/>) **E-book reading is rising but just 4% of Americans** (<http://www.pewinternet.org/2014/01/16/e-reading-rises-as-device-ownership-jumps/>) are "e-book only" readers. The incidence of e-book reading has been steadily climbing during the course of our libraries research. It now stands at 28% of the population who have ever read an e-book. But this has not really affected the number of those who read printed books. The vast majority of e-book readers also enjoy printed books.

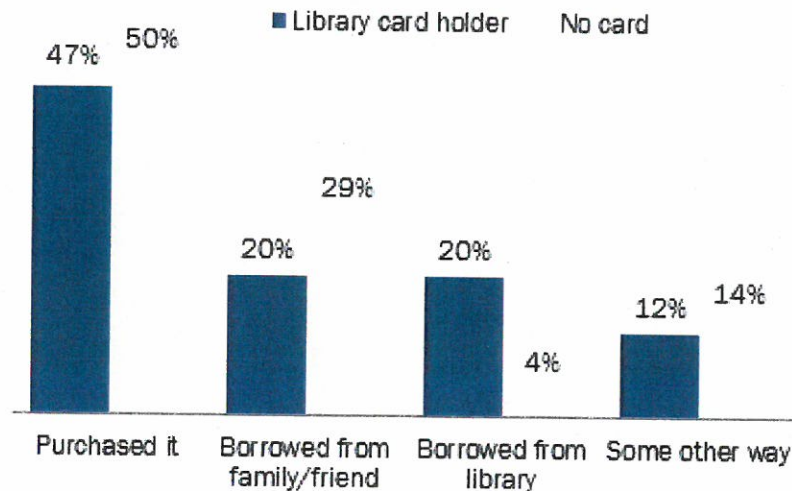
4 Those who read both e-books and printed books prefer reading in the different formats under different circumstances. One of the reasons many book lovers read in both printed and e-book formats is that they feel each format has its own virtues. In a head-to-head competition, people prefer

e-books to printed books when they want speedy access and portability, but print wins out when people are reading to children and sharing books with others. When asked about reading books in bed, the verdict is split: 45% prefer reading e-books in bed, while 43% prefer print.

5

Borrowing vs. Buying Books

Among Americans ages 16+ who read a book in the past 12 months, the percentage who got their most recent book from each source



Pew Research Center's Internet & American Life Reading Habits Survey of 2,988 people ages 16 and older conducted November 18-December 21, 2011. The survey was conducted in English and Spanish and on landline and cell phones. N for people who read a book in any format in the past 12 months=2,474.

PEW RESEARCH CENTER

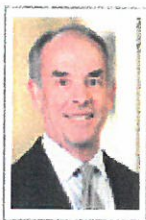
(<http://libraries.pewinternet.org/2012/06/22/part-2-where-people-discover-and-get-their-books/>) One of the big concerns in the publishing industry about selling e-books to libraries is that allowing free access to e-books through libraries might eat into book sales. In fact, Pew Research data show that **those who use libraries are more likely than others to be book buyers and actually prefer to buy books, rather than borrow them.** Among the 78% of Americans 16 years and older who had read a book in the previous year, according to a survey we did in 2011, a majority of print readers (54%) and readers of e-books (61%) said they prefer to purchase their own copies of these books rather than borrow them from somewhere else.

6 One of the foundational principles of librarians is supporting the privacy of patrons. Librarians have long resisted keeping or sharing records of the book-borrowing or computer-using activities of their patrons. However, in the age of book-recommendation practices on all kinds of websites, **many patrons are comfortable with the idea of getting recommendations from librarians based on their previous book-reading habits.** In a 2012 survey

(<http://libraries.pewinternet.org/2013/01/22/part-4-what-people-want-from-their-libraries/>), 64% of

respondents said they would be interested in personalized online accounts that provide customized recommendations for books based on their past library activity. Some 29% said they would be “very likely” to use a service if it were made available by their library.

7 Many librarians are struggling to figure out how to think about their book collections in the digital age. The responses in a 2013 survey was the most divided verdict we got in the range of changes in the library world that we probed. **Some 20% of respondents said libraries should “definitely” make changes with the ways they arrange their books**, such as moving some print books and stacks out of public locations to free up more space for tech centers, reading rooms and cultural events, according to our 2013 survey. However, **36% said libraries should “definitely not” make those changes** and **39% said libraries should “maybe” consider moving some books and stacks.**



Lee Rainie (<http://www.pewresearch.org/author/lrainie/>) is *Director of the Pew Research Center's Internet & American Life Project.*

[POSTS](#) | [EMAIL](#) | [BIO](#) | [@LRAINIE](#)

14 Comments



Kathy Tiffany • 2 weeks ago (#comment-491286)

I have mobility issues, it is an effort to physically access the library. So, most of the time I download e-books and audio books. — Last year, my husband spent 4 months in assisted living, regaining his ability to walk. In a shared room with a single TV, his Kindle allowed him to watch ‘his’ TV choice and to choose his own library books. He had to wear what the aides picked out, eat whatever the kitchen was serving, exercise when he was taken to the therapy room, so he cherished the times he could return to adulthood and make his own choices!

[Reply](#)

Patrick • 2 weeks ago (#comment-490887)

I once enjoyed going to the library, but in the past 20 years it seems that libraries are no longer harbinger of resources. The last time I went to the library the noise and distractions were more than I could tolerate. My library is now offering free lunches during the summer months making a bad situation much worse.

[Reply](#)

Q&A with Laurie R. King

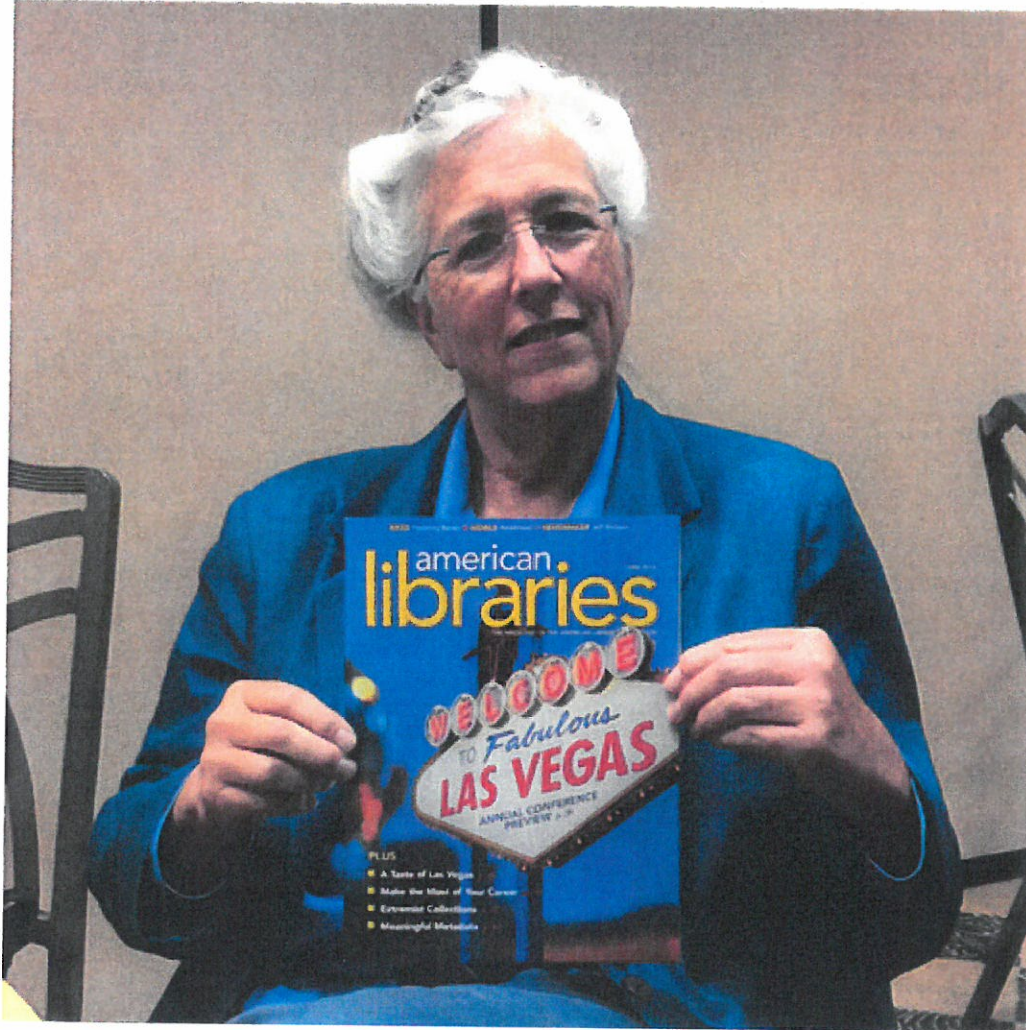
She lives in Santa Cruz & is a major library supporter.

Posted Thursday, July 3, 2014 - 14:13

The Scoop

On Mary Russell and the joy of libraries

By Mariam Pera



Laurie R. King is the bestselling author of 23 books, known for her detective/mystery fiction, including the Mary Russell and Sherlock Holmes and Kate Martinelli mysteries. She spoke Monday at the

United for Libraries Gala Author Tea during the 2014 ALA Annual Conference and Exhibition.

***American Libraries:* What kind of books did you enjoy reading when you were younger?**

Laurie R. King: If there was a genre, it would have been science fiction. When I was very young, I of course did the whole girl thing of horse books and Walter Farley was my great fantasy. But as soon as I settled into a genre, I became very fond of science fiction. If you told me 30 years ago that I would be a writer, I would've assumed that it was going to be science fiction, but as it turned out, no.

***AL:* What sparked your interest in religion and theology?**

King: I'm a child of the 60s. Enough said? *[Laughs.]* I started in on it when I was at the University of California—Santa Cruz, which is a very interdisciplinary school, and was interested in what the Hindus call "the thread that runs through the world's religions"—the common themes you look at in various world traditions. So I did my bachelor's degree in comparative religion, and then I wanted to more closely focus on my own tradition, the Judeo-Christian tradition, so I did my master's in Old Testament theology at the Graduate Theological Union at Berkeley, looking at mostly the Old Testament and specifically the role of women and the feminine in God. It's quite interesting how Mary Russell the character has interests that are similar to mine. It's extraordinary how our tastes are close. *[Laughs.]*

***AL:* Tell us a bit about introducing Mary Russell to another fictional character like Sherlock Holmes versus a historical figure.**

King: I tend to do one or the other in books. A couple of the books have real-life characters. Some have fictional characters like Kipling's Kim. But then you get down to Sherlock Holmes, and you say, "Are we dealing with a fictional character here?" [Laughs.] I was interested in how the mind is a kind of engine that can be used to power a number of different motors, machines. If you take that engine of the mind, a habit of thought, the interaction of the senses and analysis, and you put it into an upper-middle-class Victorian male, it's going to look like one thing. If you take that identical motor and put it into a woman of the modern era, it's going to look very different. That was what really interested me in the books at first; how the two of them can be so very similar and yet come out so very different. I think that's something I keep exploring, that the two of them see the world in such a similar way.

AL: You mentioned during the tea that PBS was responsible in part for your inspiration of incorporating Sherlock Holmes.

King: I can't remember what series was playing on TV; this was 1987, and I couldn't tell you what programs were then being broadcast, because they worked their way through the [Sherlock Holmes] stories fairly quickly. But I'm relatively certain that it was going on at the time because it put Holmes into my mind in a way that it wouldn't have been otherwise. Because I didn't read Holmes, I didn't watch a lot of old film; obviously everyone is aware of Sherlock Holmes and what he looks like, what he does. But the immediacy of the character would not have been there in my mind for ready use if it hadn't been for the Granada Film Television series that happened to be playing. I think it was a happenstance of a series of events that happened to come together. And if it would've been someone

else, I might've written Mary Russell meeting someone entirely different.

AL: How are you interacting with libraries today?

King: If it comes for just pleasure reading, modern stuff, I tend to buy it. I tend to support my books because I think it's my responsibility as a writer. And I also love books, and a lot of them, if they're not books I want to keep permanently (because at a certain point you run out of shelves) I donate them usually to the Friends of the library and they can either use them or sell them. But I do use research libraries a lot, because there's an awful lot of the stuff that I do that isn't available. Theoretically, there's a lot of stuff available that's been scanned in the Google Project. In practice it's sometimes really tough to get at it, and it's not a really friendly way of using them. You can't just flip through an e-manuscript. So I depend very heavily on the availability of a lot of books from my time period—I'm writing two series now set in the 1920s. So I need books that are reflective of that time, not looking back or an analysis of what was happening. Sometimes those are helpful, but for the most part, I need something that gives me what's going on then and there. And that's libraries.

AL: How has your writing process changed over the years after 23 books?

King: I think that really between 20 years ago and now, the basic difference is I'm now writing on a computer. I used to write with a fountain pen, and as soon as you could actually sit with laptops on your lap, I shifted over to them and I began to actually compose on a screen. Always before, I'd write something out and then transpose it. I think, too, having 20 books makes me aware that I always go through certain

phases in books. I always get to about page 200 and I feel that the book only has another 20 pages to it. That's not a novel, that's at best a novella. And I get in a panic. Well, every book has been that way. So after awhile, you begin to say, "Yeah, never mind. That's okay." So to just not panic is very helpful, and to know that everybody has their own writing style. Mine happens to be what to an outsider looks very disorganized. I don't outline. Often I don't know exactly where the book is going. I know where it starts, but because I don't do a formal outline, it looks to somebody who does outline as though I'm just winging it. But I think for those of us who don't outline, there is the machinery of the outline process, but it's in the back of our heads. I know that somewhere back in my brain I know very clearly where this book is going, because if I start to push it elsewhere, the brakes are screeched on. If I am writing and I discover that I so hate what I'm doing that I'd rather go clean the oven, that kind of writer's block is usually a sign that there is something about to go wrong in the manuscript. And it tells me I need to go back and check to see where I've started to paint myself into a corner. That tells me that there is an organizing principle back there, it's just not in the front of my head, and it's not on paper on my wall. But it seems to be fairly efficient.

AL: Do you have a quota or page count for how much you'd like to write in a single day?

King: When I have a first draft going, I usually have a rough word count that I aim at. Any kind of self-employed job is hard enough without being a bad employer on top of it. So you have to give yourself a break, take days off. There are certain times when you need to go care for grandchildren or need to fly somewhere so honestly you just can't write today. But I do try to do however number I've set myself. It

partly depends on how close I am to deadline. If I've got a very generous length of time, I will aim for 1,000 and usually hit 1,500 words a day. If I'm really pushing it, I'll aim at 2,500 and not always get there, but that's where I'm aiming. And I think it helps keep the pace at a certain production. I'm fortunate in that I'm a fairly rapid writer, so it doesn't take me 10 hours to do 2,500 words.

AL: Do you have any specific library stories that you'd like to share?

King: My mother was actually a librarian—not trained. But we lived in a small community outside Tacoma, Washington, called Dash Point. And Dash Point was not an incorporated town; it had two little markets and a community hall where basically everything the community did happened in this multipurpose room. They had a kitchen for potlucks, chairs, and a stage, and one of the rooms had doors along three sides of it that folded together and locked with padlocks. And when you opened the doors, there was your library. And my mother was the librarian three afternoons and one evening a week. So I got to go and get my hands on all the new books, because it was part of the Tacoma library system so they would send out new books. It was a treat because I'd be there helping Mom stamp the cards and I could get my hands on the books first. That was my introduction to the joys of libraries.

MPERA's blog [Log in](#) to post comments



County of Santa Cruz

COUNTY ADMINISTRATIVE OFFICE

701 OCEAN STREET, SUITE 520, SANTA CRUZ, CA 95060-4073

(831) 454-2100 FAX: (831) 454-3420 TDD: (831) 454-2123

SUSAN MAURIELLO, J.D., COUNTY ADMINISTRATIVE OFFICER

July 11, 2014

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

4th QUARTER LIBRARY SALES TAX REVENUE UPDATE

The purpose of this letter is to provide an update on the Library Sales Tax final actual receipts for the 4th quarter of the Library Financing Authority's 2013-14 fiscal year. Actual receipts for the 4th quarter totaled \$2,082,934, which is \$19,904 more than the 4th quarter estimate provided to the Authority in June. In 2013-14, the Library Financing Authority received a total of \$8,874,079 in sales tax revenue, or \$543,038 more than the adopted budget.

As approved by your Board on June 17, 2014, the Auditor-Controller will make all necessary adjustments to facilitate 2013-14 year end closing and distribute revenue received in excess of the adopted budget in accordance with the population percentages.

In September, we will provide you with an update on the 1st quarter sales tax receipts for 2014-15 and the property tax estimate for 2014-15. 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