

LIBRARY JOINT POWERS AUTHORITY BOARD

Monday November 10, 2014  
Downtown Branch 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 NOVEMBER 10, 2014
3. ORAL COMMUNICATIONS
4. PRESENTATION
  - Minecraft: World of Humanities- Lynne Sansevero
5. Report out on Closed Session
6. CONSENT AGENDA
  - A. Approve Minutes of October 6 and October 27, 2014 (PG.3-11)
  - B. Receive monthly narrative (PG.12-20)
  - C. Receive monthly and quarterly performance measures (PG.21-27)
  - D. Receive monthly financial report for August and September 2014 (PG.28-29)
  - E. Approve Board meeting calendar for 2015 (PG.30)
7. STAFF RECOGNITION (PG.31-33)

8. FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES REPORT

9. MEMBER REPORTS

10. STAFF REPORTS

- A. Receive preliminary, unaudited year end F13/14 financial report (PG.34)

11. OTHER BUSINESS

12. WRITTEN COMMUNICATIONS-

- A. Patron Written Comments (PG.35-38)
- B. Security Incidents Log (PG.39-46)
- C. Website Statistics for October 2014 (PG.47)
- D. Articles about Santa Cruz and California Libraries (PG.48-54)
- E. Powerpoint shown at Staff Day to highlight accomplishments of past 5 years (PG.55-66)

13. BOARD MEETING CALENDAR

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

14. NEXT MEETING

The next regularly scheduled meeting is Monday, December 8, 2014 at 6:30 pm at the Scotts Valley Branch Library.

15. ADJOURN

The Library Joint Powers Authority Board will adjourn from the Regular Meeting of November 10, 2014 to its next regular meeting of December 8, 2014 at 6:30 pm at the Scotts Valley Branch Library Fireside 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](mailto:library_admin@santacruzpl.org).

SANTA CRUZ PUBLIC LIBRARIES  
A CITY-COUNTY SYSTEM

LIBRARY JOINT POWERS BOARD

MINUTES

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

October 6, 2014

6:30 PM PUBLIC MEETING

1. ROLL CALL

Present: Supervisor Bruce McPherson, Councilmember Cynthia Mathews,  
Councilmember Jim Reed, Councilmember Michael Termini, Councilmember  
David Terrazas, Citizen Member Sean Campbell, Citizen Member Martha  
Dexter

Absent until 6:32 pm: Supervisor Zach Friend,  
Absent until 6:34 pm: Citizen Member Jim Mosher  
Staff: Teresa Landers, Library Director

2. APPROVAL OF MEETING AGENDA OF OCTOBER 6, 2014

**Supervisor McPherson moved, seconded by Councilmember Reed**

**That the Board approve the Agenda of October 6, 2014**

**UNAN**  
**Absent: Friend, Mosher**

3. ORAL COMMUNICATIONS

Chair Terrazas announced that it was Councilmember Mathew's birthday and the Board and all present wished her a Happy Birthday.

4. PRESENTATION: TOUCH Team Project: Janis O'Driscoll and Debby Dodds

Debby Dodds is the coordinator of TouchTEAM: Tablet Engaged Active Minds. She has a Master's Degree in gerontology from the University of Massachusetts and resides in Scotts Valley. She is a long-time volunteer with SCPL.

TouchTEAM is a coaching program for people with memory loss and their caregivers. In a supportive social setting, we use touchscreen tablets to engage the mind and activate memory. A trained volunteer coach is present for each team of caregiver and client.

TouchTEAM was developed at the Scotts Valley Branch and will soon be replicated at the Branciforte Branch.

5. CONSENT AGENDA.

**Councilmember Mathews moved, seconded by Citizen Member Mosher**

**That the Board approve the following Consent Agenda of October 6, 2014:**

- A. Approve Minutes of September 8, 2014**
- B. Receive monthly narrative report**
- C. Receive monthly performance measures**
- E. Resolution to approve a contract for \$14,100 for a Structural Study of the Downtown Library with Fratessa, Forbes, Wong.**
- F. Resolution to approve a contract for a Hazmat Study of the Downtown Library with Protech Consulting and Engineering for \$8,439.**
- G. Resolution to accept LSTA grant funds in the amount of \$5,000.**
- H. Accept annual training report.**
- I. Amend Library Conflict of Interest Code.**

UNAN

Abstain from item A: Friend and Campbell

6. STAFF RECOGNITION

7. FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES

A member of the Friends, reported that

**In September 2014, FSCPL...**

- Held a fundraiser at Santa Cruz Mountain Brewing

- Hosted author Beth Baker to discuss her book, *With a Little Help from Our Friends: Creating Community as We Grow Older*

**FSCPL plans include...**

- Host an interest meeting for an Aptos Chapter on October 9<sup>th</sup> at 7 pm at the Aptos Library
- Join the Santa Cruz Chamber of Commerce at Woodstocks on Wednesday October 29<sup>th</sup> between 5 and 7 pm. Woodstocks will donate a portion of the proceeds from patrons who say they support the libraries that evening.
- Join Shadowbrook Restaurant for Community Tuesdays on November 4<sup>th</sup>. Shadowbrook will donate a third of dinner proceeds from patrons who say they love their libraries.
- Host our Fall Book Sale on November 14 and 15 at the Civic Auditorium
- The first meeting of the Capitola Friends also took place.

8. MEMBER REPORTS

None

9. STAFF REPORTS

- A. Approve policy whereby Interlibrary Loan is reinstated

Since it was discontinued almost 6 years ago, the public has been asking for the reinstatement of Interlibrary Loan (ILL). Due to efficiencies in the cataloging/processing division, staff is now available to reinstate Interlibrary Loan. The Board was very supportive of and pleased with the reinstatement of the Interlibrary Loan.

**Councilmember Mathews moved, seconded by Citizen Member Dexter**

**That the Board approve the new Interlibrary Loan Policy #320.**

UNAN

10. OTHER BUSINESS

- A. Approve minimum deliverables for branch facility projects pending final allocations.

Director Landers explained that the list is intended to be a guide for the jurisdictions when carrying out each project by defining the minimum that must be accomplished. She pointed out that from an organizational perspective the numbers presented are the absolute minimum.

They are as low as the Library wants to see them go and they are acceptable. The adjustments from previous calculations are based on findings and reports by Group 4 Architecture. The Board members discussed the report. Several Board members suggested that the report should be tabled until it is known what the allocations are.

Citizen Member Mathews suggested that it is important to make progress and to tell people what the goal is and what 21<sup>st</sup> century standards means.

Councilmember Reed agreed with Councilmember Mathews. The decisions are up to the jurisdictions and time is of the essence. The timeline is extremely tight. We can move on several things and get them locked down and the few things we don't have consensus on can be worked out.

Citizen Member Mosher did not agree and suggested that the numbers will be misread and cause much concern. The targets should be included as they are in the general plan to avoid misinterpretation.

Supervisor McPherson expressed concern that the total needs to be known and the public needs to know what is desirable.

Citizen Member Dexter responded that that target is already known from the Facilities Master Plan and could be incorporated into this report. The public will understand what we really want but that this report presents the minimum we could live with and will get us into the 21<sup>st</sup> century.

Councilmember Terrazas suggested to change the language to provide additional clarification.

Citizen Member Mosher continued to express concern that the allocations have not been set and action should not be taken tonight.

Citizen Member Campbell stated that he felt it important that the public have confidence in the Board's decision making ability.

Director Landers clarified that only in the design phase will it become clear what the money will buy so we don't want to promise a certain square footage and not be able to deliver it.

Supervisor Friend suggested to change the wording for Aptos, Capitola and Felton to reflect target square footages and not express minimums.

**Supervisor Friend moved, seconded by Councilmember Mathews**

**That the recommended action with the additional direction that there be clarity that the goal is to provide what is minimum outlined in the Facilities Master Plan and that under the Felton list we eliminate the minimum 7,500 square feet instead set a target of 9,300 square feet as indicated in the plan and use the same language for Aptos target 11,000 square feet as recommend in the FMP and Capitola target 11,000-12,000.**

UNAN

B. Provide direction regarding Santa Cruz Facilities Joint Powers Agreement.

Director Landers provided information and explained that the Board requested that a new JPA be formed for the purpose of creating a Community Facilities District. Revisions to a draft agreement have not been accepted by the administrators of each of the jurisdictions so is not yet ready for approval by the LJPB and the individual legislative bodies of each jurisdiction. Clarification is needed on the following:

1. Willingness to have a special meeting on October 20 or 27 to approve final version of Facilities Financing JPA before it goes to the jurisdictions
2. Willingness to forego final approval of the Facilities Financing JPA and allow it to be presented to the jurisdictional legislative bodies upon the recommendation and consensus of the four jurisdictional administrators.
3. Necessity to finalize revisions to the operating JPA and LFA agreements before approving the Facilities Financing JPA.

The Board members discussed the report.

Councilmember Mathews expressed the urgent need for action and suggested that we should go forward with the original draft of the CFD facilities financing part with the anticipated amendment as described.

The amendment would have to be finished in January and go to the jurisdictions in February. Citizen Member Dexter emphasized that agreement on the Facilities JPA is imperative, which is the first step to get to an election.

Councilmember Mathews suggested that on October 27 the LJPB should discuss the agreement which will not include governance issues or the specifications of the particular projects. Those will be handled later.

Supervisor McPherson suggested that the governance issues and allocations need to be known at the time of the special meeting in order to make any decisions.

Councilmember Mathews suggested that the framework for the Facilities JPA needs to be set up and that it is not necessary to have the allocations or the governance set now.

Councilmember Termini agreed that the work needs to move along. The sticking point seems to be the operating JPA.

Several board members engaged in discussion on the importance of the inclusion of governance issues, allocations and the need to forward the discussion to the respective elected bodies.

**Councilmember Mathews moved, seconded by Councilmember Termini**

**That the Board direct Library Director Landers to finalize the Facilities Financing JPA agreement, including the requirement for an amendment or MOU regarding specific allocations and scope of work for the various branches before an election can be called. She is further directed to bring that back to the LJPB at a special meeting to be held Monday, October 27 at 6:30 pm at the Downtown Library; after which, should the LJPB approve the version presented, it will be forwarded to the jurisdictions for approval by the respective legislative bodies.**

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

#### 11. WRITTEN COMMUNICATIONS

- A. Patron Written Comments
- B. Security Incidents Log
- C. Website Statistics for September 2014
- D. Articles about Santa Cruz and California Libraries
- E. Articles on Libraries Nationwide
- F. Library Sales Tax and Property Tax Revenue Update

#### 12. BOARD MEETING CALENDAR

- A. The Board agreed to change the November 3, 2014 meeting to November 10, 2014 due to Election Day eve.
- B. The Board agreed to change the December 1, 2014 meeting to December 8, 2014 due to Thanksgiving Holiday making packet preparation difficult as well as not much time between meetings if November meeting is changed.

#### 13. NEXT MEETING

The Library Joint Powers Authority Board will adjourn from the Regular Meeting of Monday, September 8, 2014 to the Special Meeting on Monday, October 27, 2014 at 6:30 pm at the Downtown Branch Library.

#### 14. ADJOURN

The regular meeting adjourned at 7:40 p.m.

Respectfully submitted,

Helga Smith, 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  
SPECIAL SESSION

MINUTES

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

October 27, 2014

6:30 PM PUBLIC MEETING

1. ROLL CALL

Present: Supervisor Bruce McPherson, Councilmember Michael Termini,  
Councilmember David Terrazas, Citizen Member Sean Campbell, Citizen  
Member Martha Dexter, Citizen Member Jim Mosher

Absent until 6:33 pm: Councilmember Cynthia Mathews

Absent until 6:40 pm: Councilmember Jim Reed

Absent: Supervisor Zach Friend

Staff: Teresa Landers, Library Director

2. APPROVAL OF MEETING AGENDA OF OCTOBER 27, 2014

**Citizen Member Mosher moved, seconded by Supervisor McPherson**

**That the Board approve the Agenda of October 27, 2014**

**UNAN**

**Absent: Friend, Mathews, Reed**

3. ORAL COMMUNICATIONS

A member of the public commented that in his opinion the Library Director should report to the LJPB, not to the City Manager.

4. CONSENT AGENDA

The Board members discussed briefly the importance of establishing standards for furniture, signage and shelving. Since the funds for work on this important study have already been budgeted it was decided that regardless of the ballot measure the contract should be approved and the study should be completed. Councilmember Mathews emphasized that individual jurisdictions may need to depend on this study.

**Supervisor McPherson moved, seconded by Councilmember Mathews**

**That the Board approve the following Consent Agenda of October 27, 2014**

**A. That the Board authorize the Library Director to enter into a contract with Anderson Brule Architects, Inc., in a form approved by the City Attorney, for the development of furniture, signage and shelving standards for an amount not to exceed \$30,830. (Resolution #2014-014)**

**UNAN  
Absent: Friend**

5. OTHER BUSINESS

A. Approve Santa Cruz Library Facilities Joint Powers Authority agreement and refer it to each jurisdiction for adoption.

Director Landers presented a final draft of the JPA agreement. This draft includes minor revisions that have been accepted by the administrators of each of the jurisdictions. The draft also passed review by bond and jurisdictional legal counsels. The Board members reviewed the changes in the document and discussed giving their approval of the final draft.

**Supervisor McPherson moved, seconded by Citizen Member Mosher**

**That the Board approve the Facilities Financing Authority JPA Agreement and recommend approval by each jurisdiction with the addition of condition that the County not charge for the administration of the parcel tax.**

**UNAN  
Absent: Friend**

6. BOARD MEETING CALENDAR

No changes

7. NEXT MEETING

The Library Joint Powers Authority Board will adjourn from the Special Meeting of Monday, October 27, 2014 to the Regular Meeting on Monday, November 10, 2014 at 6:30 pm at the Downtown Branch Library.

8. ADJOURN

The regular meeting adjourned at 7:05 p.m.

Respectfully submitted,

Helga Smith, Clerk of the Board

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

## MONTHLY REPORT FOR OCTOBER 2014

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

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

Garfield Park: Pre-school story time is going strong with a core group of kids and parents from the adjacent neighborhood. A new Lego Club is developing; the kids are challenged each week to construct a particular structure or device and then it is tested for its functionality or integrity.

Toddler Time is very popular at all 6 locations – Live Oak, Aptos, Boulder Creek, Scotts Valley, Downtown, and our newest location at Branciforte. Children and their caregivers have the opportunity to play, read, sing, and learn together.

#### **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.**

Reference staff developed a booklist for our community partner Cabrillo College Early Childhood Education program called “Books about Bugs for Young Children.”

A display of books at the Downtown Branch was created in support of War Comes Home.

Tales to Tails continues to be popular with young readers. The library is now hosting 20 programs at seven locations with over 40 human volunteers and more than 20 furry, four legged volunteers assisting almost 100 children develop strong reading skills each month.

Learn to Discover, a non-profit education organization, is leading two sessions each month where school aged children become familiar with a variety of subjects. In October the students learned about aeronautics and then went behind the controls of a flight simulator. This has been a popular program at the Downtown and Scotts Valley libraries.

Downtown: the Family Craft time is up and running with many happy young artists creating seasonal themed works.

Capitola Friday Family Crafts has fewer people coming since the schools changed their minimum day from Friday to Wednesday. But we had 15 eager children join us last Friday to make games. This was put together by teen volunteer Paul K. who showed everyone how to make their own game. such as Tic-Tac-Toe and Race-to-the-Top.

Fall 10 week series of Lego Simple Machines have started at Aptos and La Selva Beach.

1st Friday Family Movie Matinee is back at Aptos. This month there is also a special Halloween movie, Curious George.. La Selva Beach has a new Brown Bag Movie Matinee on the 4th Friday of the month.

Garfield Park had a spooky themed display with books about Halloween and Dia de los Muertos along with some festive multi colored leaves and also an autumn display. We can't keep the books in the display! As soon as they're put out, they're checked out!

Scotts Valley displays during the month of October include "Fall into a Spooky book"; "Dear Diary"; Featured Knitting books; Biographies of Entertainers; and a display about various digital devices-iPads, iPhones and androids.

The Community Poetry Circle continues to meet at the Scotts Valley branch on the third Saturday of the month. During October there was a special evening session on October 16 led by Magdalena Montagne titled Stories of Veterans Coming Home.

Lego & Duplo program started at BC. Kids are having a great time!

Family Crafts @ BC is very busy and the kids AND adults are being quite creative!

Boulder Creek Aide, Whitney James-Heskett, created 2 Halloween displays for the branch: one of thrillers for adults and one of Halloween stories and costume books for kids. She also created some great Halloween wall art that our patrons are enjoying.

At the Branciforte Branch our inviting Fall, Halloween and Dia de Los Muertes book displays are full of enticing selections for our patrons in Juvenile, Young Adult and Adult areas of the library. Tania Berlinski created a new and exciting Halloween mural for the Young Adult area, and we resurrected her captivating 2013 Halloween panels in the Juvenile area: "Trick or Treat, smell my feet ..." complete with star anise on the witch's shoes.

Every Saturday, families flock to Branciforte for a new and exciting Family Craft Project. This month crafters made rain clouds, origami bookmarks, leafy fall wreaths and Spooky Halloween paper plate mobiles. Our turnout is growing each week.

Branciforte hosted our monthly Book Discussion Group on October 15th. This month the club is reading Last Girls by Lee Smith.

LSB's new Library Aide Georgina Balkwell created a new book display in the Adult area called, "In the Garden". In the children's area, we have two new displays: "All about Halloween" and "Firefighters".

Reference staff developed a booklist for the Boys & Girls Club called "Resources for Latino Immigrant Children."

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

## **2. LIFELONG LEARNING**

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

Reference staff completed weeding the Downtown Branch reference collection and have moved on to the Aptos Branch reference collection. Weeding at other branches will follow.

The Reviewers continued to furnish lively material that, as always, prompted patron requests for reviewed items.

The Branciforte Branch PIC has been busy weeding with the help of the selector team of librarians. We have weeded the mystery section, science fiction, large type, non-fiction, JEasy and biographies to make way for new material that is timely and relevant to patron needs.

- 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.**

EBook and eAudiobook classes continue to be held at the Downtown, Aptos, and Scotts Valley branches.

Homework Help and the incomparable Estelle Fein, returned to Boulder Creek to the delight of students who worked with her last year.

Attached to this report is a new feature that the Marketing Team is producing. It highlights special events for the upcoming month. This will be a tool to use with the media to keep them informed in one comprehensive way rather than event by event. Regular events such as story time are not included.

- 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.**

Reference staff is doing four class visits to Santa Cruz High School to teach freshmen how to use library resources.

Program staff Sherine Ebadi, Jasmin Avile, and Paula Turpenen processed a total of 443 cards for Harbor High and SLV High with help from GP and Felton staff. We want to continue to reach high school students in Santa Cruz County with new and updated library cards. In the future we are planning to go back to the Library Card Extravaganzas where staff goes directly to the schools and processes the cards on site.

### **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.**

Homework Help is back. This year's sessions are in Boulder Creek, Scotts Valley, Downtown, Garfield Park, and La Selva Beach. Our partnership with the Santa Cruz Office of Education has ended. However, Morgan Stanley has donated funding, and the Friends of the La Selva Beach Library are funding the La Selva program.

October is the last month for the Seascapes Farmer's Market. The library has had a monthly informational table at the market since June.

HICAP's (Health Insurance Counseling & Advocacy Program) confidential Medicare counseling appointments are now at BC and most time slots are already filled thru the end of the year.

The Library is participating in the new DAP (Downtown Accountability Program) work program. The DAP workers will be assisting with landscape maintenance at several of the library's facilities. The contract for such work had to be cut in half due to the implementation of new prevailing wage regulations which doubled the cost for the Library. The DAP program will be a great benefit.

Gary Griggs presented a program to help remember the 1989 earthquake and to discuss how to prepare for the next one. This was co-sponsored by the Museum of Discovery.

The Downtown Library participated in First Friday and premiered the latest exhibit in the 'Art in the Library' program. It presents 10 local, diverse, contemporary and classic photographers from September 28th through January 11, 2015. The showing features works from the following photographers: Jim Bourne, Mary Anne Carson, Virginia Draper, Emily Frittante, Gary Irving, Paul Titangos, Paul Topp, Jim Collum, Harlan Chapman, and Rob Shaffer.

"War Comes Home" held many programs throughout the month and they continue into November. Conversations have been heartfelt and thought provoking. True community dialogue has been occurring at the variety of events that have occurred.

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

PAPAS enjoyed making book bags together. Some of the kids are going to use them as candy bags for Halloween. Brenda Mellroy also put together a Day of the Dead package of materials for their next workshop.

Buena Vista Daycare (located at one of the Bookmobile stops) received five bilingual Read to Me kits. These kits were prepared especially for Buena Vista and will be permanently housed at the Daycare Center for use by Buena Vista parents.

The La Selva Beach branch had a special Halloween craft night in conjunction with the Halloween Party held at the clubhouse by the LSB Recreation District.

The Friends of Boulder Creek Library held their annual Pumpkin Carving Day at Boulder Creek. We ran out of pumpkins (we had 40!) and a great time was had by all!

The Friends of the Library were the featured organization at the Santa Cruz Chamber of Commerce mixer at Woodstock's pizza. The Friends and Library were given an opportunity to say a few words about what we do and how we interact with the business community.

Both the Aptos and Capitola Friends chapters moved forward in the formation process with Capitola's establishment approved by the Friends Board. Aptos is well on their way with very enthusiastic volunteers stepping forward

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

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

October was a very busy month in the Volunteer Office; we interviewed, placed and trained eight new volunteers. The assignments include Toddler Time, Tales to Tales, Adopt a Shelf, Branch Assistant, and Early-Out Craft Assistant.

We recruited volunteer face painters for the November 3 Dia de los Muertes program at the Live Oak Library and volunteer setup/cleanup crews for the Friends' Fall Book Sale. We were also able to partner existing volunteer Book Buddies with three new Book Buddy patrons.

At the end of October the TouchTEAM program continued at the Scotts Valley Library with four sessions and a cadre of trained volunteers serving as coaches. The program will take a break from Scotts Valley in November and instead will be offered on a limited basis at the Branciforte Library. Debbie Dodds, the Library Volunteer who started this



program was nominated for the Volunteer Center Make a Difference Individual Award. She was honored, along with the other nominees, at a luncheon on October 28.

At the end of September, we recognized 7 volunteers with personalized bookplates as they reached hours of service milestones. Two volunteers (Leo Wilson, Branciforte branch, and Theanne Specht, Scotts Valley branch) each achieved 500 hours of service to the Library and received a personal letter from Director Landers.

The Scotts Valley branch have added two more volunteers to their team. Kathy has adopted the popular Juvenile Picture Book section and Juvencio is helping with weeding the adult collection

In September 118 volunteers donated 778 hours of service to the Santa Cruz Public Libraries.

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

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

Garfield Park's floors were waxed and its windows washed, inside and out, and what a difference it made.

Progress has been made on issues related to forming a communities facilities district and placing a financial measure on the ballot.

- The HazMat study is underway with visits from the Consultant
- The Structural Analysis is underway with visits from the Consultant
- A contract has been signed with Anderson Brule Architects to develop furniture, shelving and signage standards
- The Board agreed to a set of minimum deliverables subject to the finalization of the project allocations
- The Board approved and sent on to their jurisdictions a basic agreement for the formation of a new JPA for the purpose of establishing a community facilities district.

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

An Internet Resources group continued to work on redesigning this vital component of the library's service.

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

Self-check Kiosks at Branciforte are working well. Patrons appreciate being able to access their accounts to manage them as well as check out materials. Three cheers for our LIT department team who worked tirelessly toward the seamless rollout of the new kiosks.

## **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.**

Several staff members attended the day long workshop in San Francisco, Future of Libraries.

Several staff members attended the three day conference in Monterey, Internet Librarian.

Almost all staff successfully completed the PCI Compliance Training and we are able to assist our patrons with the new self-check kiosks in a safe and secure manner.

The annual Staff In-service Day was held on October 13th, and everyone came away refreshed and informed. There was a presentation on accomplishments over the past five years and an interactive workshop that built on earlier sessions to rediscover the “Why” behind what we do every day. The day ended with a great staff video highlighting libraries on a global basis. The video will be shared once music copyright issues are resolved. Several staff received years of service pins, including Emily Galli for 30 years of service.

The Branciforte Branch staff recently reviewed all safety procedures and manual for the bi-annual safety review month that happens every October. The review covers topics such as where the gas and water shut-off are, where the fire extinguishers are and how to use them and a review of where all first aid and emergency supplies are located.

Boulder Creek Aide, Whitney James-Heskett, watched the webinar, Embracing the Next Generation Science Standards.

Alex Glass, Boulder Creek Aide, viewed a webinar on Graphic Novels for Young Adults.

Boulder Creek Aide, Alex Glass, is our new Social Media liaison. She received training from Jasmin Avila of the Social Media Group.

Boulder Creek's PIC, Cathy Landis, attended the webinar, Supervise with Success.

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

Diane Cowen presented SoundSwell at the Future of Libraries workshop in San Francisco on October 14.

Boulder Creek's PIC, Cathy Landis, attended the webinar, Supervise with Success.

Teresa Landers served on the City of Santa Cruz review panel for RFPs for a citywide classification and compensation study.

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

The Reference and Collection Management Services teams swapped office space. This allows the CMS team to be housed on one floor in near proximity to each other instead of spread out over two buildings and multiple floors. This will improve the CMS workflow.

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

A consolidated service desk has been created at the Downtown Library. The primary purpose is to provide patrons with one stop shopping. Or almost, because Youth Services must be separately staffed given its physical location.

# What's Happening . . .

## NOVEMBER Calendar of Events

Special events at the Santa Cruz Public Libraries this month.

### Monday, Nov 3, 2014

**Día de los Muertos celebrated at Cuéntame un Cuento** • Celebrate *Día de los Muertos* with Spanish Storytime at Live Oak. Celebrar el *Día de los Muertos* en la Biblioteca de Live Oak durante la hora de cuentos en español. 4:30pm-6:30pm • *Live Oak Library* • 2380 Portola Dr.

**Veterans History Project: What Is It?** • Your Story Matters. Our Library can help you tell it. Are you a US Veteran of any conflict? Come to an informational session about how to document your experience for the historical record. 6:00pm-8:00pm • *Downtown Library* • *Upstairs Meeting Rm* • 224 Church St.

### Thursday, Nov 6, 2014

**Genealogy Lecture: Nifty Technologies for Research** • Ron Arons will present cool digital tools for genealogical research, including timelines, genograms, mindmaps, and more. 1:00pm-3:00pm • *Downtown* • *Upstairs Meeting Rm* • 224 Church St.

**Writing Workshop: Veterans Coming Home** • Are you a vet? Do you know or love one? Join Magdalena Montagne for a writing workshop exploring what its like when veterans come home. All levels welcome. 7:00pm-8:30pm • *Downtown* • *Upstairs Meeting Rm* • 224 Church St.

### CLOSED Tuesday, Nov 11, 2014

**Veterans Day Holiday Closure** (All branches of the Santa Cruz Public Libraries are CLOSED.)

### Wednesday, Nov 12, 2014

**Selling on eBay—Best Practices to Grow Sales** • Don't miss the last Brown Bag event; free workshops designed to support entrepreneurs. Pre-registration required at [www.santacruzpl.org/brownbags](http://www.santacruzpl.org/brownbags). 12:00pm-1:00pm • *Downtown* • *Upstairs Meeting Rm* • 224 Church St.

### Friday, Nov 14, 2014

**Brian Turner: War Comes Home • Poetry Reading & Discussion** • Brian Turner, award winning poet and combat veteran of the war in Iraq will read from his work and lead a discussion of *War Comes Home* themes. 7:00pm-8:30pm • *The Erica Schilling Forum, Cabrillo College, Building 450, 6500 Soquel Ave., Aptos*

### Saturday, Nov 15, 2014

**Friends of the Library Fall Book Sale at the Santa Cruz Civic** • Shop thousands of books and benefit your Library • 10am - 12:30pm and 1pm - 5pm • *Santa Cruz Civic Auditorium* • 307 Church St

### Tuesday, Nov 18, 2014

**Movie Discussion Club** • Join us to discuss films; a new one each month. This month's discussion will focus on two current films; *Before I Go To Sleep* and *Interstellar* 1:00pm-2:00pm • *La Selva Beach Library, 316 Estrella Ave.*

### Wednesday, Nov 19, 2014

**Aptos Writing Group** • Peer-led, community-based, writing group. Those interested in sharing their writing, improving and developing their writing, or trying their hand for the first time, are welcome. 1:00pm-3:00pm • *Aptos Library* • 7695 Soquel Dr.

**Parenting Book Group** • Join us for a parenting book group led by Amber Burke. Group members choose book selections. 5:30pm-6:30pm • *Downtown Library* • *Small Conference Rm* • 224 Church St.

### Thursday, Nov 20, 2014

**Munching with Mozart** • Mary Jane Cope will play the music of women composers on piano at this free noontime concert. 12:10pm-12:50pm • *Downtown Library* • *Upstairs Meeting Rm* • 224 Church St.

**SCPL Book Discussion Group** • Join us to discuss *Mountains Beyond Mountains* by Tracy Kidder. Our book group meets monthly on the third Thursday. 1:00pm-2:00pm • *Downtown Library* • *Small Conference Rm* • 224 Church St.

### Tuesday, Nov 25, 2014

**Author Talk: Unbroken Web: The Art of Ellen & Lucy Begay** • Gary Beaudoin, a collector of the Diné or Navajo weaving work of Ellen and Lucy Begay for the past 20 years, will discuss his new book *Unbroken Web* and the subject of traditional Navajo weaving. 7:00pm-9:00pm • *Downtown Library* • *Upstairs Meeting Rm* • 224 Church St.

### CLOSED: Thursday, Nov 27 - Friday Nov 28, 2014

**Thanksgiving Day Holiday Closure** (All branches of the Santa Cruz Public Libraries are CLOSED Thursday and Friday.)

For a full listing of all ongoing programs including storytimes, crafts, homework help, lego clubs and more go to [www.santacruzpl.org/events](http://www.santacruzpl.org/events)

## MONTHLY PERFORMANCE MEASURES SEPTEMBER 2014

### ON-SITE USAGE

<b>SELF CHECK</b>	<b>Sep-13</b>	<b>Sep-14</b>	<b>% Change</b>
Aptos	12,834	14,403	12%
Boulder Creek	2,631	2,916	11%
Branciforte	4,951	6,110	23%
Capitola	6,181	7,708	25%
Downtown	21,865	21,782	0%
Felton	1,415	1,554	10%
Garfield Park	1,927	1,875	-3%
La Selva Beach	903	984	9%
Live Oak	8,879	9,045	2%
Scotts Valley	13,292	13,850	4%
<b>OVERALL- % Circ that is self check (does not include online renewals)</b>	70%	78%	11%

*Does not include online renewals*

<b>VISITORS PER OPEN HOUR</b>	<b>Sep-13</b>	<b>Sep-14</b>	<b>% Change</b>
Aptos	64	56	-12.5%
Boulder Creek	21	20	-4.8%
Branciforte	56	59	5.4%
Capitola	33	34	3.0%
Downtown	141	138	-2.1%
Felton	15	15	0.0%
Garfield Park	31	28	-9.7%
La Selva Beach	20	24	20.0%
Live Oak	60	60	0.0%
Scotts Valley	85	76	-10.6%
<b>OVERALL</b>	526	510	-3.0%

*Measures number of visitors to the branch per open hour.*

### STAFF WORKLOAD

<b>BUSINESS</b>	<b>Sep-13</b>	<b>Sep-14</b>	<b>% Change</b>
Aptos	NA	5,795	NA
Boulder Creek	NA	3,373	NA
Branciforte	NA	2,870	NA
Capitola	NA	4,847	NA
Downtown	NA	3,158	NA
Felton	NA	3,268	NA
Garfield Park	NA	3,227	NA
La Selva Beach	NA	1,840	NA
Live Oak	NA	2,823	NA
Scotts Valley	NA	3,744	NA
<b>OVERALL AVERAGE</b>	NA	3,495	NA

*Measures (number of physical checkouts + number of received items + number holds handled + number of questions answered)/FTE*

*Note: not included: online transactions or self checks and questions answered are based on one typical week per quarter*

# MONTHLY PERFORMANCE MEASURES SEPTEMBER 2014

## SYSTEM MEASUREMENTS

<b>FINES &amp; FEES</b>	<b>Sep-13</b>	<b>Sep-14</b>	<b>% Change</b>
Paid at Desk	\$ 15,782	\$ 15,938	1%
Paid at Kiosk	\$ -	\$ 500	na
Paid online	\$ -	\$ -	na
<b>TOTAL</b>	<b>\$ 15,782</b>	<b>\$ 16,438</b>	<b>4%</b>
% Paid at Desk	100%	97%	-3%
% Paid at Kiosk	na	3%	na
% Paid online	na	0%	na
% Paid by credit/debit card	na	1.50%	na

<b>PROGRAMMING</b>	<b>Sep-13</b>	<b>Sep-14</b>	<b>% Change</b>
Number of programs held	129	124	-4%
Number of attendees	2,581	2,171	-16%
Average # attendees/program	20	17.5	-12%

<b>USE OF SYSTEM RESOURCES</b>	<b>Sep-13</b>	<b>Sep-14</b>	<b>% Change</b>
<b>VIRTUAL ACCESS</b>			
E-books & magazines	9,424	9,028	-4%
Downloadable audio & music	1,961	3,007	53%
Downloadable & Streaming Video	76	2,582	3297%
Pageviews	486,170	511,493	5%
Online renewals	41,666	41,083	-1%
Total virtual access	529,873	567,193	7%

<b>PHYSICAL CHECKOUTS</b>			
Staff assisted + self check	106,459	103,126	-3%
<b>CHECKOUTS</b>			
% Physical checkouts	71%	65%	-8%
% Virtual checkouts	29%	35%	20%
Circulation per capita	0.72	0.80	11%

**Virtual access:** Does not include database usage which will be reported quarterly due to availability of data.

**Ematerials** do not include Soundswell, or the Gale Virtual Travel collection as download data is not currently available. (online renewals is an estimate based on past experience)

**Physical Checkouts:** physical items checked out at desk or at self check, includes in-house renewals

**Virtual checkout:** virtual access not including total pageviews

**Capita:** based on State Library data

**QUARTERLY PERFORMANCE INDICATORS: IN BRANCH CIRCULATION**

	CIRCULATION BY BRANCH							
	QTR 1		QTR2		QTR3		QTR4	
	FY13/14	FY14/15	FY13/14	FY14/15	FY13/14	FY14/15	FY13/14	FY14/15
Aptos	72,091	51,677						
Boulder Creek	13,699	11,851						
Branciforte	27,335	20,568						
Capitola	37,507	32,628						
Downtown	139,176	95,269						
Felton	8,564	6,452						
Garfield Park	12,834	10,300						
La Selva Beach	6,393	4,612						
Live Oak	48,378	34,184						
Scotts Valley	77,160	53,959						
Outreach	9,062	11,008						
<b>TOTAL</b>	<b>452,199</b>	<b>332,508</b>						

	CIRCULATION PER OPEN HOUR							
	QTR 1		QTR2		QTR3		QTR4	
	FY13/14	FY14/15	FY13/14	FY14/15	FY13/14	FY14/15	FY13/14	FY14/15
Aptos	383	281						
Boulder Creek	101	88						
Branciforte	201	152						
Capitola	246	213						
Downtown	602	423						
Felton	75	57						
Garfield Park	112	91						
La Selva Beach	56	40						
Live Oak	315	225						
Scotts Valley	410	293						
<b>AVERAGE</b>	<b>250</b>	<b>186</b>						

**QUARTERLY PERFORMANCE INDICATORS: PROGRAMMING**

NUMBER OF PROGRAMS								
	QTR 1		QTR2		QTR3		QTR4	
	FY13/14	FY14/15	FY13/14	FY14/15	FY13/14	FY14/15	FY13/14	FY14/15
PRESCHOOL	83	76						
SCHOOL AGE	140	203						
TEEN	19	14						
ADULT	97	88						
TOTAL	339	381						

PROGRAM ATTENDANCE								
	QTR 1		QTR2		QTR3		QTR4	
	FY13/14	FY14/15	FY13/14	FY14/15	FY13/14	FY14/15	FY13/14	FY14/15
PRESCHOOL	3,042	2,420						
SCHOOL AGE	1,377	4,193						
TEEN	406	304						
ADULT	805	1,418						
TOTAL	5,630	8,335						

ATTENDANCE/PROGRAM								
	QTR 1		QTR2		QTR3		QTR4	
	FY13/14	FY14/15	FY13/14	FY14/15	FY13/14	FY14/15	FY13/14	FY14/15
PRESCHOOL	37	32						
SCHOOL AGE	10	21						
TEEN	21	22						
ADULT	8	16						
OVERALL AVERAGE	17	22						

NUMBER OF PROGRAMS								
	QTR 1		QTR2		QTR3		QTR4	
	FY13/14	FY14/15	FY13/14	FY14/15	FY13/14	FY14/15	FY13/14	FY14/15
Aptos	31	44						
Boulder Creek	40	23						
Branciforte	41	26						
Capitola	22	23						
Downtown	51	55						
Felton	24	13						
Garfield Park	17	12						
La Selva Beach	17	63						
Live Oak	30	37						
Scotts Valley	42	63						
Outreach	24	22						
TOTAL	339	381						



**QUARTERLY PERFORMANCE INDICATORS: PROGRAMMING**

PROGRAM ATTENDANCE								
	QTR 1		QTR2		QTR3		QTR4	
	FY13/14	FY14/15	FY13/14	FY14/15	FY13/14	FY14/15	FY13/14	FY14/15
Aptos	624	841						
Boulder Creek	504	566						
Branciforte	520	239						
Capitola	505	428						
Downtown	846	1,179						
Felton	79	141						
Garfield Park	90	233						
La Selva Beach	419	1,076						
Live Oak	784	777						
Scotts Valley	585	1,178						
Outreach	674	1,677						
<b>TOTAL</b>	<b>5,630</b>	<b>8,335</b>						

ATTENDANCE/PROGRAM								
	QTR 1		QTR2		QTR3		QTR4	
	FY13/14	FY14/15	FY13/14	FY14/15	FY13/14	FY14/15	FY13/14	FY14/15
Aptos	20	19						
Boulder Creek	13	25						
Branciforte	13	9						
Capitola	23	19						
Downtown	17	21						
Felton	3	11						
Garfield Park	5	19						
La Selva Beach	25	17						
Live Oak	26	21						
Scotts Valley	14	19						
Outreach	28	76						
<b>OVERALL</b>	<b>17</b>	<b>22</b>						

QUARTERLY PERFORMANCE INDICATORS: NUMBER OF DATABASE SEARCHES

Database Name	QTR 1	QTR 2	QTR 3	QTR 4
Access Science	91			
Access Video On Demand	3,912			
America's News - **NEW** includes Santa Cruz Sentinel.	919			
Ancestry Library Edition- **CAI**	9,345			
Applied Science and Technology Source	68			
AtoZ	774			
Auto Repair Reference Center	8			
Biography in Context	384			
Brainfuse Helpnow	1,234			
Children's Literature Comprehensive Database	89			
ChiltonLibrary.Com	56			
Consumer Health Complete	44			
Core Concepts Biology	21			
Core Concepts Chemistry	-			
Core Concepts Periodic Table	3			
Demographics Now	231			
Digital Literacy	32			
EBSCOhost Masterfile Complete	1,962			
Education Research Complete	114			
Encyclopedia Britannica- **CAI**	unavailable			
eSequels (# logins)	80			
FOLD3 History and Genealogy Archives	1,957			
GALE General Onefile	535			
Global Issues in Context	270			
Greenfile	103			
Health and Wellness Resource Center	1,010			
HeritageQuest Online	2,063			
JobNow	79			
Law Depot (# user signins)	143			
Legal Information Reference Center	93			
Library and Information Science Source	175			
Literature Resource Center	311			
Little Pim (# sessions)	33			
Mango Languages	338			

QUARTERLY PERFORMANCE INDICATORS: NUMBER OF DATABASE SEARCHES

Database Name	QTR 1	QTR 2	QTR 3	QTR 4
medici.tv	unavailable			
Morningstar Investment Research Center	1,217			
National Geographic Archive	86			
National Geographic 1995-Current	94			
New England Historic Genealogical Society	155			
New York Times Historical Newspapers (1851-2008)	253			
New York Times Fulltext	227			
Novelist Plus	1,268			
Novelist Plus K-8	720			
Opposing Viewpoints in Context	332			
Oxford English Dictionary Online	15			
PebbleGo (# logins)	49			
PowerKnowledge Earth Space Science	3			
PowerKnowledge Life Science	3			
PowerKnowledge Physical Science	6			
RAND California Statistics	3			
ReferenceUSA	1,075			
Rosetta Stone	unavailable			
Science in Context	402			
Small Business Reference Center	2			
Small Engine Repair Reference Center	9			
Student Resources in Context	256			
Testing and Education Reference Center (session count)	148			
U. S. History in Context	257			
Value Line (# page views)	5,536			
World Book Online	182			
World History in Context	187			

TO: Finance Committee- Library Joint Powers Authority Board  
 FROM: Marcus Pimentel, City of Santa Cruz Finance Director (10/28/14)  
 RE: Monthly Dashboard Report: Library's August 2014 financials

**SANTA CRUZ  
PUBLIC LIBRARIES**

**August 2014  
Preliminary,  
Unaudited**

Contained herein is the preliminary, UNAUDITED August 2014 Dashboard summary report. After the month ending operating results, the Library has a year-to-date net operating loss of -\$161,000. Year-end accounting entries may still change this month's results. In general, revenues are behind the budget target by -0.4% and expenditures are over budget by -0.8%. Final, prior year-end operating results will be available after completion of the annual independent audit in December.

	(2) Last 3-months Actual Results			Fiscal Year to Date	(1) Percent of Budget Comparison			
	June	July	August		Annual Budget FY 2014/15	YTD Actuals	Months completed	Positive / (negative)
<b>Net operations (Major accounts)</b>								
<b>Revenue:</b>								
(3) Sales Tax	\$ 633,128	\$ 491,075	\$ 651,330	\$ 1,142,405	\$ 7,158,000	16.0%	16.7%	(0.7%)
(4) MOE- Member Contributions	459,033	435,398	435,398	870,796	5,237,000	16.6%	16.7%	(0.0%)
Library Fines	21,513	13,784	18,589	32,374	135,000	24.0%	16.7%	7.3%
Other Revenue	7,915	749	21,651	22,400	164,755	13.6%	16.7%	(3.1%)
Subtotal Operating Revenue	1,121,590	941,007	1,126,968	2,067,974	12,694,755	16.3%	16.7%	(0.4%)
(1) Budgetary Financing Sources	-	-	-	-	42,916			
<b>TOTAL REVENUE</b>	<b>\$ 1,121,590</b>	<b>\$ 941,007</b>	<b>\$ 1,126,968</b>	<b>\$ 2,067,974</b>	<b>\$ 12,737,671</b>			
<b>Expenditures:</b>								
(5) Payroll	\$ 853,474	\$ 477,415	\$ 928,528	\$ 1,405,943	8,142,358	17.3%	16.7%	(0.6%)
Books (w/Grants)	108,494	25,277	357,462	382,738	1,229,767	31.1%	16.7%	(14.5%)
Janitorial Services	12,725	-	4,392	4,392	117,100	3.8%	16.7%	12.9%
Building & Facility	-	50,585	39,559	90,143	357,333	25.2%	16.7%	(8.6%)
Rent (Equip, Building, Land)	26,803	23,666	27,366	51,032	312,500	16.3%	16.7%	0.3%
Utilities	38,622	10,357	61,793	72,150	430,000	16.8%	16.7%	(0.1%)
Other expenditures	420,915	41,163	181,413	222,576	2,148,613	10.4%	16.7%	6.3%
<b>TOTAL EXPENDITURES</b>	<b>\$ 1,461,033</b>	<b>\$ 628,462</b>	<b>\$ 1,600,512</b>	<b>\$ 2,228,974</b>	<b>\$ 12,737,671</b>	<b>17.5%</b>	<b>16.7%</b>	<b>(0.8%)</b>
<b>Net Gain / (Loss)</b>	<b>\$ (339,443)</b>	<b>\$ 312,545</b>	<b>\$ (473,545)</b>	<b>\$ (161,000)</b>	<b>\$ -</b>			

	Trust Current Assets			Trust Current Assets (cont.)		
	June	July	August	Trust Balance	Trust Balance	Balance
(7) Key Balance Sheet items						
Total pooled cash	2,405,446	3,286,055	3,032,410	240,473	Leet-Corday	93,403
(7) 2-month reserve target	2,014,833	2,115,793	2,115,793	222,723	Morely	12,529
(7) Excess cash/(reserve deficit)	390,613	1,170,262	916,617	Finkeldey	Hale	44,808
Total Current Assets	3,055,405	3,298,030	3,044,286	Whalen	Gruber	28,028
Accounts Payable	600,308	32,802	290,778			

**Notes:**

- After the budget was approved on June 2, 2014, changes were made to reflect prior-year projects rebudgeted in the current year in the amount of \$42,916.
- June 2014 Revenue, Expenditure and the Net Loss amounts are preliminary and may change due to year-end accounting entries. Final fiscal year 2014 operating results will be available after completion of the annual independent audit in December.
- For sales tax, September, December, March & June include the State's estimated revenue plus any balances for actuals vs. estimates for the prior 3-months (true-up).
- June's Maintenance of Effort amount included year-end true up. The base monthly MOE contribution increased from \$426k to \$435k from FY2014 to FY2015.
- June payroll costs are accurate but higher due to year-end accrual of a payroll costs paid in July but which are for days worked in June. This will reduce July's costs. For the current fiscal year, the following month's have more than 2 pay periods that will reflect higher payroll costs: August, January & June.
- In August, the four largest expenditures within 'Other expenditures' included: [Financial services - outside at \$83k]; [Hardware maintenance services at \$14k]; [Library functional supplies at \$17k]; and [Dues and memberships at \$26k].
- For August, cash was above the reserve by \$916,617



## STAFF REPORT

DATE: October 29, 2014

TO: Library Joint Powers Board

FROM: Teresa Landers, Library Director

RE: Board meeting schedule for 2015

**RECOMMENDATION:** Approve schedule of LJPB meetings for 2015

All dates are Mondays at 6:30 pm

January 12	Downtown	
February 2	Downtown	
March 9	Aptos	Library Director at ILS Director's conference on March 2
April 6	Downtown	
May 4	Downtown	
June 8	Scotts Valley	Delayed one week due to election on June 2
July 6-canceled		Santa Cruz City Council and County Board of Supervisors are both on vacation
August 3	Downtown	
September 7	Aptos	
October 5	Downtown	
November 2	Downtown	
December 7	Scotts Valley	

**Notes:**

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

## STAFF REPORT

DATE: November 10, 2014  
TO: Library Joint Powers Board  
FROM: SCPL Recognition Committee  
CC: FSCPL  
RE: Staff Recognition Monthly Report

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### 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

#### **Amy Chirman**

While one could argue Staff Day is in her everyday responsibilities, the fact that she put it together in a relatively short time after being here less than 3 months, is just amazing. From arranging for the venue, to chairing the committee, to handling a myriad of details- she really is a superstar! (T. Landers)

#### **Hanna Pitz**

After attending a workshop with other staff, she was so inspired, she worked with a team to develop the Why presentation and project. For the month before Staff Day then for Staff Day she worked tirelessly to help staff look inside and understand better why they do what they do. This was above and beyond either her Americorps or her Volunteer Coordinator Assistant job duties and is worthy of recognition. (T. Landers)

### **Maile McGrew-Frede**

Working with Diane Cowen, she created an inspiring video that was shared with all staff on Staff Day. It really built on the day's theme of examining why we do what we do when we choose to work in a public library. The cheering and applause is not enough to recognize the hard work and heart that went into this presentation. (T. Landers)

### **Diane Cowen**

Diane played a critical role in two recent simultaneous projects in addition to her regular and full schedule. She helped Maile with the Global Libraries video and Hanna with the Why Presentations that were held throughout the system with the finale at Staff Day. She truly went above and beyond her job description. Thanks! (T. Landers)

### **Melanee Barash**

Melanee took on the onerous task of working with LOCO to develop a Team Charter that could be used for orientation of new and existing staff as well as new LOCO members. This took a great deal of her time in addition to her regular duties but she stuck with it with grace and calm efficiency. The end product will be of great benefit to the entire Library. (T. Landers)

### **Whitney James-Heskett, Alex Glass**

BC's shelves have been filling up due to the floating collection. Aides, Whitney James-Heskett and Alex Glass, identified impacted areas and how we could improve them. They then shifted adult fiction, mysteries, science fiction and audiobooks. We now have improved access to items for our patrons to enjoy. Catherine Workman submitting for Cathy, was supposed to be in last month's recognition. (C. Landis)

### **Maile McGrew-Frede**

Maile pushed through some serious, authentic, work-related interpersonal concerns in order to build and provide at Staff Day 2014 the wonderful and well-received video Deeper Currents: Glimpsing a Global Library Movement. In the process of making Deeper Currents, Maile gave careful thought to the content of her presentation, solicited and incorporated feedback from colleagues, and worked collegially to further develop her video production skills. I commend Maile for her courage, efforts, and beautiful video on the importance of libraries to people around the world. (A. Chirman)

### **Christine Campbell**

I want to acknowledge Christine Campbell for providing stellar customer service. She is extremely friendly, kind, and supportive and offered me help in the future with getting into the building and accessing the DTN upstairs meeting room for City trainings. (J. Lum)



**Valerie Murphy**

I want to acknowledge Valerie Murphy for her excellent customer service. She has been extremely welcoming and supportive in helping me to get situated in the DTN upstairs meeting room for City trainings. (J. Lum)

TO: Finance Committee- Library Joint Powers Authority Board  
 FROM: Marcus Pimentel, City of Santa Cruz Finance Director (10/31/14)  
 RE: Monthly Dashboard Report: Library's June 2014 financials

**SANTA CRUZ  
PUBLIC LIBRARIES**

**JUNE 2014**  
*Preliminary,*  
*Unaudited*

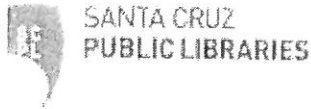
Contained herein is the preliminary, UNAUDITED June 2014 Dashboard summary report. In general, revenues remain ahead of our target by 3.6% and expenditures are slightly over-budget by -2.0% due to one-time payments. This has resulted in a year-to-date net operating loss of \$419,893. This is lower than the planned multi-year spending that would exceed current year revenue by \$594,907. This amount of prior year resources was intended to cover one-time payments like the retirement of debt and prior year costs, and Board approved projects, like self-check systems and recent purchase of new copiers instead of higher cost leasing. Final year-end operating results will be released following completion of the annual independent audit in December.

Net operations (Major accounts)	Last 3-months Actual Results				Fiscal Year to Date	Percent of Budget Comparison		
	April	May	June			YTD	Months completed	Positive / (negative)
						Actuals		
<b>Revenue:</b>								
(2) Sales Tax	\$ 420,569	\$ 560,785	\$ 633,128	\$ 6,878,299	\$ 6,617,000	103.9%	100.0%	3.9%
MOE- Member Contributions	426,225	426,225	459,033	5,145,343	5,135,000	100.2%	100.0%	0.2%
Library Fines	11,510	14,335	21,513	185,367	200,000	92.7%	100.0%	(7.3%)
Other Revenue	147,027	69,704	7,915	350,930	174,690	200.9%	100.0%	100.9%
Subtotal Operating Revenue	1,005,331	1,071,049	1,121,590	12,559,939	12,126,690	103.6%	100.0%	3.6%
(3) Budgetary Financing Sources	-	-	-	-	594,907			
<b>TOTAL REVENUE</b>	<b>\$ 1,005,331</b>	<b>\$ 1,071,049</b>	<b>\$ 1,121,590</b>	<b>\$ 12,559,939</b>	<b>\$ 12,721,597</b>			
<b>Expenditures:</b>								
(4) Payroll	\$ 604,113	\$ 551,152	\$ 853,474	\$ 7,926,483	7,703,251	102.9%	100.0%	(2.9%)
(3) Books (w/Grants)	21,898	30,167	108,494	1,161,318	1,213,804	95.7%	100.0%	4.3%
Janitorial Services	8,992	9,698	12,725	114,530	117,100	97.8%	100.0%	2.2%
Building & Facility	19,230	35,701	-	293,189	357,333	82.0%	100.0%	18.0%
Rent (Equip, Building, Land)	25,571	25,571	26,803	312,060	312,500	99.9%	100.0%	0.1%
Utilities	41,659	36,890	38,622	432,310	430,000	100.5%	100.0%	(0.5%)
(5) Other expenditures	339,203	344,665	420,915	2,739,943	2,587,609	105.9%	100.0%	(5.9%)
<b>TOTAL EXPENDITURES</b>	<b>\$ 1,060,666</b>	<b>\$ 1,033,844</b>	<b>\$ 1,461,033</b>	<b>\$ 12,979,832</b>	<b>\$ 12,721,597</b>	102.0%	100.0%	(2.0%)
<b>Net Gain / (Loss)</b>	<b>\$ (55,335)</b>	<b>\$ 37,205</b>	<b>\$ (339,443)</b>	<b>\$ (419,893)</b>	<b>\$ -</b>			

Key Balance Sheet items	Trust Current Assets			Trust Current Assets (cont.)		
	April	May	June	Trust	Balance	Balance
(6) Total pooled cash	2,448,760	2,571,510	2,405,446	Trust	240,013	93,224
(6) 2-month reserve target	2,014,833	2,014,833	2,014,833	McCaskill- Hist	222,298	12,505
(6) Excess cash/(reserve deficit)	433,927	556,677	390,613	McCaskill- Vis	9,208	44,723
Total Current Assets	2,460,515	3,570,278	3,055,405	Finkeldey	92,732	27,974
Accounts Payable	91,056	316,705	600,308	Whalen		

- Notes:**
- (1) After budget adoption, changes were made to reflect new revenue of \$37,690 for grants and donations and new expenditures of \$8,439 for matching grant expenditures and prior-year projects rebudgeted in the current year.
  - (2) For sales tax, September, December, March & June include the State's estimated revenue plus any balances for actuals vs. estimates for the prior 3-months (true-up).
  - (3) The adopted budget included financing sources of an initial \$324k from board approved, one-time reserves to fund one-time payments (ILS, pay off debt, capital maintenance, materials, etc). The initial amount was increased for additional, prior-year projects re-budgeted in the current year using prior-year surpluses and for the purchase of new copiers (as a cost savings over leasing).
  - (4) June payroll costs are accurate but higher due to year-end accrual of a payroll costs paid in July but which are for days worked in June. July's costs will accordingly be lower.
  - (5) In June, the largest expenditures within 'Other expenditures' included: [Computer equipment at \$48k]; [Financial services - outside at \$74k]; [Library functional supplies at \$78k]; and [Office furniture/equipment at \$28k].
  - (6) Earlier this fiscal year, planned one-time costs temporarily reduced cash balances below the targeted, year-end reserve. For June, cash was above the reserve by \$390,613.





Teresa Landers <landerst@santacruzpl.org>

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## Fwd: Book Bucks

1 message

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Jeanne O'Grady <ogradyj@santacruzpl.org>

Mon, Oct 20, 2014 at 4:33 PM

To: Teresa Landers <landerst@santacruzpl.org>, Janis O'Driscoll <odriscollj@santacruzpl.org>

Another response from a business that supports Summer Reading.

In addition, I have numbers of SR\$ or Book Bucks redeemed from Joe at Atlantis FantasyWorld since 2008.

2008 - 4245  
2009 - 5286  
2010 - 5869  
2011 - 6263  
2012 - 7922  
2013 - 5605  
2014 - 6712

Joe is out biggest supporter. Over these 7 years he has redeemed 41,902 SR\$.

Jeanne

Jeanne Kelly O'Grady  
Program Librarian  
Santa Cruz Public Libraries  
117 Union Street  
Santa Cruz, CA 95060  
831-427-7700 ext. 7655

To reach Bookmobile, Programming, or Read to Me call 831-427-7717

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

From: **Jeanne O'Grady** <ogradyj@santacruzpl.org>  
Date: Mon, Oct 20, 2014 at 4:28 PM  
Subject: Re: Book Bucks  
To: John Hamstra <scbagels@gmail.com>  
Cc: Programming Team <pro@santacruzpl.org>

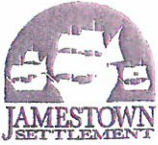
Thank you John. We really appreciate your participation in our Summer Reading Rewards program and from the look of your number our readers appreciate it too.

Thanks again and I hope you will continue to support the library, literacy, and Summer Reading in 2015.

Sincerely,

Jeanne

Jeanne Kelly O'Grady  
Program Librarian  
Santa Cruz Public Libraries  
117 Union Street



# Jamestown-Yorktown Foundation

P.O. Box 1607, Williamsburg, Virginia 23187-1607

(757) 253-4888

(757) 253-5299 Fax

(757) 253-5110 TDD

[www.historyisfun.org](http://www.historyisfun.org)



October 8, 2014

An Agency of the Commonwealth of Virginia

Accredited by the American Association of Museums

H. Benson Dendy III  
Chairman

Suzanne O. Flippo  
Vice Chairman

Janet D. Howell  
Secretary

M. Kirkland Cox  
Treasurer

Philip G. Emerson  
Executive Director

Ms. Sue Graziano  
Collection Management Librarian  
Santa Cruz Public Libraries  
117 Union St.  
Santa Cruz, CA 95060

Dear Sue,

On behalf of the Jamestown-Yorktown Foundation, I would like to thank you and your libraries very much for the generous donation of the *Official Blue Book of the Jamestown Ter-centennial Exposition*. It is a wonderful addition to our museum library and archives, for it is the definitive report of the 1907 exposition or world's fair commemorating the 300<sup>th</sup> anniversary of the founding of Jamestown, the first permanent English colony in North America.

I would like to commend your libraries for your willingness to share a resource with another public institution. Further, I thank you for your perseverance in working through the mailing systems to get it into our hands!

Please accept our thanks.

Sincerely,

Nancy D. Egloff  
Historian  
Jamestown-Yorktown Foundation

cc: Development Office

(Book was donated to SCPL)



Teresa Landers <landerst@santacruzpl.org>

# Fwd: SCPL Patron Comment or Suggestion: Thanks for the Better Environment

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

Fri, Oct 10, 2014 at 11:53 AM

Praise...

Introducing **SoundSwell**: the Santa Cruz Public Libraries Local Music Collection! Stream, Listen, and Download. FREE <http://scmusic.santacruzpl.org/>

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



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

From: <webmaster@santacruzpl.org>  
Date: Thu, Oct 9, 2014 at 4:57 PM  
Subject: SCPL Patron Comment or Suggestion: Thanks for the Better Environment  
To: webmaster@santacruzpl.org

The following message has been received from:

NAME: Amelia Petruzzi  
PHONE NUMBER: ~~408-621-2100~~  
EMAIL ADDRESS: ~~apetruzz@scpl.org~~

Dear Library Manager(s):

I was at the Downtown Branch this afternoon to re-visit whether or not I could tolerate a few hours working and reading there. This Spring was the last time I had patronized this branch and, at that time, was dismayed to find an abundance of transients or others who made me feel unsafe. I found it unsuitable for me as a place to peacefully study or work, which is unfortunate.

Flash forward to today and .....what a miracle! It was noticeably and palpably improved! Thanks to the security officers and library staff who made this transformation. I welcome the added security.

Thank you for returning the library to me and other tax-paying, non-criminally insane community members - hooray!

Sincerely,  
Amelia Petruzzi

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

Date	B r a n c h	Time HH:MM	Patron's Name	Ref.#	PD Codes 447 - Arson...5411=Defecation 5150=Mental...602=Trespass 647=Public Intoxication	Staff Involved	Steps Taken	Safety- Prevent ative Steps	1st Alarm Roving Guard Cid.	911 Cid.	EMT Cid.	Bld. Mtc. Cid.
10/1/14	DTN	3:00 pm	Jonas Hogge	DTN 47	Heavily intoxicated man attacked security guard John Ottenberg in the breeze way from the Church Street side. <b>A 30 day ban was issued.</b>	John Ottenberg	PD was called and they arrested the man.	NA	Yes	Yes	No	No
10/2/14	DTN	1:15pm	Joan Roberts	NA	Elderly and frail patron fell. She asked for help to get up but refused medical assistance. She was not injured.	Margaret Dawson, Peggy Meserth, Michael Ripley, Mitchell, Security Guard	Para-Cruz transported her to her living facility	NA	Yes	No	Yes	No
10/3/14	DTN	2:17pm	Unknown	DTN 48	Patron was observed sleeping on the floor. Security guard tried to wake him up by calling out several times and finally tapping him on the sole of his shoe. He denied being asleep and his demeanor was bordering on belligerent. He was asked to leave for the day.	Mitchell Horton- Security, James Medy	Patron was asked to leave.	NA	Yes	No	No	No
10/4/14	DTN	12pm	Gaelan Abbas	NA	Staff member observed Gaelan Abbas removing books from the recycling dumpster. He was told that he was not allowed to do so. Upon returning with the municipal code, staff member found that G. Abbas had left and the books were thrown behind the dumpster on the ground.	Sue Graziano	Books were returned to the dumpster and dumpster was locked again	Dumps ter should be locked at all times.	No	No	No	No

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

Date	B r a n c h	Time HH:MM	Patron's Name	Ref.#	PD Codes 447 - Arson...5411=Defecation 5150=Mental...602=Trespass 647=Public Intoxication	Staff Involved	Steps Taken	Safety-Preventive Steps	1st Alarm Roving Guard Cld.	911 Cld.	EMT Cld.	Bid. Mtc. Cld.
10/5/14	DTN	4pm		NA	5 year old child defecated on the stairs. Staff member cleaned the stairs and found the mother of the little boy. They left the library.	Patty Webster, Ian Crosby, Blythe Uchida	Stairs were cleaned and building maintenance was asked to do extra cleaning.		No	No	No	Yes
10/6/14	DTN	10:00am	Gaelan Abbas	DTN 49	Gaelan Abbas was found asleep in the breezeway behind one of the bike lockers. He was informed that this another code of conduct violation and asked to leave.	John Ottenberg	<b>A 1 day ban was issued.</b>	NA	Yes	No	No	No
10/6/14	DTN	3:50 PM	Gaelan Abbas	DTN 49	Gaelan Abbas was back in the library after having been banned for 1 day earlier in the day. He became argumentative and caused a disturbance.	John Ottenberg	He was asked to leave and a <b>3 day ban was issued</b>	NA	Yes	No	No	No
10/9/14	APT	5:30pm			Patron reported vomit on the carpet and curtains. Staff cleaned the area and placed all items used in Biohazard Plastic bag.	Lynette George, Ivan Llamas	Building Maintenance. Was called to remove Biohazard bag	NA	No	No	No	Yes
10/14/14	DTN	10:30 am		DTN 50	Female patron complained about two men who had addressed her in a very vulgar and sexual manner. When security guard investigated, only one of the men was still on the library property. He became aggressive and used more obscenities when security guard encountered him. <b>A 1 day ban was issued.</b>	John Ottenberg	He was asked to leave and a <b>1 day ban was issued</b>	NA	Yes	No	No	No



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

Date	Branch	Time HH:MM	Patron's Name	Ref.#	PD Codes 447 - Arson...5411=Defecation 5150=Mental...602=Trespass 647=Public Intoxication	Staff Involved	Steps Taken	Safety- Prevent ative Steps	1st Alarm Roving Guard Cld.	911 Cld.	EMT Cld.	Bid. Mtc. Cld.
10/14/14	DTN	6:30pm		DTN 51	A man was seen going into the women's washroom. Security guard John Ottenberg recognized the person and confronted him. The man argued and yelled at security guard.	John Ottenberg	He was asked to leave and a <b>7 day ban was issued</b>	NA	Yes	No	No	No
10/16/14	DTN	5:20 pm		DTN 52	Patron complained about man who was picking bugs/lice out of his hair and beard and throwing them on a book and then the floor Same man was back, scratching his head and beard as the day before. He was asked to vacate the property after having been informed about the hygiene policy. He refused to leave. Police were called and escorted him off the property.	Mitchell Horton	He was asked to leave	NA	Yes	No	No	No
10/17/14	DTN	1:00pm		DTN 52		Mitchell Horton Officer Burnham	Person was asked to leave and a <b>3 day ban was issued</b> .	NA	Yes	Yes	No	No
10/20/14	DTN	3pm	Navid Sadrzadeh	DTN 53	Patron being verbally abusive with staff	Cathy Bond, Leslie Auerbach & John Ottenberg	Patron was previously given a verbal ejection for being disruptive. Now a <b>3 day ban has been imposed</b> .	NA	Yes	No	No	No
10/20/14	DTN	7pm	2 minor girls	NA	2 minor girls were left at the branch at closing without a ride. Staff called the mother who said she would be there as soon as she could.	John Ottenberg, Victor Willis, Jennifer Cockerill	Staff waited with the girls until 7:15pm. 911 was called and at 7:20 an officer arrived just minutes ahead of the girls father who apologized.	NA	Yes	No	No	No

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

Date	Branch	Time HH:MM	Patron's Name	Ref.#	PD Codes	Staff Involved	Steps Taken	Safety- Prevent ative Steps	1st Alarm Roving Guard Cid.	911 Cid.	EMT Cid.	Bld. Mtc. Cid.
10/22/14	DTN	10:10am	Navid Sadrzadeh	DTN 53	<p>447 - Arson...5411=Defecation 5150=Mental...602=Trespass 647=Public Intoxication</p> <p>Patron attempted to enter the library and an attempt was made to give him the 3 day ban packet from 10/20/14. He became belligerent and tossed the packet on the floor. While leaving the patron threw garbage at the Circ. Desk staff and continued swearing loudly with threats of violence.</p>	Jim Emdy, John Ottenberg	<b>30 day ban imposed.</b>	NA	Yes	No	No	No
10/22/14	DTN	12:15PM	Unknown	DTN 54	<p>Female patron observed to be constantly scratching her head trying to pick and brush away whatever was agitating her. It was noticed that she had tiny white things in her hair (possibly head lice). Staff member advised the patron of Outreach Services.</p>	Margaret Dawson, John Ottenberg	The patron was ejected and advised that she could not return until she had taken care of her problem. She left without incident.	NA	No	No	No	No
10/22/14	SV	6pm	Eli Panis, Anthony Lozano, 3rd unknown (minors)	SV 01 SV 02	<p>3 patrons (minors) left behind in the library trash and debris, baguette, candy wrappers and crumbs at the YA table.</p>		All 3 patrons left out the back patio door before staff could talk to them about the mess (photos taken). <b>7 day ban imposed on the 2 known patrons.</b>	NA	No	No	No	No
10/22/14	CAP	PM	NA		<p>Patron reported graffiti on the cement benches in the playground.</p>	Chantel Van Pelt, Carolyn Bryks	Photos were taken and 911 (officer Chad Keane), was called. Public Works came out on 10/23 and power washed off the graffiti.	NA	No	Yes	No	No



Date	Branch	Time HH:MM	Patron's Name	Ref.#	SCPL Brief Description	P e n d	1 Day	2 Day	3 Day	7 Day	30 Day	60 Day	90 Day	3 Mo.	6 Mo.	1 Yr.
10/1/14	DTN	3:00pm	Jonas Hogge	DTN 47	In some instances a patron may receive more than 1 ban in a single day.  Heavily intoxicated man attacked security guard John Ottenberg in the breeze way from the Church Street side. <b>A 30 day ban was issued.</b>						1					
10/3/14	DTN	2:17pm	Unknown	DTN 48	Patron was observed sleeping on the floor. Security guard tried to wake him up by calling out several times and finally tapping him on the sole of his shoe. He denied being asleep and his demeanor was bordering on belligerent. <b>A 1 day ban was imposed.</b>	1										
10/6/14	DTN	10:00	Gaelan Abbas	DTN 49	Gaelan Abbas was found asleep in the breezeway behind one of the bike lockers. He was informed that this another code of conduct violation and asked to leave. <b>A 1 day ban was issued.</b>		1									
10/6/14	DTN	3:50 PM	Gaelan Abbas	DTN 49	Gaelan Abbas was back in the library after having been banned for 1 day earlier in the day. He became argumentative and caused a disturbance. <b>A 3 day ban was issued.</b>				1							
10/14/14	DTN	10:30am		DTN 50	Female patron complained about two men who had addressed her in a very vulgar and sexual manner. When security guard investigated, only one of the men was still on the library property. He became aggressive and used more obscenities when security guard encountered him. <b>A 1 day ban was issued.</b>		1									

SCPL																
Date	Branch	Time HH:MM	Patron's Name	Ref.#	Brief Description	P e n d	1 Day	2 Day	3 Day	7 Day	30 Day	60 Day	90 Day	3 Mo.	6 Mo.	1 Yr.
10/14/14	DTN	6:30pm		DTN 51	A man was seen going into the women's washroom. Security guard John Ottenberg recognized the person and confronted him. The man argued and yelled at security guard. <b>A 7 day ban was issued.</b>					1						
10/17/14	DTN	1:00pm		DTN 52	Same man was back, scratching his head and beard as the day before. He was asked to vacate the property after having been informed about the hygiene policy. He refused to leave. Police were called and escorted him off the property. <b>A 3 day ban was issued.</b>				1							
10/20/14	DTN	3pm	Navid Sadrzadeh	DTN 53	Patron being verbally abusive with staff. <b>A 3 Day ban was issued.</b>				1							
10/22/14	DTN	10:10am	Navid Sadrzadeh	DTN 53	Patron attempted to enter the library and an attempt was made to give him the 3 day ban packet from 10/20/14. He became belligerent and tossed the packet on the floor. While leaving the patron threw garbage at the Circ. Desk staff and continued swearing loudly with threats of violence. PD was alerted and a <b>30 day ban imposed.</b>						1					

Date	Branch	Time HH:MM	Patron's Name	Ref.#	SCPL Brief Description	P e n d	1 Day	2 Day	3 Day	7 Day	30 Day	60 Day	90 Day	3 Mo.	6 Mo.	1 Yr.
10/22/14	DTN	12:15PM	Unknown	DTN 54	Female patron observed to be constantly scratching her head trying to pick and brush away whatever was agitating her. It was noticed that she had tiny white things in her hair (possibly head lice). Staff member advised the patron of Outreach Services. The patron was ejected and advised that she could not return until she had taken care of her problem. She left without incident. <b>The Patron was ejected for the day.</b>	1										
10/22/14	SV	6pm	Eli Panis, Anthony Lozano, 3rd unknown (minors)	SV 01 SV 02	3 patrons (minors) left behind in the library trash and debris, baguette, candy wrappers and crumbs at the YA table. All 3 patrons left out the back patio door before staff could talk to them about the mess (photos taken). <b>7 day ban imposed on the 2 known patrons.</b>					2						
10/24/14	DTN	4:45pm	NA	DTN 55	Male patron found asleep in the large print area of the library. Patron was given a verbal warning. Later that day the patron was found asleep again. <b>One day ban imposed.</b>	1										
10/28/14	DTN	9:30AM	NA	DTN 33	Male patron found smoking. He has had several previous warnings and has been banned previously for smoking. <b>7 day ban imposed.</b>					1						
						<b>1</b>	<b>4</b>	<b>0</b>	<b>3</b>	<b>4</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>



## Strong Support for Aptos Library

2



Friends President Pete Cullen chats with Aptos Library patron

Interest in starting a chapter of the Friends of the Santa Cruz Public Libraries in Aptos drew about 20 library enthusiasts to an informational meeting on October 9, and before they went home nine of them stepped forward to form a steering committee.

According to Friends Executive Director Cordelia Neff, a few others who could not attend the meeting may also join this group. The steering committee set October 30 as the date of its first meeting.

The informational meeting was co-chaired by Friends President Pete Cullen and Library Director Teresa Landers, with Cullen providing an overview of the "big" Friends advocacy and fundraising activities on behalf of the 10-branch Santa Cruz public library system and Landers painting a picture of the branch's future as envisioned in the master plan developed by the county's Library Joint Powers Board. Both promised to provide the steering committee guidance and "hand-holding" as they move forward.

Cullen pointed to the Friends chapter in Scotts Valley as a model for fundraising and achievement. The chapter spearheaded a building drive for a new library that opened in 2011.

Landers said the Aptos Library, which was built in 1975, would be refurbished and expanded to 11,000 square feet with a 3,500-square-foot addition. She said new, more flexible spaces would be created for library activities and programs, and the power and data infrastructure would be completely updated. "There aren't enough places for people to plug in," she noted.

By starting a Friends chapter, "you can have a voice in what you want your library to become," Cullen counseled. He said fundraising is key, while assuring that "what you raise here stays here."

A number of people expressed how much the Aptos Branch meant to them, and their willingness to put work into supporting it. One woman said, "I'm amazed at all the wonderful services the library provides, and I would like to give back to it."



County Library Director Teresa Landers (center, gray dress) talks with a group of Aptos Library supporters

2



Posted by [Camisa Compostj](#) on October 28, 2014. Filed under [Aptos, Our Town](#). You can follow any responses to this entry through the [RSS 2.0](#). You can leave a response or [trackback](#) to this entry



## Calling All Aptos Library Lovers

3

### October 9 Meeting for Friends of the Santa Cruz Public Libraries Chapter in Aptos

By Pete Cullen, President, Friends of the Santa Cruz Public Libraries



If you're an Aptos resident and you love your local library, you have a golden opportunity this month to help make it an even better community resource. The countywide Friends of the Santa Cruz Public Libraries ([fscpl.org](http://fscpl.org)) wants to see a chapter started in Aptos. An organizational meeting will be held at 7 p.m. on Thursday, October 9 at the Aptos library branch, 7695 Soquel Drive. Everyone is invited to attend.

The Friends is a non-profit organization whose members supports the 10-branch Santa Cruz city-county library system through fundraising, volunteer services and advocacy. We currently have about 1,100 members. Each year, the Friends raises about \$80,000 that it donates to the Santa Cruz Public Libraries to pay for books, materials and programs for children and adults. Our two biggest annual fundraising events are our spring and fall used book sales (November 14 and 15 this year). We also hold a number of smaller sales throughout the year, such as the very successful one held at the Aptos branch in late August. A good portion of Friends dollars is generated through local chapters in Scotts Valley, Felton, Boulder Creek and La Selva Beach. The Friends board of directors approved a Capitola chapter last month. Aptos could be next. Our goal is to have a chapter for every library branch.

I will be attending the October 9 meeting at the Aptos branch, as will county Library Director Teresa Landers. We'll tell you what's entailed in founding a Friends chapter and, hopefully, identify a core group of volunteers who will carry the ball forward. This is your chance to step forward and join other community-minded people who love their local library and want to make it even better.

Friends chapters are especially important now that Santa Cruz Public Libraries is studying future building and services needs at all 10 branches. A Friends chapter in Aptos would give local people a stronger voice in the process. If you've had a chance to visit the Scotts Valley branch you've seen first hand what a strong Friends group can do. The new library that opened there three years ago is a model of contemporary library architecture, resources and

services. If you've attended an event at the La Selva Beach branch you've experienced how a small library can seem much bigger with the enthusiastic support of a local Friends chapter.

For more information about the Aptos meeting, or about the Friends in general, please visit our website, [fscpl.org](http://fscpl.org) or contact Cordelia Neff at [neffc@santacruzpl.org](mailto:neffc@santacruzpl.org) or 831-427-7707, ext. 7796.

3



Posted by [Camisa Composti](#) on September 24, 2014. Filed under [Aptos](#), [Our Town](#). You can follow any responses to this entry through the [RSS 2.0](#). You can leave a response or trackback to this entry

**Wednesday, Oct. 15**

Felton Library Read-A-Thon

When: 4 to 6 p.m.

Where: Felton Library; Gushee Street in Felton

Details: This event is dedicated to enjoying and celebrating the art of the spoken word. Sponsored by the Felton Library Friends, a chapter of the Friends of the Santa Cruz Public Libraries.

Cost: Free

3 Steps to Living a Pain Free Life

When: 7:30 to 8:30 p.m.

Where: Satellite Telework Center in Felton

Details: I will be showing you 3 easy ways on how to rebalance our bodies by releasing restrictions through Myofascial Release Therapy. By releasing fascial restrictions (held within our connective tissue) we are able to rebalance our bodies, letting go of old negative patterns to make room for new patterns to be created.

Cost: Free

Info: RSVP Jenny Call at 421-2584

**Thursday, Oct. 16**

Scotts Valley ADA access meeting

When: 4 p.m.

Where: Scotts Valley City Hall; 1 Civic Center Drive in Scotts Valley

Cost: Free

Info: Ellen Buckingham at 818-2557

Start Smart Program

When: 6:30 to 8:30 p.m.

Where: Aptos Branch of the Santa Cruz Public Library; 7695 Soquel Drive in Aptos

### Senior pinochle game

When: Tuesdays at 2 p.m.

Where: Scotts Valley Senior Center, 370 Kings Village Road in Scotts Valley

Details: An open game of pinochle.

Cost: \$2 for members; \$3 for non-members

Info: 438-8666

### Free laughter yoga

When: Sundays at 10:30 a.m.

Where: Luminescence Day Spa and Tea Room, 13140 Highway 9, in Boulder Creek

Cost: Free

Info: Lizzie Lochner, 338-7546

### Toastmasters club

When: Noon to 1 p.m. Wednesdays

Where: St. Philip's Episcopal Church, 5271 Scotts Valley Drive, in Scotts Valley

Details: The Redwood Ramblers Toastmasters meets weekly to help members build confidence as public speakers and leaders.

Info: 435-9308 or <http://8203.toastmastersclubs.org>

### Poetry circle, workshop

When: 2 to 4 p.m., third Saturday of each month

Where: Scotts Valley Branch Library, 251 Kings Village Road, in Scotts Valley

Details: Magdalena Montague, a local poet and teacher, leads classes for prospective poets of all skill levels.

Cost: Free

Info: [pro@santacruzpl.org](mailto:pro@santacruzpl.org) or 427-7717

## **Coast Lines, Oct. 26, 2014: Santa Cruz to re-examine downtown display rules**

— *Sentinel Staff report*

Posted: 10/25/2014 04:17:02 PM PDT

SantaCruzSentinel.com

### **Coast Lines, Oct. 26, 2014: Santa Cruz to re-examine downtown display rules**

The Santa Cruz City Council will gather Tuesday to look at a host of plans, including proposed changes to rules governing spaces downtown where people can perform or table with a display device.

The changes, recommended by Vice Mayor Don Lane, Councilwoman Pamela Comstock and staff call for 60 delineated spaces where expression activities and street performance can take place with a display device, which includes a collection box for money.

The council will consider the proposal during its 2 p.m. meeting in the Council Chamber, 809 Center St.

The also is set to council finalize an increase in parking rates and an ordinance granting stay-away orders in parks, from a day to a year in length, for people who receive citations for violating the municipal code.

During its 7 p.m. session, the council will review the Wharf Master Plan and consider whether to conduct an environmental review. Council members also will hear an update on the Pacific Station plan for a new downtown bus depot.

For information, visit [cityofsantacruz.com](http://cityofsantacruz.com).

### **Santa Cruz**

#### **Library Friends to benefit from events**

Woodstock Pizza, 710 Front St., will donate up to 25 percent of sales to library supporters from 5-9 p.m. on Wednesday. Diners should tell their server when they place the order that they are supporting Friends of the Santa Cruz Public Libraries.

The organization will have its fall book sale for members from 5:30-8:30 p.m. Nov. 14 and for the public Nov. 15 from 10 a.m. to 12:30 p.m. and 1-5 p.m. Nov. 15. The sale will take place at the Civic Auditorium, 307 Church St.

For information, visit [fscpl.org](http://fscpl.org).

## Coast Lines, Oct. 30, 2014: Libraries offer homework help

— Sentinel Staff report

Posted: 10/29/2014 07:30:37 PM PDT

SantaCruzSentinel.com

### Coast Lines, Oct. 30, 2014: Libraries offer homework help

Free homework help is available at the following public libraries:

- 3-5 p.m. Mondays and Tuesday at Scotts Valley Library, 251 Kings Village Road.
- 3-5 p.m. Tuesdays at La Selva Beach Branch, 316 Estrella Ave.
- 3-5 p.m. Wednesday at Garfield Park Branch, 705 Woodrow Ave., Santa Cruz
- 3-5 p.m. Wednesdays at Boulder Creek Branch, 13390 West Park Ave.
- 3:30-5:30 p.m. Thursdays at Downtown Santa Cruz Library, 224 Church St.

Homework help is available to all students younger than age 18. No appointment is needed and bilingual assistance is available at all sites. For information, call 831-427-7717 or visit [santacruzpl.org](http://santacruzpl.org).

### Santa Cruz

#### CRLA benefits from brew sales

Santa Cruz Mountain Brewing Co. will host a fundraiser for California Rural Legal Assistance from 11:30 a.m. to 10 p.m. Nov. 6 at 402 Ingalls St., Suite 27.

For every beer pint and flight sold that day, the brewing company will donate \$1 to the nonprofit that provides free legal services to eligible clients in the areas of housing, education, labor and public benefits.

### Carmel

#### Nonprofit to host fundraiser for WWII vets

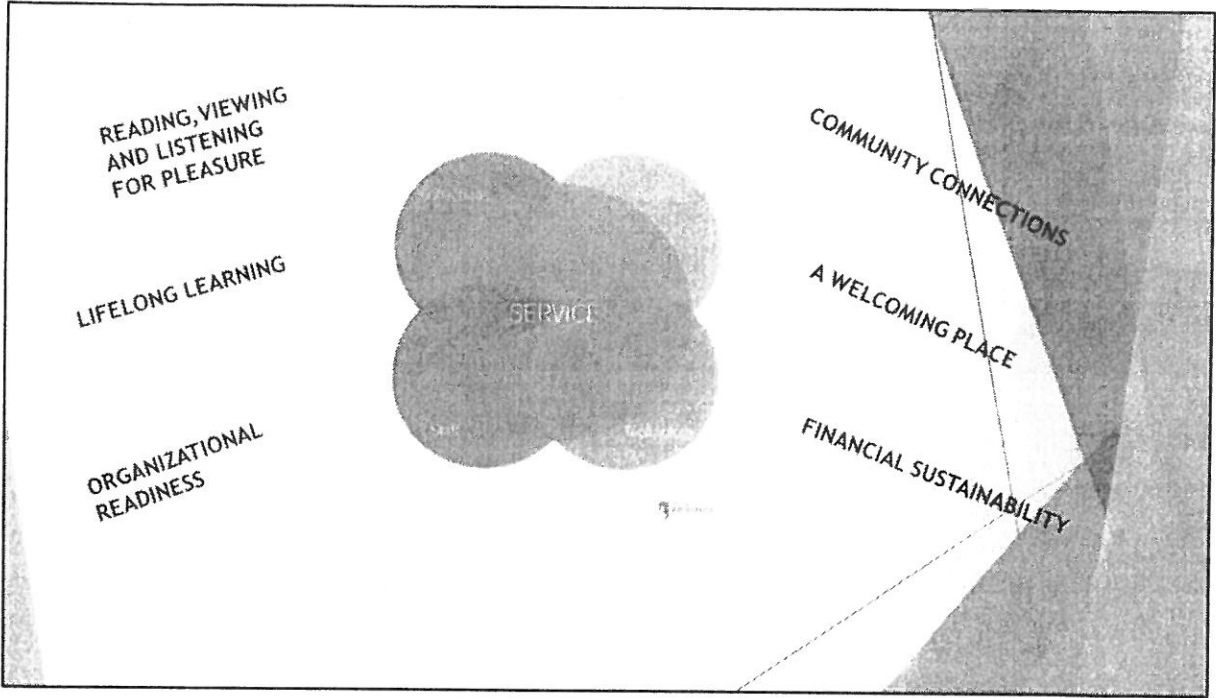
Honor Flight Bay Area will host "Vino for Veterans" 2-5 p.m. Nov. 16 at Galante Vineyards Tasting Room, Dolores Street and Seventh Avenue, Carmel.

The event funds trips for World War II veterans to visit war memorials in Washington, D.C.

Cost is \$20. For details, call 831-624-3800 or visit [www.honorflightbayarea.org](http://www.honorflightbayarea.org).

### Santa Cruz

#### English-learning training event coming up



## COLLECTION

### ACCOMPLISHMENTS

- ▶ Materials budget restored- \$476,000 in 2009 to \$1.2 million
- ▶ Growth in e-materials
- ▶ Backlog eliminated
- ▶ Shelf ready
- ▶ Floating collections
- ▶ Lucky Day



### FUTURE

- ▶ ILL restored- goal January 2015
- ▶ 12% of operating budget
- ▶ Improve workflow through relocation

Ematerials now 35% of budget

Future- LJPB goal of 12%



## STAFF



"Everyone here? Good. Meeting topic. Setting world record for shortest meeting. All in favor, say aye. Ayes have it. Meeting over."

### ACCOMPLISHMENTS

- ▶ Hiring process- more staff involvement
- ▶ LOCO and Learning Org model
- ▶ Teams
- ▶ Leadership training
- ▶ Conference attendance
- ▶ Skill Shares and Webinars
- ▶ Revised performance evaluation
- ▶ Continual tweaking of service model
- ▶ 1:1s and Brown Bags
- ▶ Cawfee Talks, Tuesdays with Richard

### FUTURE

- ▶ Communication Task Force
- ▶ Customer Service Task Force
- ▶ Outcomes of "Why" exercise- TBD
- ▶ Continuous Improvement
- ▶ IDPs
- ▶ Succession Planning
- ▶ ???

Restoration of staff hours

New and upgraded positions- next slide

Teams:

Separate slide

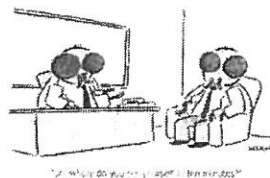
## NEW and UPGRADED POSITIONS

### NEW

- Additional LALLs in SV and Aptos
- Tech Aides Downtown
- Telephone Reference Library Assistant
- Information Specialist for Youth Services
- LALL in Circulation Downtown
- Assistant Volunteer Coordinator
- Assistant Onsite Services Manager
- Library Aides for Programming and LIT
- IT Specialist

### UPGRADED

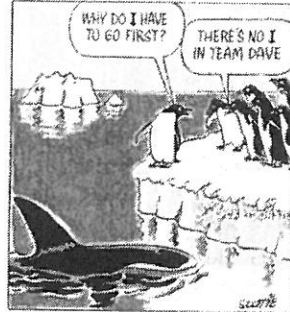
- ▶ 5 hpw added to all part time staff
- ▶ Virtual Services Librarian
- ▶ Lead worker in Building Maintenance



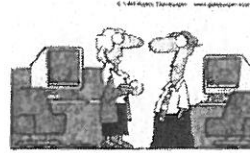
## TEAMS

- ▶ Metis
- ▶ LOCO
- ▶ Marketing
- ▶ Reference
- ▶ Programming

- ▶ PICs
- ▶ Branches
- ▶ LIT
- ▶ Admin
- ▶ CMS



# TECHNOLOGY



## ACCOMPLISHMENTS

- ▶ Polaris
- ▶ Kiosks
- ▶ MFPs
- ▶ Upgraded public and staff PCs
- ▶ SMART screens in meeting rooms
- ▶ More robust wireless- staff and public
- ▶ Laptops
- ▶ Online card registration
- ▶ PC Timing system
- ▶ Digital Signs

## FUTURE

- ▶ Mobile Polaris circulation app
- ▶ Online credit card payment
- ▶ MFPs connected to network
- ▶ Cash drawers
- ▶ Take credit cards at desks
- ▶ Minecraft
- ▶ PC reservation system
- ▶ Upgraded meeting room reservation system

# FACILITIES



*"If only someone had listened when Harry complained about the fluorescent lighting!"*


## ACCOMPLISHMENTS

- ▶ Facilities Master Plan completed
- ▶ New meeting room furniture
- ▶ SMART screens
- ▶ New Scotts Valley Branch
- ▶ Security guard Downtown

## FUTURE

- ▶ Successful financial measure
- ▶ Felton and Capitola: replaced
- ▶ Aptos: expanded
- ▶ Downtown: complete renovation
- ▶ Others: Remodeling to meet 21<sup>st</sup> Century Standards

**SERVICE**



**ACCOMPLISHMENTS**

- ▶ Restoration of hours (92%)
- ▶ Partnerships
- ▶ Programming
- ▶ Volunteer Program
- ▶ Grants
- ▶ Greater financial stability
- ▶ Marketing: Logo/branding

**FUTURE**

- ▶ Minecraft
- ▶ Technology currency
- ▶ Financial challenges
- ▶ Passage of ballot measure

Separate page on programming

Financial stability:  
Positive fund balance  
Reserve

Future:  
Pers and health care

# PROGRAMMING

SNAPSHOT STORIES  
VETERAN'S ORAL HISTORY PROJECT  
STORY TIMES- INCLUDING BILINGUAL  
SUMMER READING  
CLASS VISITS  
BOOK CLUBS  
SMALL BUSINESS BROWNBAG

E-READER CLASSES  
CONDORS, DANCE, & MORE  
CHILDREN'S MUSEUM POP UPS  
PET FOOD FOR FINES  
MOVEMENT OR MOMENT



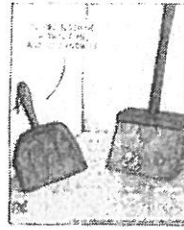
Community Reads  
Tales to Tails  
Computer Dave,  
Writing  
Poetry Circles  
Festival of the Book

CITIZEN SCIENCE  
CHESS  
KNITTING CIRCLE  
LEGOS MACHINES  
FAMILY CRAFTS  
ORIGAMI

HOMEWORK HELP  
ART IN THE LIBRARIES  
MINECRAFT  
AUTHOR TALKS  
ARMCHAIR TRAVEL

## PARTNERSHIPS

- ▶ COUNTY OFFICE OF EDUCATION
- ▶ SANTA CRUZ WRITES
- ▶ UCSC
- ▶ MAKERS FACTORY
- ▶ LIBRARY OF CONGRESS
- ▶ RESEARCHERS ANONYMOUS
- ▶ FRIENDS OF THE LIBRARY & ITS CHAPTERS
- ▶ GENEALOGICAL SOCIETY
- ▶ GOODWILL INDUSTRIES OF SANTA CRUZ
- ▶ SANTA CRUZ COUNTY SPCA
- ▶ SANTA CRUZ VETERANS SERVICES OFFICE
- ▶ DISCOVERY MUSEUM
- ▶ CRUZIO
- ▶ COMMUNITY TV
- ▶ CABRILLO STAGE
- ▶ LOCAL BUSINESSES
- ▶ SMALL BUSINESS DEVELOPMENT CENTER, DOWNTOWN ASSOCIATION, BFCU, REDEVELOPMENT, BANK OF AMERICA
- ▶ SANTA CRUZ GEEKS
- ▶ PENNY ICE CREAMERY
- ▶ FURRY FRIENDS
- ▶ C-DOGS
- ▶ MAH





## VALUES & GUIDING PRINCIPLES



The National Center for Consumer Policy  
1800 452 5222  
www.consumerpolicy.org

### VALUES

- ▶ INNOVATION
- ▶ OPEN COMMUNICATION
- ▶ EXCELLENT GOVERNANCE
- ▶ RESPECT
- ▶ TEAMWORK
- ▶ EFFICIENCY
- ▶ HUMOR AND FUN

### GUIDING PRINCIPLES

- ▶ We are customer driven
- ▶ We commit to customer improvement and learning
- ▶ We strive for financial sustainability and responsible stewardship
- ▶ We seek transparency
- ▶ We create a welcoming environment for people of all cultures
- ▶ We seek partnerships
- ▶ We add value to the community's quality of life
- ▶ We are dedicated to intellectual freedom and the individual's right to privacy

