



LIBRARY JOINT POWERS AUTHORITY BOARD

Monday February 2, 2015  
Downtown Branch Meeting Room  
224 Church Street, Santa Cruz, CA 95060

6:00 PM CLOSED SESSION

CONFERENCE WITH LEGAL COUNSEL- LIABILITY CLAIMS (Cal Govt.  
Code Section 54956.95)

a. Claimant: Sarah Murray

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 FEBRUARY 2, 2015
3. REPORT ON CLOSED SESSION FEBRUARY 2, 2015
4. PRESENTATION: Miller/Maxfield: Community Outreach and Public Education Progress Report
5. ORAL COMMUNICATIONS
6. STAFF RECOGNITION (PG.4)
7. FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES REPORT
8. MEMBER REPORTS

## 9. CONSENT AGENDA

- A. Approve Minutes of January 12, 2015 meeting (PG.5-9)
- B. Receive monthly narrative for January 2015 (PG.10-15)
- C. Receive Monthly Performance Measures for December 2014 (PG.16-17)
- D. Receive monthly financial snapshot for December 2014 (PG.18)
- E. Approve revised Alcohol and Beverages Policy # 101 (PG.19-20)
- F. Adopt Resolution to accept grant funds from the Pacific Library Partnership in the amount of \$15,000 to create a Mobile 3D Learning Lab. (PG.21-22)
- G. Adopt Resolution to accept grant fund from the Pacific Library Partnership for \$8,656.41 to help reinstate Interlibrary Loan. (PG.23-24)
- H. Adopt Resolution to transfer \$70,000 from Vehicle Replacement Fund to Library Operating Budget for scheduled purchase of two vehicles. (PG.25-26)

## 10. STAFF REPORTS

- A. Accept FY13/14 Year End Financial Report (PG.27-31)
- B. Receive report on 14/15 Mid Fiscal Year and adopt resolution for two mid-year supplemental appropriations for \$10,500 for three special events and for staff development.(PG.32-39)
- C. Approve FY15/16 Budget Priorities and give direction on development of FY15/16 budget. (PG.40-44)
- D. Authorize Library Director to execute contract amendment in the amount of \$61,500, in a form acceptable to the City Attorney, with Miller/Maxfield Inc. (Santa Cruz CA) for a continuation of community outreach and public education services. (PG.45-50)

## 11. OTHER BUSINESS

- A. Election of Chair and Vice Chair
- B. Give direction on provision of legal services to the Library JPA (PG.51)

## 12. WRITTEN COMMUNICATIONS

- A. Patron written comments (PG.52-55)
- B. Security Incidents Log (PG.56-62)
- C. Articles about Santa Cruz and Other Libraries (PG.63-77)
- D. Revised Board Meeting Schedule for 2015 (PG.78)
- E. January 2015 Library Financing Authority Report:
  - i. Revised FY14/15 revenue estimates, Preliminary FY15/16 revenue estimates and Historical Sales Tax Revenues (PG.79-85)
  - ii. Excerpts from annual audit (full audit available on request) (PG.86-92)

- F. Overview of Virtual Services Quarterly Report (July-September 2014).  
Full report available on request. (PG.93)

### 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 March 9, 2015 at 6:30 pm at the Aptos Branch Library.

### 15. ADJOURN

The Library Joint Powers Authority Board will adjourn from the Regular Meeting of February 2, 2015 to its next Regular Meeting of March 9, 2015 for a closed session after the hour of 6:00 pm at the Aptos Branch Meeting Room followed by an open session at the approximate hour of 6:30 pm.

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).

## STAFF REPORT

DATE: February 2, 2015  
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

#### **René Belling and Lori Smith**

I want to recognize the splendid teamwork exhibited by René and Lori in producing book plates for the Book-to-Action grant items. Formatting book plates can be a really ornery proposition, and when I was ready to give up, they stepped in with expertise and a can-do spirit. Thanks, you two (Nominated by R. Lee)!

SANTA CRUZ PUBLIC LIBRARIES  
A CITY-COUNTY SYSTEM

LIBRARY JOINT POWERS BOARD

MINUTES

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

January 12, 2015

6:15 PM CLOSED SESSION

7:30 PM PUBLIC MEETING

1. ROLL CALL

Present: Supervisor Zach Friend, Supervisor Bruce McPherson, Councilmember Cynthia Mathews, Councilmember Randy Johnson (alternate), Councilmember Michael Termini, Councilmember David Terrazas, Citizen Member Sean Campbell, Citizen Member Martha Dexter

Absent: Citizen Member Jim Mosher

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

2. APPROVAL OF MEETING AGENDA OF JANUARY 12, 2015

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

**That the Board approve the Agenda of January 12, 2015**

**UNAN**

**Absent: Mosher**

3. REPORT ON CLOSED SESSIONS DECEMBER 8, 2014 AND JANUARY 12, 2015

Chair Terrazas stated that no reportable action was taken.

4. ORAL COMMUNICATIONS

Citizen Member Campbell requested that an item be added to the February agenda concerning the provision of legal services.

5. STAFF RECOGNITION

6. FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES

**In November 2014, FSCPL...**

- Raised over \$5,000 on our Solstice Gala
- raised \$1,400 at our Holiday Book Sale

**FSCPL plans include...**

- Get our budget started
- Apply for a three year United Way Grant
- Hold a fundraiser at Discretion Brewing on February 9
- Partner with the Derby Girls at the April 18th bout

7. MEMBER REPORTS

None

8. CONSENT AGENDA

Citizen Member Campbell asked for clarification on two items on the financial snapshots which was provided by Finance Director Pimentel.

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

**That the Board approve the following Consent Agenda of January 12, 2015:**

- A. Approve Minutes of November 10, December 8 and December 16, 2014**
- B. Receive monthly narrative reports for November and December 2014**
- C. Receive monthly performance measures for October and November 2014 and revised reports for July-September 2014**
- D. Receive monthly financial snapshots for October and November 2014**
- E. Approve revisions to Internet Use Policy 317 (Resolution #2015-001)**
- F. Accept LSTA grant for \$3,000 for Book to Action Program (Resolution #2015-003)**

**UNAN**

**Absent: Mosher**

9. STAFF REPORTS

A. Accept report on 13/14 Fiscal Year end

The final, full version from the auditors has not yet been received, but no changes are expected. The Board reviewed the preliminary draft audit schedules.

B. Adopt Conflict of Interest Policy

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

**That the Board adopt the Conflict of Interest Policy as presented.**

**UNAN**

**Absent: Mosher**

10. OTHER BUSINESS

A. Receive update and provide direction related to CFD JPA formation and possible ballot measure.

Director Landers gave an update on the Facilities Master Plan Implementation. She presented information on the following 3 issues:

1. Governance and the revision of the operating agreement

The following process was recommended: establish a Board committee of one Board member of each of the cities and the County of Santa Cruz; to hire a consultant to help facilitate the discussion; and to bring back recommendations to the LJPB in April.

The Board members discussed the recommendation of the administrators to establish a 3 Board structure. It was unclear if consensus was established among the administrators. Council Member Johnson stated that ultimately, the decision should rest with each individual council. Citizen Member Dexter expressed concern that the 3 Board structure seemed cumbersome and questioned if it was a feasible working model. Supervisor McPherson expressed doubt that a consultant would be able to do what the administrators had not been able to accomplish so far. Councilmember Mathews was in favor of working with a consultant and asked for a much clearer communication from the administrators. She emphasized that it was the LJPB's job to agree with a framework to be pursued. Citizen Member Campbell also expressed hope that a consultant may provide new ideas.

The Board members agreed that a consultant should be hired with the expectation that results would be available in March. Director Landers expressed cautious agreement to the time frame.

**Councilmember Johnson moved, seconded by Councilmember Mathews**

**That the Board authorize Director Landers to engage a consultant familiar with this process not to exceed the amount of \$7,500 and to have this work completed in March.**

**UNAN**

**Absent: Mosher**

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

**That the Board establish a Board committee: one Board member from Scotts Valley, Capitola, the City of Santa Cruz and Santa Cruz County to meet for 3–6 months to finalize governance options. The committee will be in compliance with Brown Act guidelines.**

**UNAN**

**Absent: Mosher**

2. Revisions to the Maintenance of Effort formula

The Board members asked a number of questions regarding the information presented in Director Landers' report. Councilmember Terrazas inquired if there are alternate models that fund these kind of services. It appears that the Santa Cruz situation is unique.

Finance Director Pimentel explained the difference between several contribution models based on the per capita and percentage contribution models.

Councilmember Mathews commented that the simplest format from the City's point of view would be to adopt a property tax basis that mirrors exactly what happens everywhere else and by nature increases with inflation. Councilmember Terrazas asked if there was an endorsed approach from each of the jurisdictions which would help to move the discussions forward. The Board accepted the report as presented.

3. The amendment to the Facilities Financing Joint Powers Agreement



Director Landers pointed out in this part of her report that the Board needs to decide on the allocation of the funds by jurisdiction. Is the number of \$63 million net still the amount the LJPB wants to go with and how is it to be allocated based on the understanding that it will buy less a year from now?

Councilmember Termini suggested that this issue should be put off at this time. Councilmember Mathews responded that a discussion on this issue could be delayed until March when the governance issue is defined. Time is of the essence.

It was decided to table this issue until the March Board meeting.

#### 11. WRITTEN COMMUNICATIONS

- A. Patron Written Comments
- B. Security Incidents Log
- C. Website Statistics for December 2014
- D. Articles about Santa Cruz and California Libraries

#### 12. BOARD MEETING CALENDAR

- A. June Meeting will stay at June 8<sup>th</sup>
- B. Move September meeting to September 14<sup>th</sup>
- C. October meeting shall be Thursday, October 15<sup>th</sup>

#### 13. NEXT MEETING

The Library Joint Powers Authority Board will adjourn from the Regular Meeting of Monday, January 12, 2015 to the Regular Meeting on Monday, February 2, 2015 at 6:30 pm at the Downtown Branch upstairs meeting room.

#### 14. ADJOURN

The regular meeting adjourned at 8:27p.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 JANUARY 2015

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

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

Class visits from the third grade of Vinehill School to the Scotts Valley branch began on Wednesday mornings in January. Library cards were issued to all students who did not previously have one.

#### **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.**

Adult book displays at Boulder Creek were “Books Made into Movies” and “Culinary Mysteries”. Children’s displays were “Inventions” and “Pets”.

LSB branch has new displays in the Adult and Children’s areas: “February is library lovers month”. Both displays are interactive and invite library patrons to write on the paper hearts why they love the library. The hearts are used to decorate the displays.

The Boulder Creek Community was very happy to welcome back Toddler Storytime, Legos, Family Crafts, Homework Help and Tales to Tails after a short holiday break. Our Legos program is perfect for younger children and drew a family from Aptos for that reason. They enjoyed it so much, they said they’ll be back!

The LSB’s movie club met in January to discuss “The Imitation Game”, the film that has been nominated this year for 8 Academy Awards.

LSB branch has a close partnership with The After-school Enrichment program located at the La Selva Beach Clubhouse. School age children participate in the Homework Help program and have weekly group visits to the library.

The Friends of the Corcoran Lagoon Beach (FoCLB) are hosting a photographic and educational display January through February at the Live Oak branch library titled “Meet the Birds of Live Oak Beaches”. Photographs of a variety of birds which inhabit our local beaches are displayed throughout the library as well as in the main room glass display case. In our children’s area case is a display titled “Story of the Killdeer of Corcoran Lagoon” with photographs, printed information, and a model of a Killdeer nesting site. The FoCLB volunteers provide habitat protection at the beach every nesting season. There has been a great deal of interest in the display from both our regular patrons and visitors who have specifically come to see the exhibit. Along with Live Oak staff, the FoCLB volunteers have kept 2 book displays stocked with books about birds for both children and adults.

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

“Ask Us about Digital Content” sessions continued this month with five sessions at three branches. Patrons brought their tablets, smartphones, and laptops and got help from reference staff on loading e-books, audiobooks, video, and music on them.

## **2. LIFELONG LEARNING**

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

Selector, Sue Graziano, visited BC and weeded the collection making room for new items. Selector, Heather Norquist, came to LSB and weeded the Young Adult and Juvenile collections. Now LSB’s shelves in the children’s area look more appealing and makes browsing easier to brows for the young patrons and their parents.

- 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.**

In January, the participants of the “Brown Bag Movie Matinee” program at LSB branch enjoyed watching “The Good Lie”, the movie about Sudanese refugees that were given the chance to resettle in the United States. For the February meeting, the participants of the program chose the movie “Pride”. The film is about U.K. gay activists who helped miners during the lengthy strike of the National Union of Mineworkers in the summer of 1984.

Reference staff taught an ebook class at La Posada Retirement Community this month.

Four sessions on Cybersecurity- Stop, Think, Connect, were offered in January and we all well attended and well received. Sessions were held for parents, children with their parents, seniors and the business community. The Senior one was the most well attended with 55 participants cramming into the small meeting room Downtown as the upstairs room was not available. These were all free 45-minute class with additional time for questions. A second session for Seniors and a session in Spanish are being planned.

- 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.**

Four Veteran’s History Project interviews are now cataloged and DVDs are available for checkout.

### **3. COMMUNITY CONNECTIONS**

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

The Veterans History Project continues with more interviews with veterans underway. Reference staff involved with this project have partnered with various veterans organizations throughout the county.

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

Gale Farthing brought James Lee, new PIC of Downtown, to the Boulder Creek branch for a visit and tour after stopping off to tour the Scotts Valley branch.

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

Collection bins for the “Share the Warmth” Coat and Toiletries Drive were at the Scotts Valley branch to help spread the work of Dr. Martin Luther Kings Jr.’s vision for civic spirit by asking patrons to donate new or gently used coats, blankets and also new toiletries. All items were donated to the Friends Outside group as organized by Jason Pell, former Americops volunteer at the Library and now working for the main Americorps office.

The Library’s e-newsletter has surpassed 2,000 subscribers

- D. Volunteers will be used effectively.**

The Volunteer Office finished out the calendar year recording 121 volunteers contributing a total of 875 hours of service in the month of December, 2014. This indicates a 14.7% increase in number of volunteers, and a 13% increase in hours served compared to December 2013.

12 new volunteers were added to the team in January, 2015, including Grounds Groomers, Dust Busters, Tales to Tails and Storytime Assistants, many more Adopt-a-Shelf volunteers, a photographer, and a Computer Coach.

The Volunteer Office met to review the past year, and set goals for 2015. One of the main interests lies in engaging teen volunteers in new ways, as more and more teens reach out for service hours with the Library. In addition, the Office looks to increase support of the marketing and social media teams with the photographer volunteers expanding their assignments and creative projects.

### **4. WELCOMING PLACE**

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

Some of the tiles fell off the hearth at BC but Building Maintenance Worker Daniel replaced them.

A meeting was held to discuss the termite infestation in the Headquarters Building. Details are still to be determined but it is likely the building will need to be tented and staff relocated for 3-4 days. Library and Water Department Staff are coordinating on the project and affected staff will be part of the planning for this necessary project.

- B. The virtual branch meets the definition of a welcoming place.**
- C. People receive service at the level they need and want.**

## **5. FINANCIAL SUSTAINABILITY**

- A. The library system maintains a healthy and stable financial position.**
- B. There is adequate, stable and diverse funding to finance ongoing operations, key strategic initiatives and capital projects.**

The Facilities Financing Authority Joint Powers Authority Board met for the first time to discuss administrative issues. The Library will provide staff to serve as Clerk of the Board. The City's Finance Director will serve as Executive Director until a new Library Director is hired. The order of rotation for Chair will be County of Santa Cruz, City of Capitola, City of Santa Cruz and City of Scotts Valley. The next meeting is scheduled for August as there isn't anything for this Board to do until the allocation decision is made so that the Community Facilities District Formation can begin.

- C. Services of a defined level and quality are consistently delivered based on revenue projections and supportive organizational and operating structure.**
- D. The library operates efficiently and focuses on continual improvement.**

## **6. ORGANIZATIONAL READINESS**

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

Reference staff has started a "Tuesdays with Reference" training session every Tuesday morning to provide Reference training to all staff.

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

Teresa addressed the current class of Leadership Santa Cruz County as part of local government day. The afternoon session was held at the Scotts Valley Library.

- C. Employees have the skills to execute change and are committed to change and continual improvement.**
- D. A customer-driven service philosophy guides staff training and development.**

# What's Happening . . .

## 2015 FEBRUARY Calendar Special events and programs at the Santa Cruz Public Libraries.

**Tuesday Feb 3 • Project SCOUT Tax Assistance** Project SCOUT will be at the Downtown branch on Tuesdays (3-6pm) & Saturdays (11am-1pm) Feb 3 - Apr 14. Project SCOUT provides free tax assistance to seniors, individuals with a disability, and low income residents of SC County. For more information call 1-831-724-2606 (Upstairs Meeting Rm) 3:00pm-6:00pm • **DOWNTOWN**

**Wed Feb 4 • Teens In Action@Scotts Valley** Photography, video and crafts. For Middle and High School students on SVMS Minimum Day Wednesdays. (Repeats Feb 18th) 1:30pm- 4:30pm • **SCOTTS VALLEY**

**Thursday Feb 5 • Friends of the Aptos Library** 7:00pm-8:30pm • **APTOS**

**Project SCOUT Tax Assistance** Every Thursday. Feb 5- Apr 9. See description Feb 3. (Meeting Rm) 1:00pm-3:00pm • **APTOS**

**Friday Feb 6 • Flower Power Art** First Friday Art in the Library! Meet 13 local artists whose work will help you take a closer look at the power of the bloom. 5:30am-8:00pm • **DOWNTOWN**

**Saturday Feb 7 • Project SCOUT Tax Assistance** Every Saturday, Feb 3- Apr 14. (See description Feb 3) For more information call 1-831-724-2606 11:00am-1:00pm • **DOWNTOWN**

**Hands On Build Your Future** Learn about careers that don't require a university degree and the things you can do right now to prepare for your life after High School. 2:00pm-4:00pm • **BOULDER CREEK**



**Sunday Feb 8 • Art Opening: The Original Selfie: Self Portraits of Santa Cruz County Artists** 80 Santa Cruz County artists' self portraits; Jan 24th - Mar 28th. Reception is free and open to the public. View the art and meet the artists. Local musicians will perform, including *Minor Thirds Trio*. 2:00pm-5:00pm • **SCOTTS VALLEY**

**Monday Feb 9 • Ask Us!** Everything free, streaming or downloadable from your library! Learn more about free digital content; ebooks, e-audio, movies and music. Don't have a device? Test drive one of ours! 10:00pm-12:00pm • **DOWNTOWN**

**Support your library at Discretion Brewing** Discretion Brewing will donate 20% of their beer sales to the Friends of the SC Public Libraries. Board members and library lovers will mingle with great beer. 11:00am-9:00pm Discretion Brewing, 2703 41st Ave.

**Wed Feb 11 • Learn to Discover - Biology** Kids ages 7+ will explore the world of marine biology. We will study the ocean floors, coral reefs, sponges, and more. Sign up at pro@santacruzpl.org or 427-7717. (Repeats Feb 18th - Scotts Valley) 3:00pm-4:30pm • **DOWNTOWN**

**2015 Brown Bag Series: Facebook for Small Businesses** (Please register online.) 12:00pm-1:00pm • **DOWNTOWN**

**Scotts Valley Friends of the Library** Every 2nd Wed monthly. 6:30pm • **SCOTTS VALLEY**

**Thursday Feb 12 • Willing Suspension Armchair Theater - Analyzing Absurdity Redux** Join us for an hour of literature, poetry and prose that makes you laugh out loud. 7:00pm • **SCOTTS VALLEY**

**Monday Feb 16 • PRESIDENT'S DAY All Branches CLOSED**

**Tuesday Feb 17 • NEW Downtown! Cuéntame un cuento** Únase a nosotros en la biblioteca del Centro para escuchar cuentos en español. Para niños de 0-8 y sus familias. Sala de jóvenes (Upstairs Children's Rm) 6:00pm-6:45pm • **DOWNTOWN**

**Wed Feb 18 • Willing Suspension Armchair Theater - Analyzing Absurdity Redux** Laugh out loud! 7:00pm • **DOWNTOWN**

**Thursday Feb 19 • Downtown Book Group** Book selection; *Tender At The Bone* by Ruth Reichl. 1:00pm-2:00pm • **DOWNTOWN**

**Citizen Science : Sea Star Wasting Syndrome** What can Sea Stars tell us about ocean health? Join graduate researcher Kristen DeNesnera and the SC Children's Discovery Museum for this exploratory family event. (Upstairs Meeting Rm) 6:30pm-8:30pm • **DOWNTOWN**

**Saturday, Feb 21 • NEW! Latina Voices / Voces de Latinas** Share writing in a safe and supportive environment. All levels welcome. 1st Sat at the Watsonville library and 3rd Sat at SCPL Downtown branch. 2:00pm-4:00pm • **DOWNTOWN**

**Wed Feb 25 • Ask Us about eBooks and Digital Content** (See full description Feb 9th) 9:00am-11:00am • **CAPITOLA**

**Thursday, Feb 26 • Hands On : Build Your Future** Learn about careers that don't require a university degree and the things you can do right now to prepare for life after High School. 3:00pm- 5:00pm • **SCOTTS VALLEY**

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

# MONTHLY PERFORMANCE MEASURES DECEMBER 2014

## ON-SITE USAGE

SELF CHECK	Dec-13	Dec-14	% Change
Aptos	81%	81%	0%
Boulder Creek	77%	80%	4%
Branciforte	78%	85%	8%
Capitola	69%	75%	9%
Downtown	68%	70%	4%
Felton	57%	72%	25%
Garfield Park	59%	58%	-2%
La Selva Beach	56%	53%	-6%
Live Oak	78%	79%	1%
Scotts Valley	75%	78%	4%
<b>OVERALL- % Circ that is self check (does not include online renewals)</b>	73%	73.09%	1%

*Does not include online renewals*

VISITORS PER OPEN HOUR	Dec-13	Dec-14	% Change
Aptos	61	59	-3.4%
Boulder Creek	22	20	-7.6%
Branciforte	52	55	5.0%
Capitola	40	40	-0.7%
Downtown	129	133	2.8%
Felton	14	15	10.8%
Garfield Park	32	31	-3.5%
La Selva Beach	21	20	-6.5%
Live Oak	60	54	-10.5%
Scotts Valley	72	68	-5.9%
<b>OVERALL</b>	504	495	-1.8%

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

## STAFF WORKLOAD

BUSINESS	Dec-13	Dec-14	% Change
Aptos	NA	5,976	NA
Boulder Creek	NA	3,621	NA
Branciforte	NA	3,297	NA
Capitola	NA	5,161	NA
Downtown	NA	3,878	NA
Felton	NA	3,567	NA
Garfield Park	NA	3,470	NA
La Selva Beach	NA	1,922	NA
Live Oak	NA	3,124	NA
Scotts Valley	NA	4,009	NA
<b>OVERALL</b>	NA	3,803	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 DECEMBER 2014

## SYSTEM MEASUREMENTS

<b>FINES &amp; FEES</b>	<b>Dec-13</b>	<b>Dec-14</b>	<b>% Change</b>
Paid at Desk	\$ 13,259	\$ 12,099	-9%
Paid at Kiosk	na	\$ 7,024	
Paid online	na	na	
<b>TOTAL</b>	<b>\$ 13,259.0</b>	<b>\$ 19,123</b>	<b>44%</b>
<b>% Paid at Desk</b>	<b>100%</b>	<b>63%</b>	<b>-37%</b>
<b>% Paid at Kiosk</b>	<b>na</b>	<b>37%</b>	<b>na</b>
<b>% Paid online</b>	<b>na</b>	<b>0%</b>	<b>na</b>
<b>% Paid by credit/debit card</b>	<b>na</b>	<b>31%</b>	<b>na</b>

<b>PROGRAMMING</b>	<b>Dec-13</b>	<b>Dec-14</b>	<b>% Change</b>
Number of programs held	150	162	8%
Number of attendees	2,417	2624	9%
Average # attendees/program	16.1	16.2	1%

<b>USE OF SYSTEM RESOURCES</b>	<b>Dec-13</b>	<b>Dec-14</b>	<b>% Change</b>
<b>VIRTUAL ACCESS</b>			
E-books & magazines	9,061	12,464	38%
Downloadable audio & music	2,042	3,068	50%
Downloadable & Streaming Video	300	1,031	244%
Pageviews	429,827	492,105	14%
Online renewals	41,667	44,217	6%
Total virtual access	482,897	552,885	14%

<b>PHYSICAL CHECKOUTS</b>			
Staff assisted + self check	94,987	101,463	7%
<b>CHECKOUTS</b>			
% Physical checkouts	64%	63%	-3%
% Virtual checkouts	36%	38%	5%
Circulation per capita	0.71	0.78	10%

*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). Includes Boopsie*

*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*

*For FY13/14 staff assisted =monthly stat report minus 41,667 (est online renewals)*

TO: Finance Committee- Library Joint Powers Authority Board  
 FROM: Marcus Pimentel, City of Santa Cruz Finance Director (01/28/15)  
 RE: Monthly Dashboard Report: Library's December 2014 financials

**SANTA CRUZ  
PUBLIC LIBRARIES**

**December 2014**  
Preliminary,

Contained herein is the preliminary, UNAUDITED December 2014 Dashboard summary report. After the month ending operating results, the Library has a year-to-date net operating gain of \$572,315. In general, revenues are ahead of the budget target by 0.7% and expenditures are under budget by 3.9%. Our projections for the remainder of the FY 2014/15 year bring the current net gain closer to a balanced budget position. As an example, nearly \$1-million in other planned expenditures for consulting, software, computer equipment and library operational materials is currently just under 20% spent with the bulk to be paid in the second half of the year.

Net operations (Major accounts)	Last 3-months Actual Results				Fiscal Year to Date	(1) it of Budget Comparison		
	October	November	December	December		Annual Budget FY 2014/15	YTD Actuals	Months completed
<b>Revenue:</b>								
(2) Sales Tax	\$ 507,589	\$ 676,759	\$ 628,676	\$ 3,613,211	\$ 7,158,000	50.5%	50.0%	0.5%
(3) MOE- Member Contributions	435,398	433,938	434,938	2,610,468	5,237,000	49.8%	50.0%	(0.2%)
(4) Library Fines	17,709	16,701	17,839	99,700	135,000	73.9%	50.0%	23.9%
(1) Other Revenue	7,913	19,975	40,738	118,980	164,755	72.2%	50.0%	22.2%
Subtotal Operating Revenue	968,609	1,147,374	1,122,190	6,442,360	12,694,755	50.7%	50.0%	0.7%
Budgetary Financing Sources	-	-	-	-	42,916	-	-	-
<b>TOTAL REVENUE</b>	<b>\$ 968,609</b>	<b>\$ 1,147,374</b>	<b>\$ 1,122,190</b>	<b>\$ 6,442,360</b>	<b>\$ 12,737,671</b>			
<b>Expenditures:</b>								
(5) Payroll	\$ 561,455	\$ 614,878	\$ 651,981	\$ 3,847,883	8,142,358	47.3%	47.1%	(0.1%)
(6) Books (w/Grants)	58,760	58,360	103,670	708,974	1,229,767	57.7%	50.0%	(7.7%)
(7) Janitorial Services	3,218	3,063	3,063	16,799	117,100	14.3%	50.0%	35.7%
Building & Facility	38,459	34,222	35,351	236,634	357,333	66.2%	50.0%	(16.2%)
Rent (Equip, Building, Land)	25,766	25,766	25,766	154,095	312,500	49.3%	50.0%	0.7%
Utilities	26,120	24,337	12,238	174,262	430,000	40.5%	50.0%	9.5%
Other expenditures	105,706	109,362	159,374	731,397	2,148,613	34.0%	50.0%	16.0%
<b>TOTAL EXPENDITURES</b>	<b>\$ 819,484</b>	<b>\$ 869,989</b>	<b>\$ 991,443</b>	<b>\$ 5,870,044</b>	<b>\$ 12,737,671</b>	46.1%	50.0%	3.9%
<b>Net Gain / (Loss)</b>	<b>\$ 149,125</b>	<b>\$ 277,385</b>	<b>\$ 130,748</b>	<b>\$ 572,315</b>	<b>\$ -</b>			

Key Balance Sheet items	Trust Current Assets			Trust Current Assets (cont.)		
	October	November	December	Trust Balance	Trust Balance	Balance
(9) Total pooled cash	3,244,961	2,306,600	2,587,188	241,897	Leet-Corday	93,956
(9) 2-month reserve target	2,115,793	2,115,793	2,115,793	224,043	Morely	12,604
(9) Excess cash/(reserve deficit)	1,129,168	190,807	471,395	9,280	Hale	45,074
Total Current Assets	4,349,926	3,431,508	3,663,062	93,460	Gruber	28,194
Accounts Payable	115,854	79,759	126,289			

- (1) Notes:
- (2) 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. For sales tax, September, December, March & June include the State's estimated revenue plus any balances for actuals vs. estimates for the prior 3-months (true-up). The subsequent months (October, January, April & July) tend to be lower as they contain the lower state estimates.
- (3) The November and December MOE contributions were reduced for the County's independent auditor cost allocations.
- (4) August, September and November "Other revenue" included one-time donations of \$14.6k & \$13.0k and AT&T E-rate refund of \$12.5k respectively.
- (5) For the current fiscal year, the following month's have more than 2 pay periods that will reflect higher payroll costs: August, January & June.
- (6) Material purchases were intentionally high during the first two months of the fiscal year.
- (7) Janitorial service payments are likely to elevate and be in line with monthly expectations by January 2015.
- (8) In December, the four largest expenditures within 'Other expenditures' included: [Financial services - outside at \$50k]; [Library functional supplies at \$14k]; [Software maintenance services at \$25k]; and [Other professional & technical services at \$42k].
- (9) Cash was above the reserve by \$471,395. For November and December, cash balances were temporarily decreased due to delay in receipt of \$1.1 million in Library Financing Authority revenue.

## STAFF REPORT

DATE: January 22, 2015  
TO: Library Joint Powers Board  
FROM: Teresa Landers, Library Director  
RE: Alcoholic Beverage Policy

This is the three year review date for the Alcoholic Beverages Policy. No changes are recommended. This policy has been used several times with no issues.

**Recommendation:** Review and Approve Alcoholic Beverages Policy.

**Policy Title: ALCOHOLIC BEVERAGES POLICY**

**Policy Statement:**

1. Permission to serve alcoholic beverages on library premises must be approved by the Director of Libraries, and be for a designated area only.
2. During regular library hours, the serving of alcoholic beverages is permitted in meeting rooms and lobby areas only. Other areas may be designated when the library facility is closed.
3. The following conditions must be satisfied before permission to serve alcoholic beverages will be granted:
  - a. The applicant must represent a local, not-for-profit group that will directly conduct and benefit from the event.
  - b. Permission must be requested in writing at least 21 days in advance of the proposed event.
4. Selling alcoholic beverages further requires:
  - a. That an Alcoholic Beverage Control License be obtained from Alcoholic Beverage Control
  - b. That the Police or Sheriff's Departments determine staffing levels required for security services. These services will be provided at the group's expense.
  - c. The group must demonstrate that it has complied with the requirements in a. and b. above.
5. Restrictions:
  - a. Alcohol is not permitted at youth activity events or at public hearings, nor may alcohol be served to minors.
  - b. No leftover food or beverages may be left on library premises.
  - c. The applicant is responsible for all additional maintenance and personnel costs resulting from use of alcoholic beverages.

Review Schedule: This policy will be reviewed every three years


Adopted: 1981

Revised: 07/97

Revised: 2/6/2012

Reviewed: 2/2/2015

## STAFF REPORT

DATE: January 22, 2015  
TO: Library Joint Powers Board  
FROM: Teresa Landers, Library Director   
RE: Resolution to accept grant funds

**RECOMMENDATION:** Approve resolution to accept \$15,000 in grant funding from the Pacific Library Partnership to create a Mobile 3D Learning Lab.

SCPL applied for and received an Innovation Grant from the Pacific Library Partnership to create a Mobile 3D Learning Lab. This will be used to provide two game based learning environments using Minecraft World of Humanities and Minecraft Creative Play systems.

This is designed to be mobile and thus, available at branches throughout the System.

**RESOLUTION # 2015-004**

**RESOLUTION OF THE SANTA CRUZ LIBRARY JOINT POWERS  
AUTHORITY BOARD ACCEPTING FUNDS AND AMENDING THE  
FY 14/15 BUDGET**

WHEREAS, the Santa Cruz Library Joint Powers Board accept grant monies from the Pacific Library Partnership for a SCPL Mobile 3D Learning Lab;

WHEREAS, monies from the grant will be used to provide two game-based learning environments using Minecraft World of Humanities and Minecraft Creative Play systems;

WHEREAS, teachers in over 40 countries use MinecraftEdu in STEM, language, history, and art with the GBL Cube, a server that delivers content-rich, hands-on Game Based Learning (GBL) education;

NOW THEREFORE, be it resolved by the Library Joint Powers Authority Board that it accept the grant for \$15,000 and that it amend the FY 14/15 Budget.

PASSED AND ADOPTED this 2nd day of February 2015 by the following votes:

AYES: Board Member(s):

NOES: Board Member(s):

ABSENT: Board Member(s):

DISQUALIFIED: Board Member(s):

APPROVED

ATTEST

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Chair

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Board Clerk

## STAFF REPORT

DATE: January 2 2105  
TO: Library Joint Powers Board  
FROM: Teresa Landers, Library Director *TL*  
RE: Resolution to accept grant funds

**RECOMMENDATION:** Approve resolution to accept \$8,656.41 from the Pacific Library Partnership to help with costs associated with reinstatement of Interlibrary Loan.

The State Library contracted with the Pacific Library Partnership to disburse funding that became available. Funds were allocated statewide according to population served. The share for SCPL is \$8,656.41. Funds can only be used for communication or resource sharing.

This funding became available just as SCPL was working to reinstate Interlibrary Loan. There are some startup costs related to software, data conversion, and mailing supplies.

**RESOLUTION # 2015-005**

**RESOLUTION OF THE SANTA CRUZ LIBRARY JOINT POWERS  
AUTHORITY BOARD ACCEPTING FUNDS AND AMENDING THE  
FY 14/15 BUDGET**

WHEREAS, the Santa Cruz Library Joint Powers Board accept grant monies from the Pacific Library Partnership in order to help reinstate the Inter Library Loan Program;

NOW THEREFORE, be it resolved by the Library Joint Powers Authority Board that it accept the grant for \$8656.41 and that it amend the FY 14/15 Budget.

PASSED AND ADOPTED this 2nd day of February 2015 by the following votes:

AYES: Board Member(s):

NOES: Board Member(s):

ABSENT: Board Member(s):

DISQUALIFIED: Board Member(s):

APPROVED


ATTEST

\_\_\_\_\_  
Chair

\_\_\_\_\_  
Board Clerk



## STAFF REPORT

DATE: January 26, 2015  
TO: Library Joint Powers Board  
FROM: Teresa Landers, Library Director   
RE: Resolution to transfer funds

**RECOMMENDATION:** Approve resolution to transfer \$70,000 from the Vehicle Replacement Fund to the operating budget for the scheduled purchase of two new library vehicles.

This resolution is necessary for accounting purposes. In the FY14/15 budget the purchase of two replacement vehicles was approved at a cost of \$70,000. There is a vehicle replacement fund established for this purpose but funds were not appropriated from the fund when the budget was approved. This resolution provides for that appropriation.



**RESOLUTION # 2015-006**

**RESOLUTION OF THE SANTA CRUZ LIBRARY JOINT POWERS  
AUTHORITY BOARD TRANSFERING FUNDS AND AMENDING THE  
FY 14/15 BUDGET**

WHEREAS, the Board approve the transfer of monies from the Vehicle Replacement Fund;

WHEREAS, the monies will be appropriated from the Fund for the scheduled purchase of two new library vehicles;

NOW THEREFORE, be it resolved by the Library Joint Powers Authority Board that it authorize the transfer of \$70,000 from the Vehicle Replacement Fund, and that it amend the FY 2014-2015 Budget.

PASSED AND ADOPTED this 2nd day of February 2015 by the following votes:

AYES: Board Member(s):

NOES: Board Member(s):

ABSENT: Board Member(s):

DISQUALIFIED: Board Member(s):


APPROVED

ATTEST

\_\_\_\_\_  
Chair

\_\_\_\_\_  
Board Clerk

# STAFF REPORT

DATE: January 22, 2015  
TO: Library Joint Powers Board  
FROM: Teresa Landers, Library Director   
RE: FY13/14 Year End Financial report

**RECOMMENDATION:** Accept report

## SUMMARY

Overall, the FY13/14 budget was a success. Revenues were at 101.7% of estimates and expenditures at 100.6%.

## BACKGROUND

A report on the financials for the previous fiscal year is typically presented to the LJPB at the February meeting, once the books have closed and the audit is completed.

### *Revenues*

For FY13/14 original estimated revenues were \$12,127,000 and final revenues were \$12,560,000, which represents an additional \$390,000 or an additional 1.7%.

### *Expenditures*

For FY13/14 the total adopted budget was \$12,355,000 and the final adjusted budget was \$12,890,000. Total expenditures were \$12,899,000 resulting in an over expenditure of \$9,000 or .6% over budget.

From the above, it appears that Expenditures exceeded Revenues by \$339,000.

## DISCUSSION

The Library's original budget plan included overspending by \$594,000, funded from prior year surpluses. This plan included the purchase of a new Integrated Library System (ILS) for \$300,000 and \$250,000 to address egregious building related issues as identified in the Facilities Master Plan. The construction of a security fence at Branciforte and the carryover of several smaller projects from FY12/13 make up the difference.

In April 2013 the LJPB authorized the purchase of the self-check kiosks for \$241,000 and a buy out of the five year lease for the multifunctional copiers for \$139,400, which will save \$16,000 over the original leasing arrangement. These total \$380,000.

There were several areas of savings throughout the budget which helped counteract those areas of over expenditure:

- Disability insurance- \$25,000: This is a figure given to us by the City and is difficult to predict.
- Professional and technical services (consultants mostly for the Information Technology Division (IT))- \$27,000: The hope was that the addition of a staff member would reduce the need for consultants in IT and that proved to be true.
- Books and Materials- \$84,000- this figure needs to be considered in context. Overall, this is a 93% expenditure rate. The goal is typically to be 5% over or under. The difference this year is due to the late notification of the amount available in trust funds. These funds could not be spent in time and were automatically carried over to the current fiscal year through their designation as projects. The purchase of books and materials is not like buying other goods. We get a discount but do not know exactly what it will be as it depends on a variety of factors- format, publisher, etc. Then, we have to spend the discount and at the end of the year it is a balancing process. First is estimating future discounts and spending them before we know what they are or being more cautious and waiting, which may then be too late because you then get a discount on the materials you purchased using the discount from before. Overall, we spent almost \$1.2 million on books and materials, which is respectable for a library of our size and caliber.
- Library functional supplies- \$16,000: This is the first full year of receiving materials "shelf ready" so ending at 93% expended (the same as the Books and Materials budget) is reasonable.
- Miscellaneous Supplies- \$20,000: Since this is somewhat of a catch all for supplies purchased by every division as well as individually by branch, it is also a difficult line to predict. We will look at it more closely to determine if this line can be safely reduced or if there was an anomaly that created the surplus this year.

Key lines of over expenditure are:

- The Temporary staffing line was at 115.6%- There are several reasons for this. In FY13/14 we purchased a new ILS. We wanted as much staff input into the selection of the system as possible so a large number of temporary staff were

needed to cover during the vendor demonstrations and to replace individuals on the selection committee. Then, when we got the new system, all staff needed to be trained. This involved direct training of temporary staff as well as using temporary staff to cover while regular staff received training. Finally, there were more extended medical leaves than is typical. When staff are out on leave we still incur their regular costs as well as the cost of hiring substitutes who are temporary staff, to cover the absences.

One of the drawbacks of the adopted service model, is that there is very little flexibility with staffing. If staff are not here, we rely very heavily on substitutes. Then, because we rely so heavily on these substitutes, we need to make sure they are trained and up to date on policies and procedures.

- Other personnel lines were also over expended.to varying degrees. This is, in part, due to the Temporary line being over expended. Additionally, these are estimates, at best, to begin with.
- Financial Services Outside was over expended by \$61,000. This is the money paid to the City to provide various services- financial, legal, human resources, etc. It is a formula based on operating expenditures, not including capital expenses. Since operating expenses increased over the original estimate, this line increased as well.
- Hardware Maintenance Services and Computer Equipment were both over expended but software was not. This is due to internal accounting practices. It is difficult to know which line is going to be used and funds could have been transferred to cover without affecting the bottom line. Between these three lines, expenditures on computer hardware and software realized a savings of \$4,319 with 97% of the budget expended.
- Insurance costs- outside were higher than estimated by about \$10,500 but the same line for outside was \$12,300 under for a net savings of \$1,800.
- Electricity was over by about \$10,600. Usage is dependent on weather and price fluctuates greatly with increases that come with not enough notice to be reflected in the original budget. Conversely, Natural Gas was under expended; probably due to the mild winter.

Revenues were strong.

- Sales tax was \$386,300 greater than estimated in the adopted budget, while Maintenance of Effort (MOE) contributions were \$114,700 less. This is due to property taxes not recovering as quickly as anticipated.
- Revenues from library fines and lost items were less than estimated. Fines collected are definitely increasing with the new kiosks. However, revenues from photocopy fees and room rentals exceeded estimates. Once the new

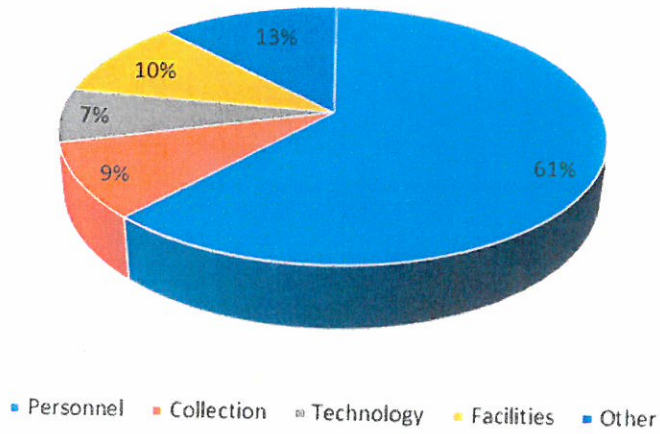
multifunctional printers are fully operational, we are likely to see a continued increase in this line.

- Interest earned is increasing, which makes sense as the fund balance increases, so will interest income..
- Donations are only spent as they are received. Even so, the estimated income from donations was \$91,260 and \$90,241 was actually received. This includes direct donations to the Library as well as donations made to the Friends for direct and immediate use by the Library.

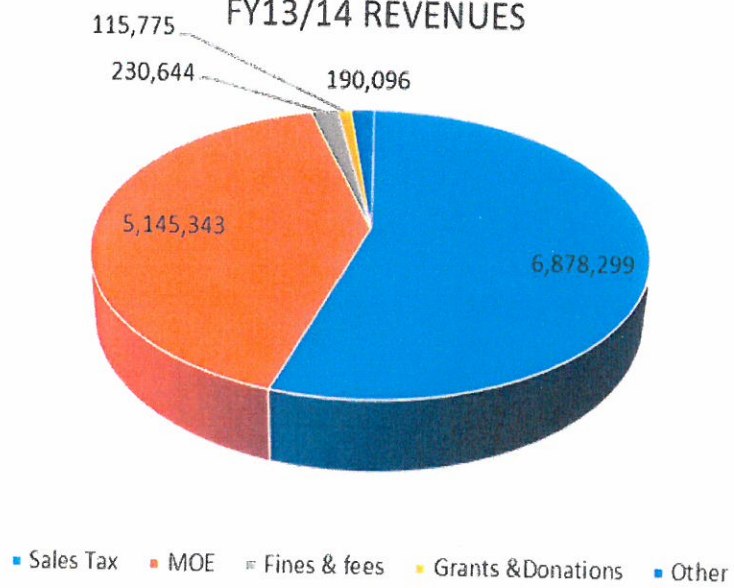
Overall, FY13/14 was a financial success. Staff is to be commended for their careful attention to expenditures throughout the year. Hopefully, revenues will continue to increase as the economy strengthens and property taxes fully recover.

Attached are the detailed reports for Revenues and Expenditures.


### FY13/14 EXPENDITURES



### FY13/14 REVENUES



## STAFF REPORT

DATE: January 22, 2015  
TO: Library Joint Powers Board  
FROM: Teresa Landers, Library Director   
RE: FY14/15 Mid Year Financial Report and request for supplemental funding

**RECOMMENDATION:** Accept mid-year report and approve resolution funding special allocations for Programs (\$8,000) and Staff Attendance at ALA Conference (\$2,500).

### SUMMARY

The FY14/15 budget is on track with an anticipated surplus of about \$60,000. This is ample to support several modest supplemental budget requests.

### BACKGROUND

#### *Revenues*

As of December 31, 2014 (50% of the fiscal year), year to date revenues from sales tax is at 50.5 % and MOE is at 49.8%.

The Finance Director recommended an adopted budget with revenues from these two sources at \$12,395,000. Current revised estimates presented at the January 2015 Library Financing Authority meeting are for revenues to total \$12,404, 000. This is only a \$9,000 difference.

Revenues from fine and fees other than lost books are also exceeding estimates. Library Donations are also exceeding estimates even with a move of \$15,000 from Library to Friends Donations due to an error in accounting. Friends' donations are lower than expected. However, both Donations lines are spent based only on what is received.

#### *Expenditures*

Total expenditures at the end of December indicate overall expenditures at 47.4%. There are a number of expenses which are paid early in the fiscal year such as insurance and audit so this is even more encouraging.



### *Revenues/Expenditures*

Estimates by the City Finance Department indicate a surplus of Revenues over Expenditures of approximately, \$60,000.

Revenues and expenses as of December 31, 2015 by line item are attached.

### *Supplemental requests*

Supplemental funding is requested for programming and staff development.

#### Programming:

1. SCPL will partner with the local music community and the Friends of the Library to host a fundraiser in support of the SoundSwell Music Project. This would invite participating SoundSwell musicians to showcase their music via a concert that would also thank them for their participation and encourage other local musicians to sign up. We are not sure what up-front costs might be so we are estimating \$1,000 for a June 2015 event.
2. The Garfield Park Branch's 100<sup>th</sup> Birthday is July 2015. We would like to have a community centered celebration and will need to commit funds both this fiscal year and next in order to prepare. Funds would be placed into a project fund that will automatically carry over to FY15/16. The estimated cost is \$2,000.
3. The Friends typically sponsor the Summer Reading Program. The Friends decision to change their funding cycle would commit funds to the Library based on funds already raised rather than in anticipation of raising funds, as is the current practice. This means there will be a gap in funding of 6 months from July 1- December 31, 2015 while the transition is made. Funding is expected to begin again in January 2016 based on funds raised July-December 2015..

Unfortunately, the Library begins making commitments for performers, activities and events such as the Festival of the Book in late January/early February. Due to this change in the timing of Friends funding, the Library needs to ensure the availability of funds to support the 2015 Summer Reading Program by appropriating \$5,000 to be placed in a project that will carry funds from FY14/15 to FY15/16.

The budget priorities for FY15/16 include a request to provide one time bridge funding for the period of July –December 2015 to support those programs previously funded by the Friends.

#### Staff development:

The premier professional conference for library staff is the American Library Association conference which is held in different cities throughout the United States each year at the end of June and the beginning of July. This June it is in San Francisco, so it

right in our backyard. Last year's conference was in June and July so some of the costs for last year had to be absorbed by this year's budget.

We have great interest by staff in attending ALA this year. A supplemental allocation of \$2,500 is requested.

There are two other pending requests but details are not yet available so these requests will be formally presented at future meetings.

- One is a proposal to convert the grass lawn (and mole hole haven) at the Garfield Park Branch to a more water efficient and lower maintenance landscaping, and includes an outdoor area for programming. It is possible that there will be sufficient funds in the current operating budget to cover this expense.
- A classification study is near completion for the Information Technology Staff both in the City and in the Library. Preliminary information indicates there will be personnel related expenses recommended in this report.

## DISCUSSION

Lines that appear to be significantly either over or under expended:

- **Personnel:** Overall Personnel is at 47%. Disability insurance is underexpended due to an unexpected change in rates. This line will be under-expended and savings can be used to cover other personnel related lines such as unemployment insurance which is slightly over-expended.
- **Water, sewer and refuse-** This is under expended, most likely due to the timing of the billing cycle.
- **Janitorial and Landscaping-** see Building facility operations and maintenance
- **Fuel-** we are benefitting from the lower gas prices
- **Building facility operations and maintenance-** Services were charged to this line that should have been charged to Janitorial and Landscaping. This is being corrected which will bring all these lines into balance.
- **Hardware maintenance-** The over expenditure in this line needs to be balanced with the under expenditure in the computer equipment line It is difficult to predict which line will be accessed for various IT purchases. Overall, the lines dedicated to "Technology" are at 41% with some large purchases planned for Spring 2015.
- **Training, Travel and Meetings-** Funds are being saved for the annual American Library Association Conference in June 2015 as discussed in the section on supplemental requests.
- **Natural gas-** Since this reflects charges through December, the main winter months are yet to come and given the mildness so far, most likely will continue to be under expended. The weather cannot be predicted.
- **Books and periodicals donations-** This line is only spent as donations are received. Since Friends donations have been low, this line has not been spent.
- **Office furniture and equipment-** There are several large purchases pending.
- **Safety clothing-** There are several purchases pending

- **Advertising-** Funds are being saved to promote the Summer Reading Program in Spring 2015

The special events and change in the Friends funding cycle were unexpected when budgeting for the current fiscal year last Spring. The Programming budget is not able to absorb these additional costs.

All three are very special and reach different sectors of our community that we have identified as important to achieving the goals and strategic objectives in the Strategic Plan:

- The Garfield Park Birthday Party is a way “for people to strengthen their ties with each other, the community and the library.” **CONNECT**
- The SoundSwell event shows how “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. “ **INSPIRE**
- Summer Reading needs no explaining but fits closely with the goal that “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. **INFORM**

The ALA Conference requires support not only for registration but for mileage reimbursement, meals, and hotel as it is a 3 day conference. While funds have been saved to cover conference expenses, a small appropriation of \$2,500 would supplement funds currently available in the operating fund and enable us to send the 13 staff who have requested to go.

The fiscal impact of \$8,000 from the estimated annual surplus of \$96,000 is minor compared to the community benefit that will result from these events. The \$2,500 for staff development would serve to energize staff with the new ideas for products and services that a national conference such as only ALA can provide.

July 1 - Dec 31, 2014

**Revenue Balances**

Criteria: As Of = 12/31/2014

Acct	Title	Year-To-Date Ado Budget	Year-To-Date Adjustments	Year-To-Date Adj Budget	Year-To-Date Actual	Bdgt. to Act. Variance	Pct. Spent
<b>Fund 951 -- Library Joint Powers Authority</b>							
41211	Sales and use tax	7,158,000.00	0.00	7,158,000.00	3,613,211.17	3,544,788.83	50.5%
43190	Federal grants - other	0.00	5,000.00	5,000.00	5,000.00	0.00	100.0%
43210	State operating grants and contributions	0.00	0.00	0.00	2,751.43	-2,751.43	0.0%
43311	Maintenance of effort contributions	5,237,000.00	0.00	5,237,000.00	2,610,468.04	2,626,531.96	49.8%
44613	Internet use fee	2,500.00	0.00	2,500.00	1,540.35	959.65	61.6%
44630	Room rentals-library JPA	2,000.00	0.00	2,000.00	1,657.75	342.25	82.9%
44901	Photocopy fee	9,000.00	0.00	9,000.00	8,557.33	442.67	95.1%
45131	Library fines	135,000.00	0.00	135,000.00	95,757.12	39,242.88	70.9%
45132	Lost library items	15,000.00	0.00	15,000.00	6,114.83	8,885.17	40.8%
46110	Pooled cash and investment interest	19,558.00	0.00	19,558.00	13,391.88	6,166.12	68.5%
46190	Interest earnings - other	0.00	0.00	0.00	909.43	-909.43	0.0%
46303	Donations - library	12,000.00	0.00	12,000.00	29,921.25	-17,921.25	249.3%
46309	Donations - library - Friends of the Lib	49,507.00	0.00	49,507.00	0.00	49,507.00	0.0%
46910	Miscellaneous operating revenue	8,500.00	0.00	8,500.00	52,283.25	-43,783.25	615.1%
46916	Cash over/short	0.00	0.00	0.00	-7.38	7.38	0.0%
46990	Miscellaneous non-operating revenue	0.00	0.00	0.00	15.00	-15.00	0.0%
49122	From Library Private Trust Fund	46,690.00	0.00	46,690.00	0.00	139,690.00	0.0%
<b>Total</b>		<b>12,694,755.00</b>	<b>98,000.00</b>	<b>12,792,755.00</b>	<b>6,441,571.45</b>	<b>6,351,183.55</b>	<b>50.4%</b>
<b>Total</b>		<b>12,694,755.00</b>	<b>98,000.00</b>	<b>12,792,755.00</b>	<b>6,441,571.45</b>	<b>6,351,183.55</b>	<b>50.4%</b>

July-Dec 31, 2014

**Expenditure Balances**

Criteria: As Of = 12/31/2014

Acct	Title	Year-To-Date Ado Budget	Year-To-Date Adjustments	Year-To-Date Adj Budget	Year-To-Date Actual	Year-To-Date Encumbrances	Bdgt. to Act. Variance	Pct. Spent
<b>Fund 951 -- Library Joint Powers Authority</b>								
51110	Regular full time	4,250,833.00	0.00	4,250,833.00	1,970,606.70	0.00	2,280,226.30	46.4%
51111	Regular part time	793,414.00	0.00	793,414.00	384,009.77	0.00	409,404.23	48.4%
51114	Overtime	1,500.00	0.00	1,500.00	1,310.32	0.00	189.68	87.4%
51115	Termination pay	10,000.00	0.00	10,000.00	10,361.54	0.00	-361.54	103.6%
51122	Temporary	774,201.00	0.00	774,201.00	404,679.64	0.00	369,521.36	52.3%
51130	Other pay	750.00	0.00	750.00	730.76	0.00	19.24	97.4%
51132	Special vacation pay	14,700.00	0.00	14,700.00	11,008.33	0.00	3,691.67	74.9%
51133	Special sick leave pay	250.00	0.00	250.00	0.00	0.00	250.00	0.0%
51150	Vehicle-phone-data allowance	1,860.00	0.00	1,860.00	1,054.80	0.00	805.20	56.7%
51201	Retirement contribution	677,527.00	0.00	677,527.00	314,200.72	0.00	363,326.28	46.4%
51202	F.I.C.A.	43,956.00	0.00	43,956.00	18,803.52	0.00	25,152.48	42.8%
51210	Group health insurance	1,112,058.00	0.00	1,112,058.00	506,247.98	0.00	605,810.02	45.5%
51212	Group dental insurance	89,076.00	0.00	89,076.00	39,405.35	0.00	49,670.65	44.2%
51213	Vision insurance	14,614.00	0.00	14,614.00	6,444.84	0.00	8,169.16	44.1%
51214	Medicare insurance	65,270.00	0.00	65,270.00	36,983.28	0.00	28,286.72	56.7%
51220	Group life insurance	1,374.00	0.00	1,374.00	628.53	0.00	745.47	45.7%
51221	Disability insurance	53,208.00	0.00	53,208.00	11,935.65	0.00	41,272.35	22.4%
51230	Unemployment insurance	27,811.00	0.00	27,811.00	16,687.12	0.00	11,123.88	60.0%
51240	Workers' compensation	209,956.00	0.00	209,956.00	112,784.40	0.00	97,171.60	53.7%
52131	Claims management services - outside	17,000.00	0.00	17,000.00	5,383.16	9,616.84	2,000.00	88.2%
52135	Financial services - outside	577,900.00	0.00	577,900.00	253,600.88	8,275.00	316,024.12	45.3%
52139	Medical services	0.00	0.00	0.00	1,935.50	0.00	-1,935.50	0.0%
52150	Merchant bank fees	0.00	0.00	0.00	322.53	0.00	-322.53	0.0%
52199	Other professional & technical services	410,908.00	181,613.75	592,521.75	108,492.92	143,150.83	340,878.00	42.5%
52201	Water, sewer and refuse	63,330.00	0.00	63,330.00	12,921.05	0.00	50,408.95	20.4%
52211	Janitorial services	117,100.00	0.00	117,100.00	16,799.40	0.00	100,300.60	14.3%
52223	Equip annual inventory charge - internal	3,774.00	0.00	3,774.00	3,752.00	0.00	22.00	99.4%
52226	Vehicle work order charges - internal	24,230.00	0.00	24,230.00	7,354.28	0.00	16,875.72	30.4%
52227	Vehicle fuel island charges - internal	15,789.00	0.00	15,789.00	5,925.84	0.00	9,863.16	37.5%
52240	Office equipment operation/maint	4,620.00	0.00	4,620.00	161.04	0.00	4,458.96	3.5%
52244	Other equipment operation/maintenance	3,500.00	0.00	3,500.00	0.00	0.00	3,500.00	0.0%
52246	Building and facility o & m - outside	189,197.00	0.00	189,197.00	129,214.30	0.00	60,000.00	87.3%
52247	Landscaping maintenance services	16,500.00	0.00	16,500.00	1,619.31	900.00	13,980.69	15.3%

Criteria: Period = 0, 1, 12; Fund = 951; Department = \*; Division = \*; Activity = \*; Account = \*  
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# Expenditure Balances

Criteria: AS Of = 12/31/2014

Acct	Title	Year-To-Date Ado Budget	Year-To-Date Adjustments	Year-To-Date Adj Budget	Year-To-Date Actual	Year-To-Date Encumbrances	Bdgt. to Act. Variance	Pct. Spent
<b>Fund 951 -- Library Joint Powers Authority</b>								
52248	Software maintenance services	265,248.00	0.00	265,248.00	79,657.23	45,727.32	139,863.45	47.3%
52249	Hardware maintenance services	27,000.00	0.00	27,000.00	23,010.47	18,025.11	-14,035.58	152.0%
52261	Equipment, building and land rentals	306,190.00	0.00	306,190.00	130,428.85	12,600.00	163,161.15	46.7%
52302	Travel and meetings	15,050.00	0.00	15,050.00	4,163.86	0.00	10,886.14	27.7%
52304	Training	46,200.00	0.00	46,200.00	19,006.06	0.00	27,193.94	41.1%
52306	LSTA Tuition Reimb grant training	0.00	5,000.00	5,000.00	0.00	0.00	5,000.00	0.0%
52403	Telecommunications service - outside	170,778.00	0.00	170,778.00	69,436.22	22,253.28	79,088.50	53.7%
52932	Liability insurance/surety bonds-interna	27,139.00	0.00	27,139.00	11,307.90	0.00	15,831.10	41.7%
52933	Liability insurance/surety bonds-outside	53,350.00	0.00	53,350.00	38,900.00	0.00	14,450.00	72.9%
52960	Advertising	10,570.00	0.00	10,570.00	2,172.78	0.00	8,397.22	20.6%
52961	Dues and memberships	34,126.00	0.00	34,126.00	27,434.00	0.00	6,692.00	80.4%
52971	Printing and binding-internal	100.00	0.00	100.00	4.74	0.00	95.26	4.7%
52972	Printing and binding-outside	17,000.00	0.00	17,000.00	6,073.80	0.00	10,926.20	35.7%
53101	Postage charges	3,500.00	0.00	3,500.00	262.57	0.00	3,237.43	7.5%
53102	Office supplies	20,500.00	0.00	20,500.00	6,373.34	0.00	14,126.66	31.1%
53106	Books and periodicals	1,163,370.00	12,111.21	1,175,481.21	694,129.33	0.00	481,351.88	59.1%
53107	Books and periodicals-grants & donations	49,507.00	4,778.60	54,285.60	14,844.92	0.00	39,440.68	27.3%
53108	Safety clothing and equipment	4,710.00	0.00	4,710.00	173.95	0.00	4,536.05	3.7%
53109	Copier supplies	7,550.00	0.00	7,550.00	0.00	0.00	7,550.00	0.0%
53112	Library functional supplies	188,500.00	0.00	188,500.00	78,089.45	0.00	110,410.55	41.4%
53113	Janitorial supplies	20,000.00	0.00	20,000.00	4,472.51	0.00	15,527.49	22.4%
53311	Electricity	178,600.00	0.00	178,600.00	87,512.96	0.00	91,087.04	49.0%
53312	Natural gas	29,200.00	0.00	29,200.00	4,151.13	0.00	25,048.87	14.2%
54108	Bldg repairs-Library	68,246.00	7,412.00	75,658.00	19,197.00	0.00	56,461.00	25.4%
54990	Miscellaneous supplies and services	59,740.00	7,500.00	67,240.00	31,799.14	0.00	35,440.86	47.3%
56995	Refunded fees and fines	2,000.00	0.00	2,000.00	303.91	0.00	1,696.09	15.2%
57401	Office furniture/equipment	19,175.00	0.00	19,175.00	-515.19	3,163.49	16,526.70	13.8%
57402	Vehicle equipment	46,000.00	0.00	46,000.00	24,436.18	21,563.82	0.00	100.0%
57409	Computer equipment	163,500.00	0.00	163,500.00	16,665.41	0.00	146,834.59	10.2%
57490	Other machinery and equipment	24,000.00	0.00	24,000.00	0.00	16,724.93	7,275.07	69.7%
59191	Intra-entity fund transfer out	87,700.00	0.00	87,700.00	0.00	0.00	87,700.00	0.0%
<b>Total</b>		<b>12,694,755.00</b>	<b>218,415.56</b>	<b>12,913,170.56</b>	<b>5,788,857.98</b>	<b>337,901.47</b>	<b>6,786,411.11</b>	<b>47.4%</b>
<b>Total</b>		<b>12,694,755.00</b>	<b>218,415.56</b>	<b>12,913,170.56</b>	<b>5,788,857.98</b>	<b>337,901.47</b>	<b>6,786,411.11</b>	<b>47.4%</b>

Criteria: Period = 0.1..12; Fund = 951; Department = \*; Division = \*; Activity = \*; Account = \*



**RESOLUTION # 2015-002**

**RESOLUTION OF THE  
SANTA CRUZ LIBRARY JOINT POWERS AUTHORITY BOARD  
APPROPRIATING FUNDS AND AMENDING THE FY 2014-2015 BUDGET**

WHEREAS, the Board approve the transfer of monies from the Library’s “Excess Cash” Reserve to the FY 14/15 Budget;

WHEREAS, a portion (\$8,000) of the monies will be used to fund two special events that were not anticipated and one event that is usually sponsored by the Friends;

WHEREAS, the remaining portion (\$2,500) of the monies will be used to fund staff attendance at the annual American Library Association Conference;

NOW THEREFORE, be it resolved by the Library Joint Powers Authority Board that it authorize the transfer of \$10,500 from the “Excess Cash” Reserve, and that it amend the FY 2014-2015 Budget.

PASSED AND ADOPTED this 2<sup>nd</sup> day of February 2015 by the following votes:

- AYES: Board Member(s):
- NOES: Board Member(s):
- ABSENT: Board Member(s):
- DISQUALIFIED: Board Member(s):

APPROVED

ATTEST

\_\_\_\_\_  
Chair

\_\_\_\_\_  
Board Clerk

## STAFF REPORT

DATE: January 23, 3015  
TO: Library Joint Powers Board  
FROM: Teresa Landers, Library Director <sup>T</sup>  
RE: Budget Priorities for FY15/16

**RECOMMENDATION:** Accept report and provide direction on development of full budget

### SUMMARY

This report outlines the needs and priorities for the FY15/16 budget as identified by staff. With direction from the LJPB, a draft budget will be prepared for the May meeting with adoption of the final budget at the June meeting.

### BACKGROUND

The budget priorities as identified by Library Staff are presented to the LJPB annually at the February regular meeting of the Board. With direction from the Board, the budget is then developed and presented in May at a public hearing with final adoption at the June meeting.

The contracts with the bargaining units are open this year and negotiations may not be completed before the final budget is presented so we need to factor in estimated increases.

The Finance Director provides an estimate of revenues based on information received from the Library Financing Authority. He also provides information regarding expected increases that need to be factored into the expenditures and a 5 year projection. These estimates are still being finalized so this report will focus only on needs. Once the estimates are more firmly established, the budget presented to the Board will only include those items for which adequate ongoing funding is available.

The priorities approved in this report will provide the direction for the development of the FY15/16 budget.

### DISCUSSION



Most budget lines will maintain the status quo or include inflationary increases such as fuel, utilities, etc.

There are several areas for which additional funding is identified as important:

1. One-time costs for FY15/16:
  - a. Consulting services to assist with transition to a new governance model and to advise the Interim Library Director. Specifics have not been developed for these two so an estimate is \$25,000.
  - b. The cost of recruitment for a new Library Director: This has two parts. One is the cost of a recruiter- based on the last contract- \$20-25,000. Additionally, \$10,000 should be budgeted to pay moving expenses.
  - c. The Library's strategic plan expires in 2015. The new director should be responsible for updating it. Should a consultant be utilized to support the development of a new strategic plan, at least \$50,000 should be budgeted. Depending on timing, this might not happen until FY16/17.
  - d. New Cameras for the Headquarters Building- We have been advised that the cameras at the Headquarters Building need to be replaced as the current system is antiquated and no longer supported. This is part of a larger city wide upgrade of all cameras in use at City buildings. No costs have been determined yet.

2. **Structural requests:**

- a. **Landscape maintenance:** The new prevailing wage requirements doubled the cost of landscaping services. Rather than incur additional costs in the middle of the fiscal year, these services were reduced by half. It was hoped this would only be short term and with a new fiscal year, this cost could be more appropriately budgeted. This fiscal year, \$16,500 was budgeted so an additional \$16,500 is requested.
- b. **Library Information Technology (LIT) Classification Study-** A classification study was conducted for the City of Santa Cruz and Library IT Departments. Preliminary information indicates there will be recommendations for the reclassification of several staff as well as additional staff. The final report is expected in a couple of weeks and needs to be shared with the bargaining units before recommendations to the Board and City Council will be finalized.

The "correct" staffing of LIT should be the first priority when making structural adjustments. The Technology Strategic Plan addressed the need for review of the staffing in LIT as one of the primary goals. As more and more of what the Library does involves IT, the need for a properly and

adequately staffed becomes ever more critical to fulfilling the Library's mission. A few of the recent initiatives that required a great deal of LIT staff time behind the scenes include, Snapshot Stories, Veterans' Oral History Project, SoundSwell, and Interlibrary Loan. Keeping the staff and public systems secure in a rapidly changing technological environment requires an increasing amount of staff time

- c. **Regular staff:** The requests for changes in regular and temporary staffing are in accordance with the service model which states that continuous evaluation of the model is needed and changes need to be made that will make the model work better.
  - i. Onsite Services
    - 1. Increase a part time Reference Librarian I/II from 25 hours to 40 hours. This will enable the Reference staff to meet the demands for instructional services for older youth, adults and seniors. The record attendance at the class on Cybersecurity for seniors indicates a major unmet need in the community for this growing demographic.
    - 2. Add a half time Library Assistant II (LAI) for Telephone Reference. Telephone Reference is currently staffed 40 hours per week with the additional 14 open hours staffed by reference staff. Having this staffed full time by a LAII would be a more efficient use of staff and would free up reference staff as described in #1. Telephone Reference is housed at the Downtown Library but answers incoming calls for the entire system.
    - 3. Increase one of the Downtown LAIs from 30 to 40 hours. This would provide greater continuity in service.
  - ii. **Programs and Partnerships-** Add a full time Administrative Assistant. The original service model provided only for the level of programming as existed in January 2012 with the expectation that volunteers would be used to expand services. Volunteers have been used quite extensively- the Book Buddies and Tales to Tails Program are almost entirely managed by volunteers. The new TouchTEAM program is provided by volunteers. Designing new programs is the responsibility of the Programming Librarians and the increase in demand for expanded programs, particularly for teens and seniors, cannot be met with current staffing levels. Adding the Administrative Assistant would free up the current LAII to deliver programs, thereby freeing up Librarians to do more design of new programs.

iii. **Collection Management Services-** The need is for a Librarian I/II to manage electronic resources. As more electronic resources are added, more vendor contracts have to be negotiated. The evaluation of electronic resources for addition to or deletion from the Library's offerings, is quite time consuming. While it may appear that if we are spending more on electronic resources, we must be spending less on physical materials so less staff would be needed to select physical materials. The opposite is true. When less physical materials are ordered, the selection process takes more time and consideration.

iv. **System Services:**

1. Increase Account Clerk I from 30 to 35 hours per week. Taking credit cards and increased collection of fines at the self-serve kiosks has an impact on the accounting division. Adding five hours per week would alleviate the pressure.
  2. Increase a 26 hour per week Administrative Assistant II to 32 hours per week. The Administrative staff was reduced by 1.0 FTE last fiscal year. Currently, there are several times during the week when staff from other divisions are called in to staff the reception desk and main phone line due to lack of coverage. Increasing this staff by 6 hours per week would afford better coverage and a more equitable distribution of workload.
  3. Study the Learning Systems Coordinator position to determine if it should be classified as a Librarian rather than a Library Specialist. As the duties of this position as evolved from the original restructuring when it was created from scratch, the knowledge, skills and abilities needed to be successful, appear to be more in line with those of a Librarian than originally thought. If this were to be the case, the Library Specialist Classification could be eliminated as the remaining incumbent would be the Volunteer Coordinator and could be its own job classification as it is in most other organizations.
- d. Temporary Staff- The current service model relies heavily on the use of temporary staff for two purposes. One is the Library Aide position which is used to handle materials in all locations- check in, sorting, shelving, etc. The other is On-call staff who cover at all levels for staff who are sick, on vacation, attending training or meetings. Both these uses of temporary staff are reflected in the following requests:
- i. Additional Library Aide time to assist in Programming (six hours per week) and in LIT (16 hours per week). Programming is responsible for the Bookmobile and Library Aides assist with the

handling of Bookmobile materials and provide support to the Programming team in general. In LIT, Aides are used to clean equipment, move equipment where needed and provide general support for the LIT team. Aide hours are currently being “borrowed” from Onsite Services for both these divisions.


- ii. On-call staff is relied on heavily. In the smaller branches, if the regular staff member is absent, the On-call will be alone with only an Aide present. The request is to provided funding to pay On-call staff to attend a mandatory quarterly training session to make sure they are up to date on library policies and procedures as well skill development in reference, readers advisory and technology.
- e. **Reduce overdue fines and lost card fee-** Overdue fines were increased to \$.50 per day in 2009 when the recession hit so hard. It is time to return to a more reasonable fine structure. While eliminating fines would be the preference, this might represent too great a reduction to the budget than is prudent. It is difficult to predict how much of a loss in revenue would result from reducing overdue fines to \$.10 per day as it is very possible that more people would pay their fines if fines were less. It would also be in line with our mission to promote literacy, if overdue fines were eliminated for children’s cards. If the LJPB is amenable to exploring this issue, more research and calculations could be done in preparation for the May budget hearing.

Additionally, staff recommend eliminating the \$2.00 charge for a lost card. The income from this is minimal (about \$1,500 per year) and charging is unevenly enforced.

**Next steps:**

- Direction from the LJPB regarding the various priorities described in this report will guide library staff in development of the final budget.
- The finance committee meets on February 23 when more details on the five year estimates for revenues and expenditures will be known.
- A budget hearing will occur at the May 4, 2015 regular LJPB meeting.
- The Finance Committee meets again on May 18 and can review the final version of the budget.
- The final budget is adopted at the June 8 regular LJPB meeting

## STAFF REPORT

DATE: January 28, 2015  
TO: Library Joint Powers Board  
FROM: Teresa Landers, Library Director   
RE: Contract Amendment with Miller Maxfield Inc.

**RECOMMENDATION:** Authorize Library Director to execute contract amendment in the amount of \$61,500, in a form acceptable to the City Attorney, with Miller Maxfield Inc. (Santa Cruz, CA) for a continuation of community outreach and public education services.

### SUMMARY

In collaboration with SCPL staff, Miller Maxfield has assessed, advised, developed, and carried out communications and outreach opportunities to deliver SCPL messaging through a variety of channels. SCPL worked collaboratively with Miller Maxfield to produce a contract amendment that extends SCPL's work with the firm for an additional 12 months. Additional budget requested for the amendment is \$61,500

### BACKGROUND

SCPL engaged with Miller Maxfield in August 2014 to develop and execute public outreach strategies in advance of a possible measure on the June 2015 ballot. Through January 2015, Miller Maxfield has worked in collaboration with SCPL on a variety of strategies including messaging, media relations, stakeholder outreach and more. (Attached is Miller Maxfield's Activities Report, August 2014-January 2015).

Miller Maxfield's current contract amount is \$77,500, of which approximately \$35,000 will be unspent as of the end of January. Attached is Miller Maxfield's 12-month Amended Scope & Budget.

In December, the SCPL Joint Powers Board chose to postpone the possible ballot measure until 2016, based in large part on the latest polling data. The plan is to continue with public outreach and education in advance of a poll that will be conducted in January 2016 to determine the best election- June or November 2016.

## DISCUSSION

Both the poll and Miller Maxfield's stakeholder outreach indicate a strong need for additional community outreach to tell the SCPL's story in the community. The postponement of the ballot measure provides an important opportunity for SCPL to conduct additional outreach. The success and the strength of the efforts thus far support continuing this partnership to heighten awareness of the Libraries in the community.

Assuming other issues regarding governance, business operations and finance can be settled by Summer 2015, there will be six to seven months before the next poll to achieve this heightened level of awareness of the services provided by SCPL.

In addition to their direct outreach efforts, Miller Maxfield is providing capacity building support for the Library's Marketing Team. Miller Maxfield has been meeting weekly with the SCPL Marketing Team on both short term projects and long term strategies.

### Financial Impact

The FY14/15 budget appropriated \$327,742 for "election related expenses." The following chart shows what has been spent thus far:

CONTRACT	COST
Fratessa, Forbes Wong Structural Analysis of Downtown Library	\$ 14,100
ProtechHaz Mat and Asbestos Study of Downtown and Aptos	\$ 8,435
Coastwide Hazardous Waste Disposal (Follow up to Hazmat and Asbestos Studies)	\$ 3,200
NBS contract for CFD Formation financial consulting	\$ 30,500
Anderson Brule consulting on furniture, shelving and signage standards	\$ 30,830
Miller Maxfield Outreach and Education- First Contract	\$ 77,500
Jane Light consulting on governance and business operations	\$ 7,500
TOTAL SPENT OR ENCUMBERED	\$ 138,305
TOTAL AVAILABLE	\$ 347,724
NET AVAILABLE	\$ 209,689

\$209,689 is available, which is sufficient to cover the \$61,600 in the amended contract with Miller Maxfield. At this time no additional "election related expenses" are anticipated this fiscal year.



MILLER MAXFIELD, INC.  
STRATEGIC COMMUNICATIONS & PUBLIC AFFAIRS

**Santa Cruz Public Libraries Public Outreach Plan**  
**ACTIVITIES REPORT: AUG 2014 – JAN 2015**

**STRATEGIES (PER SCOPE OF WORK)**

**1. Message development**

Working in collaboration with SCPL and informed by stakeholder outreach and polling, Miller Maxfield developed a key messages and a boilerplate description of SCPL for ongoing use in communications and outreach.

*The Santa Cruz Public Libraries (SCPL) system delivers information, education, enrichment and inspiration through a network of 10 neighborhood library branches, a web-based digital library, a Bookmobile and community-based programs. SCPL serves children, teens and adults with innovative programming, professional services and community facilities that spark imagination and support discovery. Residents can explore a wide range of interests from academic research, book clubs and literacy programs to digital photography, locally-produced music and local history. Branch locations include Aptos, Boulder Creek, Branciforte, Capitola, Downtown Santa Cruz, Felton, Garfield Park, La Selva Beach, Live Oak and Scotts Valley. Learn more about SCPL at [SantaCruzPL.org](http://SantaCruzPL.org) or via Facebook, Instagram, Pinterest, Twitter and YouTube.*

**2. Strategy and writing**

A communications working group was established, including SCPL leadership, SCPL marketing team and Miller Maxfield. Via the working group, Miller Maxfield has provided strategic council that to date has resulted in new strategies and tactics in the areas of media relations, social media branding and branding. In addition, Miller Maxfield proposed a new monthly calendar of activities (which has been implemented by SCPL) and is currently developing a printed flyer strategy that will target attendees of SCPL programs in order to cross-promote other SCPL programs.

**3. Stakeholder outreach**

Miller Maxfield developed a stakeholder outreach process in collaboration with SCPL to gauge knowledge, opinions and perceptions of SCPL. Miller Maxfield utilized stakeholder feedback to help inform messaging. The process yielded key takeaways including a clear sense of broad support for SCPL, strong need for additional communications and outreach, and the need for clarification of the governance model for SCPL.

**4. Branding, collateral development and production**

Miller Maxfield has recommended greater utilization of SCPL's vehicle fleet as a branding tool and messaging platform, and is currently working with SCPL on implementation strategies. Miller Maxfield has also provided evaluation/consultation on SCPL collateral materials. In addition, it has been recommended that SCPL do more to promote its logo, including the specific recommendation that SCPL install "monument" signs featuring the logo at the front of every branch.

## **5. Media relations**

To assist SCPL's existing media relations process, Miller Maxfield developed a press outreach plan, created a new press release template and updated SCPL's press list. In addition, Miller Maxfield booked an interview on KSCO's Good Morning Monterey Bay program to promote Veterans Day activities and engaged with Friends of the Libraries chapters in Felton, Capitola and Aptos to develop news stories in each community. To date, these efforts have yielded a press release and press outreach to congratulate the new Aptos Friends chapter on its formation. Further engagement with the Felton and Capitola chapters may lead to stories in the months ahead. Miller Maxfield also promoted SCPL's cybersecurity workshops, a strategy that helped position SCPL as relevant on tech issues in the community. Press coverage has included:

Veterans Day Press Outreach: KSCO-radio

Aptos Friends Chapter Press Release: Santa Cruz Sentinel, Aptos Life story, Aptos Times, Aptos Community News (including post news story and podcast)

Cybersecurity Press Conference: KSBW-TV, KION-TV, Santa Cruz Sentinel, Aptos Times, Aptos Community News, Techwire.net, LibrarianChat.com, HackHappens.com

## **6. Social media**

Miller Maxfield analyzed SCPL's current, robust social media footprint and provided feedback, the core of which was a recommendation to implement a monthly social media calendar to more efficiently manage SCPL's content.

## **7. Online promotion and strategies**

Miller Maxfield analyzed SCPL's website, developed specific recommendations and collaborated with SCPL's marketing and IT team regarding implementation strategies, to be led by SCPL.

## **8. Advertising**

Miller Maxfield produced an advertising plan that includes a mix of paid advertising and community event sponsorship opportunities. The advertising components of the plan are designed to reach across the geography of the SCPL system, as well as reach across the demographics of our community, through platforms that include print, radio, Metro bus, online and movie theaters.

## **9. Video**

Based on collaboration with the communications working group, Miller Maxfield and video partner Dusty Nelson established a concept and conducted video interviews with patrons across the SCPL branch system. Initial post-production work to produce a rough-cut version is nearly complete.

## **10. Events**

Miller Maxfield produced a press conference as a strategy to garner press coverage of SCPL's cybersecurity workshops and position SCPL as a tech leader in the community. Miller Maxfield secured and coordinated the participation of SCPL's Teresa Landers, DA Jeff Rosell, County Supt of Schools Michael Watkins, SC Police Lt. Bernie Escalante and Cruzio Co-owner Chris Neklason. Miller Maxfield also managed site logistics and media outreach/follow-up. In addition, Miller Maxfield is collaborating with the SCPL marketing team regarding planning for the Garfield Park anniversary celebration and other upcoming events.





**MILLER MAXFIELD, INC.**  
STRATEGIC COMMUNICATIONS & PUBLIC AFFAIRS

**Santa Cruz Public Libraries Public Outreach Plan**  
**12-MONTH AMENDED SCOPE & BUDGET**

**SUMMARY**

**SCOPE**

With an overarching goal of increasing awareness of SCPL and doing more to connect the community with SCPL, Miller Maxfield will work in collaboration with SCPL staff and leadership to assess, advise, develop and execute communications and outreach opportunities to deliver SCPL messaging through a variety of channels.

Activities to include ongoing strategic planning and message development, as well as strategy and execution related to earned media, social media, other digital media, community relations, collateral materials and events.

In addition, Miller Maxfield will assist SCPL by executing an advertising plan (including both design and placement) that will deliver SCPL's messaging. Advertising to be targeted to support outreach efforts for appropriate audiences, taking into account jurisdictional boundaries, hyper-local community focus and SCPL user profiles.

**DEFINITIONS:**

- **Earned Media:** local print, radio, online and TV news outlets.
- **Social Media:** SCPL's social media platforms, including Facebook, Instagram, Twitter, Pinterest, Flickr and YouTube.
- **Other Digital Media:** email, mobile, video, etc.
- **Community Relations:** stakeholder outreach, speaking opportunities, partnerships, sponsorships, etc.
- **Collateral Materials:** graphic design support, brochures, banners, etc.
- **Events:** press events, community events.
- **Advertising:** platforms that may include print, online, mobile, radio, movie theater, Metro bus, SCPL vehicle fleet, etc.

**TIMELINE:** February 2015 - February 2016

**BUDGET**

Budget estimates represent not-to-exceed amounts. SCPL will be invoiced only for work completed. Upon written approval by SCPL, funds may be moved between strategies, as long as the total budget is not exceeded.

**Strategic Communications** **\$66,000**  
*(Assess, advise, develop and execute communications and outreach strategies/activities related to earned media, social media, other digital media, community relations, collateral materials, advertising and events)*

**Graphic Design** **\$5,500**  
*(Collateral materials and advertising)*

**Advertising Placement** **\$25,000**  
*(Platforms may include print, online, mobile, radio, movie theater, Metro bus, SCPL vehicle fleet, etc.)*

**TOTAL BUDGET:      \$96,500**

**Fee Schedule:**

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

## REPORT

DATE: January 27, 2015  
TO: Library Joint Powers Board  
FROM: Sean Campbell, Jim Mosher  
RE: Legal Representation

### RECOMMENDATION

1. Instruct staff to determine current cost of legal representation – i.e., the percentage of the service contract paid to the City of Santa Cruz that is dedicated to legal representation – and report back to the Board.
2. Approve plan to obtain legal representation through a direct contract with legal counsel beginning the 2015-2016 fiscal year.
3. Provide staff with additional direction as needed.

### BACKGROUND AND DISCUSSION

The Board currently receives legal representation from the Atchison, Barisone, Condotti & Kovacevich law firm. John Barisone, a partner in the firm, is the City Attorney for the Cities of Santa Cruz and Capitola. The Board pays for these legal services as part of its service contract with the City of Santa Cruz. The billing for the service is not itemized, so the Board is not aware of the total percentage of the service contract devoted to legal services.

This arrangement creates two distinct lines of communication and authority. The Board communicates directly to the Atchison firm when legal issues arise. However, the Atchison firm communicates with Santa Cruz city officials regarding financial arrangements and payments. The Board is not privy to these communications or arrangements between the firm and the city.

The current arrangement creates the perception of a conflict of interest and may in fact create a conflict in the future. Although both the cities of Santa Cruz and Capitola are parties to the Joint Powers Agreement, their interests are not necessarily the same as those of the Joint Powers Board. For example, if claims are brought against the Board by outside parties or if a legal dispute arises between the cities and the Board, there may be divergent interests among the parties regarding how the claims should be resolved.

The issue is not whether the Atchison firm should or should not provide the legal representation to the Board; the firm successfully represents multiple public entities. However, public entities routinely hire and remunerate the firm directly. Replacing the current structure with one in which the Board both communicates with and pays for its legal representation directly with legal counsel will insure that perceived conflicts of interest or future actual conflicts of interest are avoided.

Determining the current cost of legal representation is a first step in implementing the proposed plan. A Request for Proposal can then be developed by staff for the 2015-2016 fiscal year that reflects anticipated costs in the future.

### FISCAL IMPACT

No fiscal impact is anticipated.



Teresa Landers <landerst@santacruzpl.org>

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## Terrific Presentation today

1 message

---

**Jane Schymeinsky** <[REDACTED]>  
To: Lynne Sansevero <sanseverol@santacruzpl.org>  
Cc: landerst@santacruzpl.org

Wed, Jan 21, 2015 at 8:55 PM

Hi Lynne,

You did a terrific job leading the Cyber Security presentation for us old guys. It was clear, informative, amusing and completely terrifying, but Vic and I went home with information we never imagined we needed and we thank you for doing a great job. I was almost afraid to write this e-mail thanking you. I think you need to do another session because I know a lot of seniors I would send.

Jane and Vic Schymeinsky



Teresa Landers <landerst@santacruzpl.org>

---

## Patron called to thank Courier Drivers and all staff who handle the transit of materials

---

Diane Cowen <cowend@santacruzpl.org>

Thu, Jan 15, 2015 at 1:16 PM

To: Courier Drivers <drivers@santacruzpl.org>, Library Aides - All <libaid-all@santacruzpl.org>, All Staff <allstaff@santacruzpl.org>

Cc: Rec Crew <recognition@santacruzpl.org>

Hi,

A woman just called to let us know how thankful she is to the drivers and the people who work to move the books between branches. She thinks you are all doing a fantastic job, and can't believe how quickly her materials arrive.

Hooray! Good job folks!

### Diane Cowen

*Virtual Services Librarian*  
Santa Cruz Public Libraries  
Tel: 831.427.7706 x 7763  
<http://www.santacruzpl.org>



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





Teresa Landers &lt;landerst@santacruzpl.org&gt;

---

**Fwd: An Employee of Great Integrity and Kindness**

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Don Lane &lt;dlane@cityofsantacruz.com&gt;

Sat, Jan 10, 2015 at 11:06 AM

To: Teresa Landers &lt;landerst@santacruzpl.org&gt;, Cynthia Mathews &lt;CMathews@cityofsantacruz.com&gt;, David Terrazas &lt;DTerrazas@cityofsantacruz.com&gt;

FYI... about a Library Employee.

Don Lane  
Mayor  
City of Santa Cruz  
[dlane@cityofsantacruz.com](mailto:dlane@cityofsantacruz.com)<mailto:dlane@cityofsantacruz.com>  
831-420-5022

Begin forwarded message:

From: Karen Gilovich <[REDACTED]>  
Date: January 10, 2015 at 10:21:35 AM PST  
To: Don Lane <dlane@cityofsantacruz.com><mailto:dlane@cityofsantacruz.com>>  
Subject: An Employee of Great Integrity and Kindness  
Reply-To: Karen Gilovich <[REDACTED]>

Mayor Don Lane  
809 Center Street  
Room 10  
Santa Cruz, CA 95060

Dear Mayor Lane:

This is a letter I think you will be delighted to receive. It is written in appreciation of a kind, honest and professional deed done by one of Santa Cruz's employees. On January 8th we received a telephone call from Melanee Barash, a librarian from the Capitola Branch library on Wharf Road. The day before we had brought in yet-another stack of books to donate. It was our last load, after donating approximately 750 books from my mother and stepfather, who were leaving their home in Santa Cruz to a retirement community.

Ms. Barash had been quite noticeably kind and helpful when we brought in the books. She saw my husband carrying in a box from the parking lot, and propped open the door for us. She greeted us with friendliness and professionalism. She also guided us to fill out a receipt form.

Ms. Barash's telephone call the next day was to inform us that she thought we might want to come look at one of the books we donated. She thought there might be something important in it.

The next day we arrived to examine it. In it, was my mother's most precious, heirloom jewelry.

I don't know which emotions were strongest: shock, relief or gratitude! This was truly an act of integrity, and we want to make sure that you and your Santa Cruz community know of Ms. Barash's goodness.

Most sincerely,

Karen Gilovich  
[REDACTED]  
[REDACTED]  
[REDACTED]

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

From: <webmaster@santacruzpl.org>  
Date: Fri, Jan 23, 2015 at 12:13 PM  
Subject: SCPL Patron Comment or Suggestion: Fines and equal access  
To: webmaster@santacruzpl.org

The following message has been received from:

NAME: Jynelle

PHONE NUMBER:

EMAIL ADDRESS: [REDACTED]

=====

The fines for the public library are too high and foster inequality in the availability of library services. They are also not helping at 50 cents vs 5 cents as an incentive as countless fine free and lower cost libraries return rates will show. At a certain point it is high enough to not only keep people from using the library who are lower income but it penalizes the people who perhaps need it most. The overworked, stressed people dealing with the hardships of income inequality to mental disorders such as depression and ptsd. They are just the kinds of people the most at risk of forgetting, being distracted etc. They are also the people whom the fines are well out of disproportion as a punishment. \$50 dollars to someone on minimum wage with kids is an enormous amount of money vs someone with a different income and circumstances. I think also is important to remember we are dealing with forgetting or poor personal management strategies not a moral boundary being crossed or harm to others. The fine is way out of proportion to the infraction or inconvenience of others that it causes and effects the poor disproportionately as is the nature of fines. So therefor as a public benefit entity I see that as no small matter. To sum up, the fines of the Santa Cruz county library system are too high and exclusive in addition to putting an unnecessary barrier to a free library system from the very people who may benefit from it the most.

=====

<https://mail.google.com/mail/u/0/?ui=2&ik=9a00f4612d&view=pt&q=webmaster%40santacruzpl.org&psize=25&pmr=100&pdr=50&search=apps&msg=14b18a...> 1/1

**SCPL INCIDENT LOG - 2014 (Print 27th to 28th for LJPB Packet)**

Date	Branch	Time HH:MM	Patron's Name	Ref.#	Brief Description 5411=Defecation 5150=Mental 602=Trespass 647=Public Intoxication 447=Arson	Staff Involved	Steps Taken	Safety- Preventative Steps	1st Alarm Roving Guard Cld.	911 Cld.	EMT Cld.	Bld. Mtc. Cld.
12/30/14	CAP	2PM	Unknown	-	A large section of the garbage enclosure was knocked down by a car (hit and run).	Melanee Barash	The damage was found after the fact. An auto license plate and part of an auto front grill was found at the scene. A police report was filed #14c-02744 and the City of Capitola Public Works was also notified.	NA	No	Yes	No	No
12/30/14	APT	10:45am	Darrell Powell	-	Male patron found camping behind the branch. When asked to leave, by staff and Second Alarm guard he became hostile and confrontational.	Heather Pereira, Sandra Zamora	911 was called and removed the patron. It is unknown if he was arrested. First Alarm Security Guard has been advised.	NA	Yes	Yes	No	No
12/31/14	LO	12:45pm	NA	-	Staff member Lorena Lopez was stuck in the elevator for approximately .40 min.	Patty Carroll, Lorena Lopez	911 and the elevator vendor was called. The elevator vendor arrived and repaired the elevator.	NA	No	Yes	No	No
1/5/15	GP	3:45pm	Joseph Herman	GP 01	A neighbor reported that "somebody" was urinating behind the library. A patron stated that "it was an emergency" and so he urinated outside.	Catherine Workman	The patron left the premises.	NA	No	No	No	No
1/5/15	DTN	1:35pm	Brandon Levett	DTN 69	A man and a woman appeared to be in a domestic dispute. The woman slapped the man.	Mitchell Horton	Both patrons were <b>ejected for the day.</b>	NA	Yes	No	No	No
1/6/15	DTN	3pm		DTN 68	Security guard noticed a female patron who appeared to be sleeping. The table was full of cosmetics and different containers with fluid but no library materials. She was advised of the no sleeping rule. Later the patron was found sleeping again.	Jennifer Cockerill, John Ottenberg	The patron was <b>ejected for the day.</b> She appeared to be intoxicated. After much profanity at staff and guard, the patron left.		Yes	No	No	No



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

Date	Patron's Name	Time HH:MM	Ref.#	Brief Description	Staff Involved	Steps Taken	Safety-Preventative Steps	1st Alarm Roving Guard Cld.	911 Cld.	EMT Cld.	Bld. Mtc. Cld.
1/8/15	DTN Unknown	3:15pm	DTN 70	5411=Defecation 5150=Mental 602=Trespass 647=Public Intoxication 447=Arson  Security guard found a patron (male), laying on a public bench outside the branch and advised him twice that this was not allowed. He read the municipal code regarding conduct on public property.	Mitchell Horton	The patron refused to comply and responded with "either taze me or go fuck yourself". <b>A 3 day ban</b> packet was prepared however the man had entered the library and as using a computer. He was escorted out and threw the ban info. on the ground. He was previously given a verbal one day ban on 1/2/5 for having an open container.	NA	Yes	No	No	No
1/8/15	GP Joseph Herman	4pm	GP 01	Patrons complained that a man, possibly intoxicated was passed out or sleeping at a computer.	Laura Whaley, Catherine Workman	Staff member Laura Whaley tried to wake the man up but he fell back asleep. <b>He was ejected for the day.</b> Later another neighbor reported that the man had urinated on their fence after the left the branch. 911 was called.	NA	No	Yes	No	No
1/12/15	DTN Unknown	10:35am	DTN 71	Male patron swearing loudly and being very animated in a way that was bothersome to other patrons, while he was watching something on the computer.	Brandon Hunter, John Ottenberg	Staff member Brandon asked the patron to "keep it down" and was told to "back off" in a threatening tone. Security was called and the man was <b>banned for 3 days. 1-13-15 2pm, patron declined Ban Pkg. from John Ottenberg witnessed by staff Brandon Hunter.</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.#	Brief Description	Staff Involved	Steps Taken	Safety-Preventative Steps	1st Alarm Roving Guard Cld.	911 Cld.	EMT Cld.	Bld. Mtc. Cld.
1/12/15	HQ	6:30am	Unknown	-	5411=Defecation 5150=Mental 602=Trespass 647=Public Intoxication 447=Arson  Upon arriving to work, staff member Gabe Reyes observed 2 males camped out on the side of the building. One of them was urinating in the corner by the fire-escape stairs.		From a distance the man was advised that the alley was not a bathroom. The two men apologized. The two men left the area before the roving guard started his rounds at 7am.	NA	Yes	No	No	No
1/14/15	DTN	11am	Unknown	DTN 72	Male patron in the internet area was disturbing other patrons with his loud laughing.		The patron has had previous verbal warnings, he was <b>ejected for 1 day</b>	NA	Yes			
1/14/15	SV	3pm	Alan Demy, (son) Brett Demy	-	A patron reported that she was allergic to dogs and that a dog was tied up and whining and barking in the Fireside room.	Sarah Harbison	Staff found that the dog (Rocky), was tied to a table leg and belonged to a known patron Alan Demy who was on the outside patio. He was advised not to leave his Service Dog® unattended.	NA	No	No	No	No
1/16/15	DTN	11:35am	Unknown	-	A female patron's toddler (about 2 yrs. old), their his finger stuck in the gap between the elevator door and door frame.	Maile McGrew-Frede,	The mother was able to free the toddler's finger and took the toddler to the bathroom to run cold water on the sore finger. Staff provided an ice-pack and the child calmed down. The finger was not cut or bleeding. Another mother who witnessed the incident seemed to feel that it was the elevator's fault. Names were not obtained.	NA	No	No	No	No
1/18/15	LO	NA	Unknown	-	Staff discovered Graffiti spray painted on the branch brick trash enclosure with the word "FEZ" and also found venetian blinds and newspapers crammed in to the space between the bike lockers and the building.	Patty Carroll	A maintenance work order was submitted to clean up the areas.	NA	No	No	No	Yes

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

Date	Branch	Time HH:MM	Patron's Name	Ref.#	Brief Description	Staff Involved	Steps Taken	Safety-Preventative Steps	1st Alarm Roving Guard Cid.	911 Cid.	EMT Cid.	Bld. Mtc. Cid.
1/22/15	SV	NA	Unknown	-	5411=Defecation 5150=Mental 602=Trespass 647=Public Intoxication 447=Arson  Male patron (a regular), left his 2 young boys in the car unattended while he used the computers in the library.	Kyra Rodriguez, Paula Jansen, Chris Sulots	Staff called 911 however, the patron left before the police arrived, photos taken.	NA	No	Yes	No	No
1/22/15	B40	1pm	Unknown	-	A mother and daughter had a confrontation with a male patron in the parking lot and then a second confrontation with a woman passing who was trying to video (unsuccessfully), the confrontation with her cell phone. by which carried on into the branch lobby.	Lois Meyer, Peggy Meserth	Apparently either the mother or daughter had "flipped off" the 3rd woman who was attempting to video the first confrontation. Staff tried to calm the patrons down but ended up having to call 911. The pair drove off after speaking with police.	NA	No	Yes	No	No
1/22/15	GP	3pm	Joseph Herman	GP 01	Patron complained that his computer logged off prematurely.	Catherine Workman	It was determined that the computer did not log off prematurely. However, the patron was observed nodding off and appeared intoxicated. He left and then came back to leave a note of rambling complaints.	NA	No	No	No	No
1/23/15	GP	3pm	Joseph Herman	GP 01	Patron found nodding off at the computer.	Catherine Workman	Patron had received previous verbal warnings about sleeping. <b>A one day ban letter was prepared but not given due to a subsequent incident noted below. The ban will be given if another sleeping incident occurs.</b>	NA	No	No	No	No

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

Date	Branch	Time HH:MM	Patron's Name	Ref.#	Brief Description	Staff Involved	Steps Taken	Safety-Preventative Steps	1st Alarm Roving Guard Cld.	911 Cld.	EMT Cld.	Bid. Mtc. Cld.
1/23/15	GP	3:30pm	Joseph Herman	GP 01	5411=Defecation 5150=Mental 602=Trespass 647=Public Intoxication 447=Arson  While the patron was using the computer with an open beverage cup, a neighbor came in to advise that Joseph Herman left a note at her house saying "I peed on your lawn" with expletives.	Catherine Workman	The neighbor was advises to call the police. The neighbor confronted the man. After he told her to leave him alone she left. The man was also advised that he could not have an open cup in the library. He left the branch.	NA	No	No	No	No
1/23/15	DTN	NA	Gary Curry	DTN 62	Library IT was contacted by law enforcement Detective Sembler regarding this patron who had sent threats to the NY State Police via their Facebook page from the library's internal network via a Samsung Galaxy phone. The patron had used the library's Wi-Fi.	Lynne Sansevero	It was found that the Staff Wi-Fi, which is WPA2 protected had been compromised. The library's WPA@ password was immediately changed. This patron has a history of violating the SCPL Code of Conduct. This patron has a history of violating the SCPL Code of Conduct and was previously on a 30 day ban 11/26/14. <b>A 6 month ban was imposed.</b>	NA	No	No	No	No

Date		Branch	Time HH:MM	Patron's Name	Ref.#	SCPL INCIDENT REPORT Brief Description	Pend or Open	1 Day	2 Day	3 Day	7 Day	14 Day	30 Day	60 Day	90 Day	3 Mo.	6 Mo.	1 Yr.
1/5/15	DTN	1:35pm	Brandon Levet	DTN 69	A man and a woman appeared to be in a domestic dispute. The woman slapped the man. Both patrons were <b>ejected for the day</b> .	2												
1/6/15	DTN	3pm	Unknown	DTN 68	Security guard noticed a female patron who appeared to be sleeping. The table was full of cosmetics and different containers with fluid but no library materials. She was advised of the no sleeping rule. Later the patron was found sleeping again. The patron was <b>ejected for the day</b> . She appeared to be intoxicated. After much profanity at staff and guard, she left	1												
1/8/14	DTN	3:15pm	Unknown	DTN 70	Security guard found a patron (male), laying on a public bench outside the branch and advised him twice that this was not allowed. He read the municipal code regarding conduct on public property. The patron refused to comply and responded with "either taze me or go fuck yourself". A <b>3 day ban</b> packet was prepared however the man had entered the library and as using a computer. He was escorted out and threw the ban info. on the ground. He was previously given a verbal one day ban on 1/2/5 for having an open container.	1												
1/8/15	GP	4pm	Joseph Herman	GP 01	Patrons complained that a man, possibly intoxicated was passed out or sleeping at a computer. Staff member Laura Whaley tried to wake the man up but he fell back asleep. He was <b>ejected for the day</b> . Later another neighbor reported that the man had urinated on their fence after the left the branch. 911 was called	1												

	1/12/15	DTN	10:35am	Unknown	DTN 71	Male patron swearing loudly and being very animated in a way that was bothersome to other patrons, while he was watching something on the computer. Staff member Brandon asked the patron to "keep it down" and was told to "back off" in a threatening tone. Security was called and the man was <b>banned for 3 days. 1-13-15 2pm, patron declined Ban Pkg. from John Ottenberg witnessed by staff Brandon Hunter.</b>										1							1							1									
	1/14/15	DTN	11am	Unknown	DTN 72	Male patron in the internet area was disturbing other patrons with his loud laughing. The patron has had previous verbal warnings, he was <b>ejected for 1 day</b>		1																															
	1/23/15	DTN	NA	Gary Curry	DTN 62	Library IT was contacted by law enforcement Detective Sembler regarding this patron who had sent threats to the NJ State Police via their Facebook page from the library's internal network via a Samsung Galaxy phone. The patron had used the library's Wi-Fi. It was found that the Staff Wi-Fi, which is WPA2 protected had been compromised. The library's WPA@ password was immediately changed. This patron has a history of violating the SCPL Code of Conduct and was previously on a 30 day ban 11/26/14. <b>A 6 month ban was imposed.</b>			5	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	14	30	60	90	3	6	1								
										<b>Total</b>										0	5	0	2	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
										Pend	or	Open																											

## SPCA Featured Pet



### Don't Miss Out on Mikie

Mikie is a 5 1/2 year-old Tibetan - Spaniel mix who's been in the shelter system for over five months now. He originally came in as a stray so what is known about his history is limited but we've gotten to know him pretty well and have found a lot of love and laughs in this boy. Mikie has an adorable playful streak and loves to throw his toys around, run from one room to another and find piles of blankets to roll around in. He's got a lot more energy and spunk than his age might suggest so he needs to find a home where walking and playing is done frequently.

Mikie is a very alert and curious guy who likes to be a part of things. He's great with people, including children and enjoys being pet and loved on. He does well with female dogs but can be a little picky about his male dog friends. We can see him learning to live with a cat but he currently thinks they are fun to chase.

At about 15 pounds, Mikie is a solid little guy. Still small enough to be easily taken along wherever you want to go but not quite a "carry around" type of guy. He's got a little fluff to him and seems to have an undercoat as well that will require routine brushing.

Come and meet Mikie and consider giving him a chance to leave shelter life behind! The Santa Cruz SPCA is a 501c3 charitable organization and receives no government funding, relying solely on public donations to run its many programs that benefit the animals and people of our community. For more information call the Santa Cruz SPCA at 465-5000, or visit [www.santacruzspca.org](http://www.santacruzspca.org). The SPCA is located at 2685 Chanticleer Avenue in Santa Cruz, CA 95065 and is open to the public Tuesday through Sunday, 11:00 A.M. to 5:00 p.m. The SPCA Mall Adoption Center and Gift Shop is located at the Capitola Mall near Target and is open on Friday from 11am-5pm and Sat-Sun 11am-4pm. ■



# Cyber Security Workshops



## Four cybersecurity workshops to be offered at Branch Libraries in January

The Santa Cruz Public Library System (SCPL), in partnership with the Santa Cruz Police Department, the County Office of Education and the District Attorney's Office is putting a spotlight on the need for cybersecurity, especially following the spike in new web-connected devices received as gifts during the holidays.

SCPL is announcing four cybersecurity workshops to be held at various branch libraries in January, with topics focused on parents, kids, seniors and small business owners. Parents can learn the ins and outs of Snapchat, quite possibly their tween's favorite app, as well as how to address cyber bullying. Business owners will receive a handy guide about best online practices.

The classes, each 45 minutes long, will be taught by Lynne Sansevero, Division Manager of Information Technology at SCPL, using curriculum developed by the U.S. Dept. of Homeland Security. The first program, focusing on cybersecurity strategies for parents and educators, will be 7 p.m. Wednesday at the Aptos Branch Library.

Practicing good "cyber hygiene" is crucial at all stages of life: for children and teens, business owners and parents, and retirees. Practicing strong and safe online habits protects people's identities and the networks they use at home, work and anywhere they log in. The Santa Cruz Public

Library System, as a leading provider of free community access to computers and technology education, regularly offers programs to help residents better utilize their technology. ■

### WORKSHOPS

*Stop. Think. Connect*

**Parents and Educators:** Wednesday January 7, 2015, 7 p.m.; Aptos Branch Library, 7695 Soquel Drive in Aptos

**Kids 8-15 and their parents:** Sunday, January 11, 2015, 2 p.m., Downtown Branch Library, 224 Church Street in Santa Cruz

**Older Community Members and Seniors:** Wednesday, January 21, 2015, 4pm, Downtown Branch Library, 224 Church Street in Santa Cruz

**Small Business:** Wednesday, January 28, 2015, 7 pm, Scotts Valley Branch Library, 251 Kings Village Road in Scotts Valley

The Santa Cruz Public Libraries (SCPL) deliver information, education, enrichment and inspiration through a network of 10 neighborhood library branches, a web-based digital library, a Bookmobile and community-based programs. Residents can explore a wide range of interests from academic research, book clubs and literacy programs to digital photography, locally produced music and local history. Branch locations include Aptos, Boulder Creek, Branciforte, Capitola, Downtown Santa Cruz, Felton, Garfield Park, La Selva Beach, Live Oak and Scotts Valley.

Learn more about SCPL at [SantaCruzPL.org](http://SantaCruzPL.org) or via Facebook, Instagram, Pinterest, Twitter and YouTube.

Sponsored by: Santa Cruz Public Library System, County Office of Education, Santa Cruz Police, District Attorney's Office, Cruzio



"Class Size" from page 30

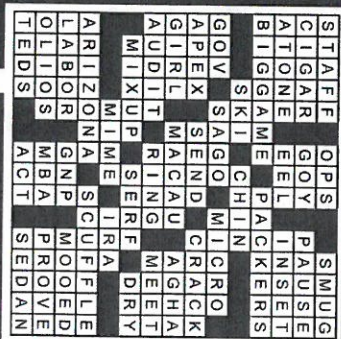
Reducing class size is an effort to improve student achievement. As my own sons move through the Aptos area schools, I see first hand how important reduced class size is and what it offers our children.

I also see the benefits not just for my own children but the children of the entire community. Reduced class size has my full commitment as a Trustee for our schools because it helps our students to reach their fullest potential. That is something we all can stand behind. ■

Crossword on 25

## Super Bowl

© Statepoint Media



## Capitola picks site for permanent library

By Jondi Gumz, Santa Cruz Sentinel

Posted: 01/22/15, 9:52 PM PST |

### 1 Comment

CAPITOLA >> The question of where to build the permanent library branch was settled Thursday night by the Capitola City Council.

The council voted 4-1 for 2005 Wharf Road where the temporary branch is located, but the idea of a civic center with a parking structure funded in large part by an 80-room hotel proved controversial.

After much comment and discussion, the council decided not to follow city manager Jamie Goldstein's four-month outreach plan but voted 4-1 for Mayor Dennis Norton to appoint a 10-member committee to bring the council a plan for public outreach.

"Let's have the citizens come to us," said Councilman Michael Termini. "We're looking for grassroots common sense." Termini said he was disappointed with the costly process involving consultants writing the general plan.

Councilwoman Stephanie Harlan voted no.

"What is the problem we are trying to solve?" she asked. "Do we know there's a need for parking structure? We don't know."

She wanted to wait for another summer season to gauge use of the temporary parking lot built next to city hall last year.

"I think we ought to respond to community needs," she added. "It feels like we're trying to talk people into something. Why are we calling it a civic center? That doesn't fit Capitola."

Goldstein contended that moving the police department and city hall out of the floodplain and building a parking structure, could be "self-funded" by a hotel on the city's village property generating room tax revenues.

Otherwise the project would be too expensive for the city to undertake.

Council members received a barrage of emails Thursday from residents opposed to the civic center and hotel and others supporting the Wharf Road library site.

Advertisement

"Kill the hotel concept now," urged former mayor Mick Routh in his email.



Former mayor Gayle Ortiz emailed to say she was not in favor of pursuing a large city hall complex at this time, worrying the cost could run double the \$13 million estimate, saying it is not needed.

Residents Margaret Kinstler, Molly Ording, Carol Arao and Nels Westman echoed the concerns of the former mayor.

Susan Westman, former city manager, said, "I am in favor of having a parking structure but if the price I have to pay is an 80-room hotel and all the expense to relocate city hall then that price is too high for me."

One resident urged the council to think ahead, a comment Councilman Jacques Bertrand took to heart.

Councilman Ed Bottorff voted against the library site saying he has concerns about where the money would come to build library.

# Capitola library site decision put off two weeks

By Jondi Gumz, Santa Cruz Sentinel

Posted: 01/08/15, 9:37 PM PST | Updated: 3 secs ago

0 Comments

CAPITOLA >> With Mayor Dennis Norton away in Maui, Vice Mayor Ed Bottorff was reluctant Thursday night to make “a big decision” selecting a site for a permanent library to replace the existing 4,320-square-foot temporary branch.

The council voted 3-1 to postpone the decision for two weeks, with Councilwoman Stephanie Harlan opposed.

She supports the existing site at 2005 Wharf Road.

“I can’t imagine anything would change my mind,” she said, recalling how the council promised affordable housing, since built, next to the library and a tot lot. “It’s not fair to change.”

The branch is part of the county library system, which recommended a facility of 12,000 square feet to 15,000 square feet in Capitola.

Such a library could cost up to \$12.9 million. The city has \$2.6 million in redevelopment funds available.

Bottorff said he is a proponent of the “civic center” concept, which would move the library into a complex with city hall.

The city’s ad hoc library committee looked at potential sites, focusing on city-owned property, finding the existing site is close to multifamily housing, near 41st Avenue retail for those bunching errands, and has easy access to central Soquel, a community served by the Capitola branch.

But more land would be needed to put up a 12,000- to 13,000-square-foot building.

The other option, using the city hall site and Pacific Cove parking lots, could move police out of the flood zone but would be a complicated hillside construction project unable to tap most of the redevelopment money and create summer parking challenges.

The committee favored the Wharf Road site.

“The site is so perfect and it’s served the community so well,” said Councilman Michael Termini, noting Capitola is contracted to open the library by 2018 or lose that redevelopment money.

Committee member Gayle Ortiz suggested the council consider asking voters to extend the quarter-cent sales tax expiring in 2017 to fund a library “that we can all be proud of” rather than waiting for a countywide parcel tax initiative.

“We need to step up our game and decide on our own plan,” she said. “Scotts Valley built their own library. I don’t see why we can’t.”

Plans for a countywide tax measure on the 2015 ballot were shelved in December after a voter poll showed declining support.

City manager Jamie Goldstein said pressure to decide “has abated” since the ballot measure is off the table.

The civic center concept will be presented in two weeks.

The council voted 4-0 to approve a change in tourism marketing fees to be paid by guests at hotels and vacation rental management companies such as Beach House Rentals. If other jurisdictions agree, the fee will be \$1.75 to \$3 per room per night, depending on the lodging’s revenue per available room.

Police Chief Rudy Escalante said the Monte Foundation wants to return to Oct. 10 to put on a fireworks show to benefit the city.



Teresa Landers <landerst@santacruzpl.org>

**Fwd: LEGISLATIVE UPDATE: GOVERNOR CUTS LIBRARY PROGRAMS IN BUDGET**

Crowe, Linda <crowe@plsinfo.org>  
Reply-To: "Crowe, Linda" <crowe@plsinfo.org>  
To: PLPDIRECTORS@listserv.plsinfo.org

Fri, Jan 9, 2015 at 9:05 PM

Sent from my iPad

Begin forwarded message:

**From:** <legislativeupdate@cla-net.org>  
**Date:** January 9, 2015 at 4:29:49 PM PST  
**To:** <crowe@plsinfo.org>  
**Subject:** LEGISLATIVE UPDATE: GOVERNOR CUTS LIBRARY PROGRAMS IN BUDGET

This email was sent to 'crowe@plsinfo.org' from California Library Association. If you wish to stop receiving email from us, you can simply remove yourself by visiting: <http://www.cla-net.org/members/EmailOptPreferences.aspx?id=26436040&e=crowe@plsinfo.org&h=28ffd06c0167c70e0d5bf2026fdf949aa473a43>

January 9, 2015

**TO:** CLA MEMBERS/ SYSTEMS/ NETWORK CONTACTS

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

**RE:** News From the Capitol

**GOVERNOR BROWN INTRODUCES 2015-16 BUDGET:  
SLASHES \$4 MILLION FROM PUBLIC LIBRARY PROGRAMS**

This morning Governor Brown introduced his 2015-16 State Budget before an assembly of the press corps in the State Capitol in Sacramento. The Governor's Budget summary document, released in conjunction with the Budget indicates

that “the state budget, after a decade of fiscal turbulence, is finally balanced – more precariously than I would like – but balanced.” While the Governor’s Budget gives most of any new revenue, gained due to an slowly recovering economy, to K-12 schools, he also proposes new spending in areas of public safety, health and human services, and climate change. However, most disappointing, the Governor slashes \$4 million from the State Library Budget – money which was included last year in the Budget to bolster the California Library Services Act, the State Literacy program, and so-called “hardship” grants for those libraries needing to connect to the new high-speed Internet backbone operated by the Corporation for Education Network Initiatives in California (CENIC).

While this news is understandably disappointing, California library supporters have a history of rising to the occasion, and there is no doubt they will do so again with a valiant fight this Spring on these issues. In fact, you will be hearing from the CLA Legislative Committee in the coming days as they launch this year’s major advocacy event, “Day In the District.” Your participation will be critical as CLA begins a concerted effort to restore these funds.

CLA members will recall that last year, Assemblyman Mike Gatto (D-Los Angeles) fought to include funding in the 2014-15 Budget to help restore money to the California Library Services Act and the state literacy program. The Assemblyman had met with the library directors, staff and supporters in Burbank in his district, and learned of the impacts the devastating Budget cuts had had on the Transaction Based Reimbursement program and other vital programs. In working with CLA, Assemblyman Gatto vowed to make partial restoration of public library funds one of his priorities last year. Along with Assembly Budget Chair, Nancy Skinner and Assembly Budget Subcommittee Chair, Al Muratsuchi, the three of them championed the issue, resulting in \$3 million in new funding being included in the Budget ultimately sent to the Governor. We hope that Mr. Gatto and many of our library supporters in the legislature will again lead the effort to restore this funding as the Budget Committees begin their deliberations on the Governor’s Budget this Spring.

Specifically, the Governor’s Budget does the following:

- California Library Services Act: Makes a \$2 million reduction in this line-item. (The so-called “Gatto money.”) This leaves \$1.88 million in the fund.
- California Library Literacy Services: Makes a \$1 million reduction in this line-item. (The so-called “Gatto money.”) This leaves \$2.8 million in the fund.
- CENIC “Hardship Grants:” Zeroes out the \$1 million in “hardship grant” funding but leaves \$2.25 million in place to fund the Governor’s broadband plan for libraries (e.g. connecting public libraries to the CENIC high-speed “backbone.”)

Adult Education Plan is rolled out – benefit to public libraries unknown

It should be noted that as essential funds were cut from the literacy program this

morning, the Governor's action could negatively impact any forward progress CLA was making in the area of adult education literacy services. Over the past two months, CLA has been working with the Department of Finance as the Administration has been reviewing the current adult education program and the local consortia process. CLA was asked to provide examples regarding the heavy population of low literate adults that are seen on a regular basis at the public library – many of whom are not eligible for traditional adult education classes because their literacy level is not sufficient for enrollment. We have also been meeting with the State Board of Education and the Legislative Analyst's Office, educating them about the issue as well. One of CLA's goals in these meetings was to encourage the state to request that local adult education consortiums recognize public libraries as a viable provider and a resource and to include them in local decision-making and referrals. Subsequent to these meetings, CLA Legislative Committee Chair Laura Seaholm and literacy liaison to the committee, Joanne Wright, polled the literacy community to get essential feedback that was also provided to the Department of Finance and the Legislative Analyst's Office.

Today's Budget includes a major \$500 million Proposition 98 General Fund block grant proposal pertaining to Adult Education which states in part:

*"In order for adult education programs to be well coordinated and linked with the economic needs of their region, the Administration proposes that each consortium designate an allocation board responsible for planning and allocating block grant funds. Each consortium will form an allocation committee consisting of seven members who represent community colleges, K-12 districts, other education providers, local workforce investment boards, county social services departments, correctional rehabilitation programs, and one public member with relevant expertise. Each allocation committee will coordinate with regional partners to ensure various adult education funding streams are integrated, such as block grant funds, other K-12 and community college resources, Workforce Innovation and Opportunity Act allocations, and other federal funds. Each allocation committee will determine how to allocate block grant funds for direct instruction, support services, and administration of its consortium (which will be capped at 5 percent). Each consortium will report annually to the Chancellor and Superintendent on progress towards fulfilling its adult education plan using all resources available. These reports will inform distribution of block grant funds in the future."*

Funding will be provided directly to K-12 districts, according to the Governor's plan in the initial year of the program, but then after that time "further allocations will be distributed according to the local allocation committees." However, it is unclear if public libraries will ultimately be able to benefit from the block grant funds.

We will be participating in a briefing by the Department of Finance next week as they explain, in greater detail the adult education proposal. We will provide CLA members with supplemental information as this issue progresses.

As mentioned above, your local advocacy efforts – reaching out to your legislators during the month of February – will be absolutely critical this year. Look for an announcement in the coming days from the CLA Legislative

Committee regarding this year's "Day In the District" advocacy event and plan to participate. CLA will provide you with information and tools you will need in order to express your concerns with your local legislators about today's action by the Governor.

# New York library to give out 10,000 free hot spots

Posted: Sunday, January 18, 2015 12:00 am | Updated: 1:02 am, Sun Jan 18, 2015

Associated Press |

NEW YORK -- The New York Public Library is launching the nation's largest Internet lending program, handing out 10,000 free high-speed hot spots to some of the city's poorest residents.

The program -- which offers the devices for up to a year, about a \$1,000 value -- seeks to bridge a digital divide in the nation's largest city, where studies have found nearly 3 million of the 8 million people lack broadband access.

"It is simply unfathomable that in the digital world in which we live, one-third of New Yorkers do not have access to broadband Internet at home, putting them at a serious disadvantage at school, in applying for jobs, and so much more," said Anthony Marx, president of the New York Public Library.

Mobile Beacon, a Rhode Island-based, nonprofit national provider of low-cost Internet services, is working with Sprint to distribute the hot spots to library branches across New York City's five boroughs.

In addition, Mobile Beacon has similar projects in 74 communities in 20 states, from cities including Chicago and Los Angeles to rural areas of Kansas, Pennsylvania and Texas.

While requirements differ, borrowers generally are eligible if they don't have their own broadband and are registered in library educational programs. Outreach efforts also are aimed at the elderly and disabled seeking health care.

There's one challenge: making sure users have laptops or desktops to link in. Google has so far donated 500 laptops -- plus half of the \$2 million in private grants funding the New York City program -- and schools supply them to many children.

"Computers are awesome," said 10-year-old Carlos Apreza, of Staten Island, boasting that his school grades went up by about 30 percent since he got both the hot spot and a computer from the library last year as part of a small test run for the program that was expanded in December.

Carlos and his brother live on a family income of about \$13,000 per year -- from their father's paycheck as a restaurant dishwasher.

"We can buy food and some clothes," he added, "but we don't have enough money for technology."

At the Acosta house in Staten Island, the hot spot they started using last year, also as part of the test, has already reaped benefits.

"Our 9-year-old son won first-place at a science fair after learning how to make compost -- from the Internet," said Evelyn Acosta, supervisor of a home for the developmentally disabled who is the family's sole breadwinner. Her husband is on disability.

Mobile Beacon pioneered the library Internet-lending model three years ago at the Providence Community Library, which previously had provided Internet access only through on-site library computers.

"With shrinking municipal budgets and nonstop technological advancement, public libraries need to be customer-driven and ensure their programs keep pace with patrons' evolving needs," says library director Laura Marlane, noting that about 100 million Americans still are without home Internet access.

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# Second Chances

Posted Monday, January 12, 2015 - 10:33

Libraries across nation roll out accredited high school diploma program

By Kristen Lepore

Angie Velasquez discovered on Facebook that Los Angeles Public Library (LAPL) was offering a new free service in 2014: an online accredited high school diploma.

She was working full-time as a general manager at a bakery while taking classes toward her associate's degree at Los Angeles Harbor College.

"I've always done really well without my high school diploma, but there were a few classes that I wanted to take," she says. "At the time, I was thinking of possibly becoming a phlebotomist, but in order to take that class, I needed a high school diploma."

Her schedule was hectic, but the idea of finally obtaining a high school diploma was enticing.

Velasquez dropped out of high school her junior year. She says she fell behind after being enrolled in an algebra class that was too advanced. Signing up for summer school or taking the computer classes that her teachers suggested just weren't realistic.

"My living situation growing up wasn't the best," she says. "At a young age—at 14—I understood that I needed to work, save money. So when I turned 18 I could get out and get a place of my own."

Velasquez, now 27, is one of 48 Los Angeles residents to receive a scholarship to participate in LAPL's Career Online High School. About six months in, she has completed 75% of the program.

## How it happened

Gale Cengage Learning [announced its partnership with Career Online High School \(COHS\)](#) in January 2014. The curriculum is accredited through AdvancED Accreditation Commission, a private nonprofit agency.

"COHS's nontraditional academic format reengages dropouts who have previously experienced educational trauma in a traditional academic environment," says Teresa Salafrio, COHS director of academics and principal of schools. "Returning to a traditional high school was not an option for most of our students."

Gale, which had been offering courses on its own for those seeking a high school diploma, decided to shape its program for the public library, says Senior Vice President of Global Product Management Frank Menchaca.

"Since the Great Recession, public libraries have really been transforming in some pretty interesting ways," he says. "They are still very much about education, about supplying materials to people who want educational and informational materials, but I think the way they're going about doing that is changing. There's a lot more emphasis on programming versus just content acquisition."

As of October, nine libraries had signed up to offer COHS and three had launched. LAPL, which has 73 branches and serves more than 4 million people, was the first. [Sacramento Public Library \(SPL\)](#) and the [Public Library of Cincinnati and Hamilton County in Ohio](#) quickly followed suit. Other participating

libraries include Chattanooga (Tenn.) Public Library; Fountaindale Public Library District in Bolingbrook, Illinois; San Diego Public Library; County of Los Angeles Public Library; New Orleans Public Library; and New Jersey State Library, which will be organizing the programs at six libraries in the state.

LAPL City Librarian John Szabo says he was interested in offering the program to Los Angeles residents after heading a successful GED program at Atlanta–Fulton Public Library System in Georgia.

“People really connected with the fact that the library, by being involved in this educational endeavor, was having an impact on workforce development, on economic development,” he says. “And so here in Los Angeles, we certainly do work around GED, but the idea of being able to, through the public library, deliver an accredited high school diploma—all that that means and how that empowers someone, how that prepares someone for the workforce—that’s just fantastic.”

According to Szabo, offering an online diploma was just another step toward empowering the local community with an education tool.

“In Los Angeles, our supporters, our patrons, very much see the public library as an institution that is about learning and about empowerment; about helping people find jobs, helping people take their first step on the path to citizenship. So the public library plays a very dynamic role,” he says.

### How it works

COHS is intended for adult learners. Its champions hope the program will help the approximately 12% of adults (ages 25 and over) living in the US without a high school diploma. Since COHS received accreditation in February 2012, the program has enrolled about 2,000 students on the enterprise side, with a retention rate of 66%. Gale expects a few hundred students across the country to be enrolled through libraries in 2014.

Each library can customize its enrollment process. In both Los Angeles and Sacramento, prospective students must live in the library’s service area and be at least 19 years old to apply.

“The State of California provides services to people under the age of 19, so we are targeting people who have aged out of those options,” says SPL Director Rivkah K. Sass.

At SPL, there are four gates through which each candidate must pass:

- Self-Assessment: 13 questions to verify basic qualifications, such as age, residence, grade level, etc.
- Prerequisite Course: The candidate has two weeks to complete this first course in the Career Certificate Program of his or her choice.
- In-person interview with the SPL enrollment team.
- Completion of the next two courses in his or her Career Certificate Program within 30 days.

The library’s role is to market the program both internally among staff and externally in the community, says Sass. It’s responsible for creating enrollment procedures that will work in their community and employing an effective enrollment team that will assist students through the process.

“What the library does not have to do is worry about the COHS online platform or the academic tutoring,” Sass says. “The COHS teachers, coaches, and IT are hands-on and excited to help their students in any way they can.”

The curriculum varies from the typical high school setting. Students choose from one of eight career fields, including child care and education, office management, and homeland security. Each student is

assigned an academic coach who welcomes the student to the program and monitors his or her progress throughout.

If a student hasn't logged on in a while, he or she can expect a check-in phone call or email from an assigned academic coach.

Mario Rideaux, a student in SPL's COHS, wanted to get a job as a correctional officer but couldn't because he didn't have a high school diploma. He called the library before COHS launched and spoke to the adult literacy supervisor, who encouraged him to wait and enroll in the online program.

"For someone like me who has to hold down a job, a house, and two little kids, you have to be able to squeeze school in," Rideaux says. "Sometimes I'm dead tired, but I do it. I cram it into my weekends. If I had to go to a school all day long, I'd have to quit my job, I'd lose my house."

The ability to create his own schedule is key, he says. And the COHS curriculum has been effective.

"It's perfect the way they have it designed," says Rideaux. "If you miss something in a quiz, it brings you back to that page and makes you read it again. By the time you read it two or three times, it's stuck in your brain."

Rideaux is working with the library's Volunteer Services Coordinator Cathy Crosthwaite, whose role is to motivate and guide students through the application process, hit deadlines, and attend monthly cohort meetings.

"Mario has proven to be not just an excellent student but also an exceptional spokesperson for the COHS program," she says. "His story, although unique, speaks to so many in our society that need a second chance to fulfill their career goals."

### Who's paying for it

The library purchases these scholarships from Gale on behalf of the student. Some libraries use private funds while others use grant money.

The Institute of Museum and Library Services (IMLS), for example, supports SPL's program—which had awarded 35 scholarships as of October—under the provisions of the Library Services and Technology Act. The act is administered in California by the State Librarian and in partnership with the Califa Group, a nonprofit consortium representing more than 220 libraries in the state and elsewhere.

LAPL is covering the cost of the scholarships with private funds from its foundation. Szabo says he hopes to fill a total of 125 slots this year, with each one costing the library between \$1,200 and \$1,500. As of October, it's spent approximately \$70,200 on 52 scholarships.

Budgeting for these financial costs comes with added pressure, and it's critical that students stay motivated, says Szabo. That's why he and his staff are looking to the 21 literacy centers at various branch libraries to recruit students for this program.

Thirteen such students gathered at a Saturday morning literacy class at LAPL's Central Library to talk about current events. They're of all ages, and most are Mexican or Chinese immigrants.

LAPL teacher Barry Lank asks students what they've been reading in the news that week. As the discussion progresses, he writes key topics and common themes on a whiteboard and continues to explain parts of speech.

Lank says every class and literacy center is different. Since he specializes in English as a second language (ESL), he gets many students from other countries who are looking to improve their English-

speaking skills. Szabo agrees that each literacy center differs based on the needs of that community. The most important part is that the adult learners are voluntarily participating.

"[The students] are in many cases already engaged in the literacy program, so they are working on those skills at the same time they are taking these [COHS] classes," he explains. "The goal for some is to find employment. For others, it's about all of the pride that a high school diploma carries."

### The bigger picture

One of the greatest distinctions between COHS and a traditional high school is flexibility. Students can work anytime from anywhere. That online atmosphere, Menchaca says, "helps address the educational trauma that leads a student to drop out in the first place."

The program's career component offers students real-world application by giving them the knowledge and skills to enter the workforce, says Menchaca.

"What came through is that they have a negative association with going to school or for getting that degree, but the public library is considered sort of neutral ground," he says. "People who haven't graduated from high school don't associate the public library with that same kind of downer atmosphere that they might have had in school."

Nationally, more high school students are staying in school, according to October Census Bureau data. In 2013, 7% of the nation's 18-to-24-year-olds had dropped out of high school. This illustrates a decline from the 12% dropout rate in 2000.

That number isn't as impressive in California. During the 2012–2013 school year, the dropout rate was 11.6%.

Recognized as a "dropout factory" in filmmaker Davis Guggenheim's *Waiting for Superman*, Los Angeles Unified School District's Roosevelt High School in Boyle Heights has come a long way. Its dropout rate has improved from 23.8% in 2007–2008 to 5.1% in 2012–2013.

Although California's graduation rate was 80% in 2013, some students are still struggling to get by. Long-term substitute teacher Joe Carreno helps run Roosevelt's Apex Learning credit recovery program, a digital curriculum that aims to boost graduation rates and aid students who have fallen behind.

Many of his students who are struggling to graduate don't have internet access at home, he says, and they "need a lot of support." COHS could be "a nice plan B, because plan A looks really intimidating," he says.

Carreno hadn't heard that the library was offering online high school diplomas. It could be a viable option for his students, he says, but he worries that once they drop out, they won't go back—especially because you have to be 19 to apply to COHS, and students drop out before then. Nevertheless, if the program is advertised and offered to these students, it could fill a void, he says.

"The reason they leave is because there's chaos; there's really not going to be moments of clarity unless this is brought to them," he says. "If it's a program that's brought to [and promoted at] the school, I think it's a great idea."

### The expansion plan

Still in its infancy, the program has graduated two people from LAPL. The first person took about seven months to complete and graduated in August; the second person graduated in October. For someone who may have more classes to make up, it could take up to 18 months.

"It is rewarding to hear the success stories of students who have graduated from COHS," says its director, Salafrio. "Our students share that upon graduating and earning their accredited high school diploma and entry-level workforce certificate, they feel empowered to either pursue a post-secondary certificate/degree pathway or to advance in the workplace. This is the essence of why we created COHS—to reengage adults back into the educational system and to provide them with the opportunity to improve their lives."

Menchaca would like to see COHS offered as a standard product in every major urban public library "where there is an acute need for educational resources."

In Sacramento, Sass says she'll be working to turn strong community support into more scholarships.

"We believe this program has the potential to reposition the library as a provider of education," she says.

As of October, SPL had received more than 300 inquiries about COHS.

But before the program can really grow, Szabo says its success must be measured.

"Once we get them up and running, we want to be able to report on the efficacy of the program and push that out to public libraries nationwide to say, 'Here's what we've found so far with our early adopter libraries.' So we see it as a national program," he says.

Ultimately, libraries piloting COHS expect diploma recipients to become loyal library users and supporters, if they aren't already.

"They are going to be library supporters, advocates by virtue of coming into our libraries and receiving something so valuable as a diploma," Szabo says. "They are going to inevitably take advantage of other programs that the library offers if they haven't already."

Eventually, he'd like to see a graduation ceremony at the library. SPL's ceremony is slated for June 2015.

KRISTEN LEPORE *is a multimedia journalist who works as a digital producer at an NPR affiliate in the Los Angeles area.*

Issue:

January/February 2015

**2015 LJPB MEETINGS- Revised January 12, 2015**

January 12	Downtown
February 2	Downtown (Closed session planned for 6 pm)
March 9	Aptos
April 6	Downtown
May 4	Downtown
June 8	Scotts Valley
July 6	No meeting
August 3	Downtown
September 14	Aptos
October 15	Downtown (Note: This is a Thursday)
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



# County of Santa Cruz

## COUNTY ADMINISTRATIVE OFFICE

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

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

SUSAN MAURIELLO, J.D., COUNTY ADMINISTRATIVE OFFICER

January 7, 2015

AGENDA: January 12, 2015

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

### PRELIMINARY REVENUE ESTIMATE FOR 2015-16 AND REVISED ESTIMATE FOR 2014-15

Dear Members of the Board:

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

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

#### Revenue Estimates

The table that follows shows:

- ✓ The Budget Amount Approved for 2014-15;
- ✓ The Revised Estimated Actual Amount for 2014-15 and the variance from the Approved Budget;
- ✓ The Preliminary Estimate for 2015-16 and the difference from the 2014-15 Budget; and
- ✓ The Distribution Detail for the qualified public libraries.

**LIBRARY FINANCING AUTHORITY  
JANUARY 2015 REVENUE ESTIMATES**

**AGENDA: January 12, 2015  
Page 2**

**Library Finance Authority - January 2015 Estimates**

(1) Item	(2) Population %**	2014-15			2015-16	
		(3) Approved Budget	(4) January Estimate	(5) Variance	(6) January Estimate	(7) Difference from Prior Year Budget
<b>Measure R (Sales Tax)*</b>		\$8,850,675	\$8,951,202	\$100,527	\$8,951,202	\$100,527
<b>Maintenance of Effort</b>						
City of Santa Cruz		1,394,751	1,394,751	0	1,394,751	0
City of Watsonville		541,684	541,684	0	541,684	0
County Library Fund		4,802,602	5,108,525	305,923	5,137,729	335,127
Subtotal		6,739,037	7,044,960	305,923	7,074,164	335,127
<b>Interest Earnings</b>		2,397	2,383	(14)	2,383	(14)
Total		\$15,592,109	\$15,998,545	\$406,436	\$16,027,749	\$435,640
<b>Distribution Detail</b>						
<b>Measure R (Sales Tax)</b>						
Watsonville Library	22.47%	\$1,988,747	\$2,011,335	\$22,588	\$2,011,335	\$22,588
Santa Cruz Library System	77.53%	6,861,928	6,939,867	77,939	6,939,867	77,939
Total	100.00%	\$8,850,675	\$8,951,202	\$100,527	\$8,951,202	\$100,527
<b>Maintenance of Effort</b>						
Watsonville Library	22.47%	\$1,514,262	\$1,583,003	\$68,741	\$1,589,565	\$75,303
Santa Cruz Library System	77.53%	5,224,775	5,461,957	237,182	5,484,599	259,824
Total	100.00%	\$6,739,037	\$7,044,960	\$305,923	\$7,074,164	\$335,127
<b>Interest Earnings</b>						
Watsonville Library	22.47%	\$539	\$535	(\$3)	\$535	(\$3)
Santa Cruz Library System	77.53%	1,858	1,848	(11)	1,848	(11)
Total	100.00%	\$2,397	\$2,383	(\$14)	\$2,383	(\$14)
<b>Grand Total</b>						
Watsonville Library	22.47%	\$3,503,547	\$3,594,873	\$91,326	\$3,601,435	\$97,888
Santa Cruz Library System	77.53%	12,088,562	12,403,672	315,110	12,426,314	337,752
Total	100.00%	\$15,592,109	\$15,998,545	\$406,436	\$16,027,749	\$435,640

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

\*\* Based on California Department of Finance E-1 Population Estimates for January 1, 2014 as released May 1, 2014



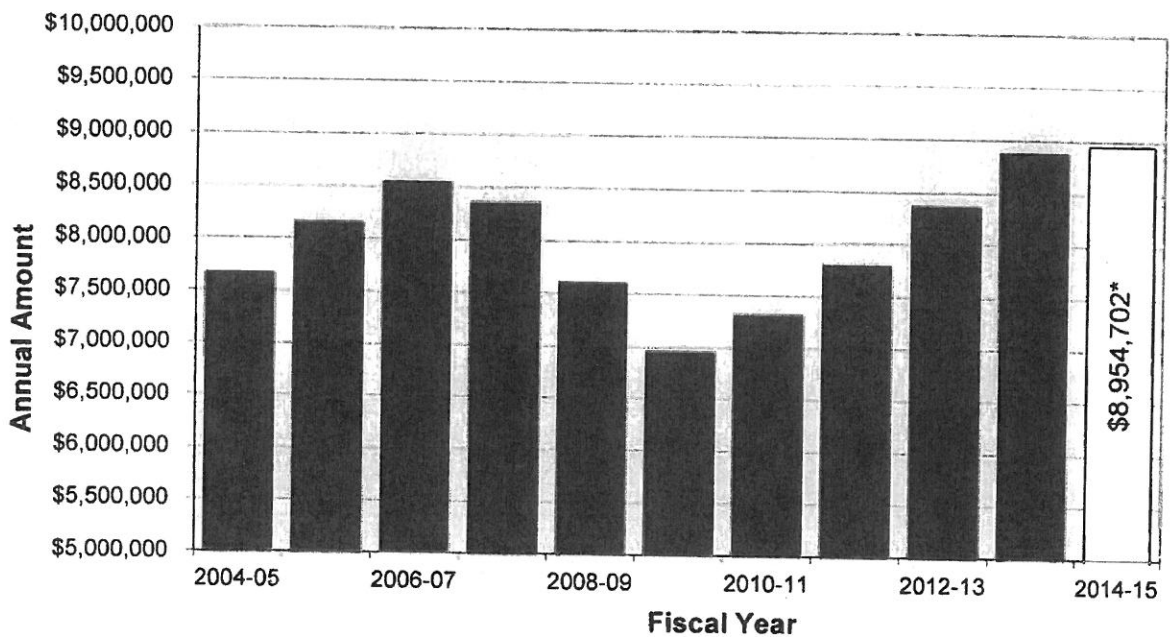
**Revised 2014-15 Estimate**

As a result of the revised estimate for 2014-15 (Page 2, Column 4), we anticipate that total revenues available to the Library Financing Authority from Measure R sales tax, Maintenance of Effort contributions and interest earnings will be \$406,436 greater than the budgeted amounts approved in June 2014.

✓ **Revised Sales Tax Revenue**

The revised sales tax estimate for 2014-15 is \$100,527 greater than the approved budget. The revised estimate is based on actual sales tax receipts for the first two quarters of 2014-15 and prior year actual receipts for the third and fourth quarters. Attachment 1 provides a history of quarterly and annual sales tax receipts. The following chart shows a history of actual annual receipts for the past 10 fiscal years and a projection for 2014-15.

**Library Sales Tax Revenue  
Actual and Projected Receipts**



\* Total receipts before audit fee

✓ **Revised Maintenance of Effort**

The Maintenance of Effort (MOE) contributions from the cities of Santa Cruz and Watsonville are fixed amounts. The County Library Fund contribution is a function of property tax receipts for the Library Fund. As reported in September 2014, the County Library Fund ended 2013-14 with a surplus of \$40,963, which will be included with the 2014-15 County Library Fund MOE contribution. In 2014-15, the County Library Fund is expected to receive \$264,960 more than budgeted in property taxes. This results in a revised MOE contribution of \$5,108,525 from the County Library Fund in 2014-15, reflecting a total increase of \$305,923 over the 2014-15 budgeted amount.

✓ **Revised Interest Earnings**

We anticipate that 2014-15 interest earnings for the Library Financing Authority will be \$14 less than the budgeted amount approved in June 2014.

**Preliminary 2015-16 Estimate**

The preliminary estimate for 2015-16 (Page 2, Column 6) is that total revenues available to the Library Financing Authority will be \$435,640 greater than the 2014-15 Approved Budget.

The sales tax component of the 2015-16 preliminary estimate is based on actual sales tax receipts for the first two quarters of 2014-15 and prior year actual receipts for the third and fourth quarters. The preliminary sales tax estimate for 2015-16 is \$100,527 greater than the 2014-15 Approved Budget

The property tax component of the 2015-16 revenue estimate assumes a 2.0% increase in the secured property tax revenue available to the County Library Fund. This includes assessed value growth related to the State Consumer Price Index (CPI) and remaining Proposition 8 restorations. The preliminary estimate for the 2015-16 County Library Fund MOE contribution is \$335,127 greater than the 2014-15 Approved Budget.

**Revenue Updates**

In accordance with your Board's direction, this office provides an update at the end of each quarter to the members of the Authority and to the libraries and the cities. When actual sales tax revenues for the third quarter of the current fiscal year are known in April 2015, we will provide the next update. We will continue to work with the County Auditor-Controller-Treasurer-Tax Collector to refine property tax estimates.

**Recommendation**

At this time it is RECOMMENDED that your Board approve the amounts in the table on Page 2 of this letter as the Revised Revenue Estimate for 2014-15 and the Preliminary Revenue Estimate for 2015-16.

Very truly yours,



SUSAN A. MAURIELLO  
County Administrative Officer

- cc: Director of Libraries, Santa Cruz City-County Library System
- Library Director, City of Watsonville
- Auditor-Controller-Treasurer-Tax Collector
- County Counsel
- Clerk of the Board
- Santa Cruz City Manager
- Watsonville City Manager
- Santa Cruz Director of Finance
- Administrative Services Director, City of Watsonville

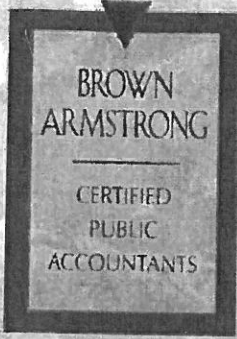
**Attachment 1**

History of the Library Sales Tax Measure  
Quarterly and Annual Amounts

Library Sales Tax Receipts - Quarterly and Annual

Year	Quarter	Quarterly Actual	Estimate **	Annual		
				Actual/ Estimate	Change over Prior Year	% Change over Prior Year
2004-05	1	1,969,607				
2004-05	2	1,911,909				
2004-05	3	1,983,125				
2004-05	4	1,800,041		\$7,664,682	\$333,957	4.56%
2005-06	1	1,912,226				
2005-06	2	2,298,069				
2005-06	3	2,060,642				
2005-06	4	1,878,281		\$8,149,218	\$484,536	6.32%
2006-07	1	2,124,038				
2006-07	2	2,318,897				
2006-07	3	2,098,577				
2006-07	4	1,998,430		\$8,539,942	\$390,724	4.79%
2007-08	1	2,182,266				
2007-08	2	2,182,896				
2007-08	3	2,035,609				
2007-08	4	1,953,174		\$8,353,945	(\$185,997)	-2.18%
2008-09 *	1	2,112,168				
2008-09	2	2,125,649				
2008-09	3	1,795,098				
2008-09	4	1,570,743		\$7,603,658	(\$750,287)	-8.98%
2009-10	1	1,783,988				
2009-10	2	1,764,882				
2009-10	3	1,747,693				
2009-10	4	1,650,856		\$6,947,419	(\$656,239)	-8.63%
2010-11	1	1,845,994				
2010-11	2	1,944,408				
2010-11	3	1,784,248				
2010-11	4	1,738,035		\$7,312,685	\$365,266	5.26%
2011-12	1	1,977,610				
2011-12	2	2,017,194				
2011-12	3	1,926,748				
2011-12	4	1,878,232		\$7,799,784	\$487,098	6.66%
2012-13	1	2,067,292				
2012-13	2	2,213,276				
2012-13	3	2,073,641				
2012-13	4	2,010,230		\$8,364,440	\$564,656	7.24%
2013-14	1	2,308,067				
2013-14	2	2,271,714				
2013-14	3	2,211,364				
2013-14	4	2,082,934		\$8,874,079	\$509,639	6.53%
2014-15	1	2,321,923				
2014-15	2	2,338,481				
2014-15	3		2,211,364			
2014-15	4		2,082,934	\$8,954,702	\$80,623	0.96%
		2014-15 Estimated Total Receipts Net of Audit Fee		\$8,951,202		

History for additional years going back to Fiscal Year 1997-98 is available upon request.  
 \* The amount for the 1st quarter of 2008-09 includes the cost of the Measure R Election. Estimated cost of the election was \$275,000. Actual cost of the election was \$198,267.  
 \*\* Bold Amounts are Estimated



# BROWN ARMSTRONG

*Certified Public Accountants*

To the Board of Directors  
Of the Santa Cruz County Library Financing Authority  
Santa Cruz, California

**MAIN OFFICE**  
**4200 TRUXTUN AVENUE**  
SUITE 200  
BAKER-SHELLY CA 93021  
TEL: 651.325.4977  
FAX: 651.325.4977  
EMAIL: info@cpa.com

**7673 N. INGRAM AVENUE**  
SUITE 101  
FRESNO CALIFORNIA 93211  
TEL: 439.476.5492  
FAX: 559.671.2583

**221 E. WALNUT STREET**  
SUITE 240  
PASADENA CALIFORNIA 91101  
TEL: 714.204.6547  
FAX: 626.204.6547

**5250 CLAREMONT AVENUE**  
SUITE 237  
STOCKTON CA 95207  
TEL: 209.451.4833

REGISTERED with the Public Company  
Accountability Council Board and  
FINRA, a member of the American Institute of  
Certified Public Accountants

We have audited the financial statements of the governmental activities and general fund information of Santa Cruz County Library Financing Authority (the Authority) for the year ended June 30, 2014. Professional standards require that we provide you with information about our responsibilities under auditing standards generally accepted in the United States of America and *Government Auditing Standards*, as well as certain information related to the planned scope and timing of our audit. We have communicated such information in our letter to you dated October 29, 2014. Professional standards also require that we communicate to you the following information related to our audit.

### Significant Audit Findings

#### *Qualitative Aspects of Accounting Practices*

Management is responsible for the selection and use of appropriate accounting policies. The significant accounting policies used by the District are described in Note 1 to the financial statements. The District adopted Government Accounting Standards Board (GASB) Statement No. 66, *Items of Technical Corrections – 2012 – an amendment of GASB Statements No. 10 and No. 62*; GASB Statement No. 67, *Financial Reporting for Pension Plans – an amendment of GASB Statement No. 25*; and GASB Statement No. 70, *Accounting and Financial Reporting for Nonexchange Financial Guarantees* during fiscal year 2014. We noted no transactions entered into by the District during the year for which there is a lack of authoritative guidance or consensus. All significant transactions have been recognized in the financial statements in the proper period.

Accounting estimates are an integral part of the financial statements prepared by management and are based on management's knowledge and experience about past and current events and assumptions about future events. Certain accounting estimates are particularly sensitive because of their significance to the financial statements and because of the possibility that future events affecting them may differ significantly from those expected. There is no sensitive estimate affecting the Authority's financial statements.

Certain financial statement disclosures are particularly sensitive because of their significance to financial statement users. There is no sensitive disclosure affecting the financial statements.

The financial statement disclosures are neutral, consistent, and clear.

#### *Difficulties Encountered in Performing the Audit*

We encountered no significant difficulties in dealing with management in performing and completing our audit.

#### *Corrected and Uncorrected Misstatements*

Professional standards require us to accumulate all known and likely misstatements identified during the audit, other than those that are clearly trivial, and communicate them to the appropriate level of management. Management has corrected all such misstatements. In addition, none of the misstatements detected as a result of audit procedures and corrected by management were material, either individually or in the aggregate, to each opinion unit's financial statements taken as a whole.

*Disagreements with Management*

For purposes of this letter, a disagreement with management is a financial accounting, reporting, or auditing matter, whether or not resolved to our satisfaction, that could be significant to the financial statements or the auditor's report. We are pleased to report that no such disagreements arose during the course of our audit.

*Management Representations*

We have requested certain representations from management that are included in the management representation letter dated December 1, 2014.

*Management Consultations with Other Independent Accountants*

In some cases, management may decide to consult with other accountants about auditing and accounting matters, similar to obtaining a "second opinion" on certain situations. If a consultation involves application of an accounting principle to the Authority's financial statements or a determination of the type of auditor's opinion that may be expressed on those statements, our professional standards require the consulting accountant to check with us to determine that the consultant has all the relevant facts. To our knowledge, there were no such consultations with other accountants.

*Other Audit Findings or Issues*

We generally discuss a variety of matters, including the application of accounting principles and auditing standards, with management each year prior to retention as the Authority's auditors. However, these discussions occurred in the normal course of our professional relationship and our responses were not a condition to our retention.

**Other Matters**

We applied certain limited procedures to Budgetary Comparison Schedule for General Fund, which is required supplementary information (RSI) that supplements the basic financial statements. Our procedures consisted of inquiries of management regarding the methods of preparing the information and comparing the information for consistency with management's responses to our inquiries, the basic financial statements, and other knowledge we obtained during our audit of the basic financial statements. We did not audit the RSI and do not express an opinion or provide any assurance on the RSI.

**Restriction on Use**

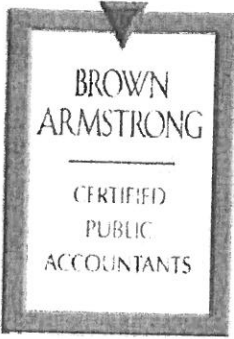
This information is intended solely for the use of Board of Directors and management of the Authority and is not intended to be, and should not be, used by anyone other than these specified parties.

BROWN ARMSTRONG  
ACCOUNTANCY CORPORATION

*Brown Armstrong*  
*Accountancy Corporation*

Bakersfield, California  
December 1, 2014

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BROWN ARMSTRONG  
CERTIFIED PUBLIC ACCOUNTANTS

### INDEPENDENT AUDITOR'S REPORT

Board of Directors  
Santa Cruz County Library Financing Authority  
Santa Cruz, California

**MAIN OFFICE**  
4200 TRUXTON AVENUE  
SAN JOSE, CALIFORNIA 95128  
PHONE: (408) 297-1000  
FAX: (408) 297-1001  
WWW.BROWNARMSTRONG.COM

7673 N. INGRAM AVENUE  
SAN JOSE, CALIFORNIA 95128  
PHONE: (408) 297-1000  
FAX: (408) 297-1001  
WWW.BROWNARMSTRONG.COM

221 E. WALNUT STREET  
SAN JOSE, CALIFORNIA 95131  
PHONE: (408) 297-1000  
FAX: (408) 297-1001  
WWW.BROWNARMSTRONG.COM

5250 CLAREMONT AVENUE  
SAN JOSE, CALIFORNIA 95128  
PHONE: (408) 297-1000  
FAX: (408) 297-1001  
WWW.BROWNARMSTRONG.COM

#### Report on the Financial Statements

We have audited the accompanying financial statements of the governmental activities and the general fund information of the Santa Cruz County Library Financing Authority (the Authority), for the year ended June 30, 2014, and the related notes to the financial statements, which collectively comprise the Authority's basic financial statements as listed in the table of contents.

#### Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

#### Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States of America and the standards applicable to financial audits contained in *Government Auditing Standards*, issued by the Comptroller General of the United States. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the Authority's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Authority's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

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**Opinion**

In our opinion, the financial statements referred to above present fairly, in all material respects, the respective financial position of the governmental activities and general fund information of the Authority as of June 30, 2014, and the respective changes in financial position thereof for the year then ended in accordance with accounting principles generally accepted in the United States of America.

**Emphasis of Matter**

As described in Note 1 to the financial statements, the Authority adopted Governmental Accounting Standards Board (GASB) Statement No. 66 – *Technical Corrections—2012—an Amendment of GASB Statements No. 10 and No. 62*, GASB Statement No. 67 – *Financial Reporting for Pension Plans—an Amendment of GASB Statement No. 25*, and GASB Statement No. 70 – *Accounting and Financial Reporting for Nonexchange Financial Guarantees*. Our opinion is not modified with respect to this matter.

**Other Matters**

*Required Supplementary Information*

Accounting principles generally accepted in the United States of America require that the budgetary comparison information on pages 16 through 17 be presented to supplement the basic financial statements. Such information, although not a part of the basic financial statements, is required by the Governmental Accounting Standards Board who considers it to be an essential part of financial reporting for placing the basic financial statements in an appropriate operational, economic, or historical context. We have applied certain limited procedures to the required supplementary information in accordance with auditing standards generally accepted in the United States of America, which consisted of inquiries of management about the methods of preparing the information and comparing the information for consistency with management's responses to our inquiries, the basic financial statements, and other knowledge we obtained during our audit of the basic financial statements. We do not express an opinion or provide any assurance on the information because the limited procedures do not provide us with sufficient evidence to express an opinion or provide any assurance.

Management has omitted the Management's Discussion and Analysis that accounting principles generally accepted in the United States of America require to be presented to supplement the basic financial statements. Such missing information, although not a part of the basic financial statements, is required by the Governmental Accounting Standards Board, who considers it to be an essential part of financial reporting for placing the basic financial statements in an appropriate operational, economic, or historical context. Our opinion on the basic financial statements is not affected by this missing information.

**Other Reporting Required by Government Auditing Standards**

In accordance with *Government Auditing Standards*, we have also issued our report dated December 1, 2014, on our consideration of the Authority's internal control over financial reporting and on our tests of its compliance with certain provisions of laws, regulations, contracts, and grant agreements and other matters. The purpose of that report is to describe the scope of our testing of internal control over financial reporting and compliance and the results of that testing, and not to provide an opinion on internal control over financial reporting or on compliance. That report is an integral part of an audit performed in accordance with *Government Auditing Standards* in considering the Authority's internal control over financial reporting and compliance

BROWN ARMSTRONG  
ACCOUNTANCY CORPORATION

*Brown Armstrong*  
*Accountancy Corporation*

Bakersfield, California  
December 1, 2014

SANTA CRUZ COUNTY LIBRARY FINANCING AUTHORITY  
STATEMENT OF ACTIVITIES AND CHANGES IN NET POSITION  
FOR THE YEAR ENDED JUNE 30, 2014

Functions/Programs	Expenses	Program Revenues		Net (Expense) Revenue and Changes in Net Position
		Operating Grants and Contributions		
Governmental activities:				
General government	\$ 15,517,488	\$ 6,641,096		\$ (8,876,392)
Total governmental activities	\$ 15,517,488	\$ 6,641,096		(8,876,392)
<b>General Revenues:</b>				
				8,874,079
				2,313
		<b>Total general revenues</b>		<b>8,876,392</b>
		<b>Changes in net position</b>		<b>-</b>
		<b>Net position:</b>		
		Beginning of year		-
		End of year		\$ -

See accompanying notes to the basic financial statements.

SANTA CRUZ COUNTY LIBRARY FINANCING AUTHORITY  
BALANCE SHEET – GOVERNMENTAL FUND  
JUNE 30, 2014

	<u>General Fund</u>
<b>ASSETS</b>	
Cash and investments	\$ 1,409,429
Total Assets	<u>1,409,429</u>
<b>LIABILITIES AND FUND BALANCES</b>	
<b>Liabilities:</b>	
Accounts payable	\$ 1,409,429
Total Current Liabilities	<u>1,409,429</u>
<b>Fund Balance:</b>	
Unassigned	<u>-</u>
Total fund balance	<u>-</u>
Total liabilities and fund balance	<u>\$ 1,409,429</u>

See accompanying notes to the basic financial statements.  
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**SANTA CRUZ COUNTY LIBRARY FINANCING AUTHORITY**  
**STATEMENT OF REVENUES, EXPENDITURES AND CHANGES**  
**IN FUND BALANCE – GOVERNMENTAL FUND**  
**FOR THE YEAR ENDED JUNE 30, 2014**

	General Fund
<b>REVENUES:</b>	
Library 1/4 cent sales tax	\$ 8,874,079
Interest income	2,313
Member contributions	6,641,096
Total Revenues	15,517,488
<b>EXPENDITURES:</b>	
Contributions to other agencies	15,517,488
Total Expenditures	15,517,488
<b>REVENUES OVER (UNDER) EXPENDITURES</b>	-
<b>FUND BALANCE:</b>	
Beginning of year	-
End of year	\$ -

See accompanying notes to the basic financial statements.

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# Santa Cruz Public Libraries Virtual Services Quarterly Report

Fiscal Year 2014-2015

First Quarter: July – September 2014

Prepared by: Diane Cowen; Virtual Services Librarian

## Overview

- Social Media Liaison training is progressing and we have interest from staff and volunteers.
  - Jasmin Avila has developed a training packet for the Social Media Liaison position
  - Hanna Moore, volunteer photographer, has received the training
  - Our staff Social Media Liaison in Boulder Creek has left the library. Library Aide Alex Glass has volunteered to take over this role and will also receive training from Jasmin.
- Virtual Services is experimenting with a new way to capture engagement and report engagement. Using screenshots and images from our social networks, we hope to paint a more meaningful picture than what is available from statistics alone.
- In order to make library resources easier for the public to find, a small team consisting of Diane Cowen, Julie Richardson, Maile McGrew-Fredé, and Leslie Auerbach have convened in order to reorganize the way databases and website resources are presented on the website.
- Our SCPL on the Go app received a design upgrade and has integrated Hoopla and Oneclickdigital into the app.
- Pinterest has new analytics which will be explored more thoroughly in the next report.

Full report available on request