



LIBRARY JOINT POWERS AUTHORITY BOARD

Monday March 9, 2015  
Aptos Branch Meeting Room  
7695 Soquel Drive, Aptos, CA 95003

6:00 PM CLOSED SESSION

Labor Negotiations (Government Code §54956.6)

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 MARCH 9, 2015
3. REPORT ON CLOSED SESSION MARCH 9, 2015
4. PRESENTATION: Volunteer Services Update: Denise Fritsch
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 February 2, 2015 meeting (PG.5-11)
  - B. Receive monthly narrative for February 2015 (PG.12-17)
  - C. Receive Monthly Performance Measures for January 2015 and Quarterly for October-December 2014.(PG.18-24)

- D. Receive monthly financial snapshot for January 2015 (PG.25)
- E. Affirm Benefactor Recognition Policy # 401 (PG.26-32)
- F. Approve resolution to change vacant Building Maintenance Worker II position to a Building Maintenance Worker I and to use the salary savings to create a .5 Administrative Assistant II position in the Programs and Partnerships Division.(PG.33-35)

#### 10. STAFF REPORTS

- A. FY15/16 Budget: Accept budget preparation update and provide direction (PG.36-40)
  - i. Four year budget projections
  - ii. Analysis of Reduction of Fines and Fees
  - iii. Revised and prioritized staffing requests
- B. Accept report on cost of increased hours and provide direction (PG.41-58)
- C. Receive update on 5.5% Administrative Services fee and provide direction (PG.59-62)

#### 11. OTHER BUSINESS

- A. Accept report and provide direction on Governance Subcommittee recommendations for revising the Library Joint Powers Authority Agreement (PG.63-66)
- B. Affirm decision to contribute \$2,500 from the McCaskill Local History Trust to the Campaign to create a memorial marker commemorating the East Side Library. (PG.67-68)

#### 12. WRITTEN COMMUNICATIONS

- A. Patron written comments (PG.69-73)
- B. Website Statistics for January 2015 (PG.74)
- C. Security Incidents Log (PG.75-86)
- D. Articles about Santa Cruz and Other Libraries (PG.87-92)
- E. FY13/14 5.5% Administrative Fee (PG.93-95)
- F. Santa Cruz Sentinel Digital Format (PG.96)

#### 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 April 6, 2015 at 6:30 pm at the Downtown Branch Library.

#### 15. ADJOURN

The Library Joint Powers Authority Board will adjourn from the Regular Meeting of March 9, 2015 to its next Regular Meeting of April 6, 2015 at the Downtown Branch Meeting Room at 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: March 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

#### **Diane Cowen**

Diane graciously agreed to videotape the Class and Comp meetings for the City so staff who could not attend, could view it on the Intranet. Definitely above and beyond the scope of her job! Thanks Diane (Nominated by T. Landers)!

#### **David Sadell, Andrew Phipps, Patrick Landis, Daniel Ruiz, and Kira Henifin**

The above mentioned deployed new training room computers under a tight deadline and did a tidy, quick job of it! Kira arranged to have the training monitor raised for better viewability. Daniel patched holes in the wall and painted, to keep the room looking clean and professional. He also assembled a new training podium and modified it as requested, at lightspeed and for optimal functioning. I so appreciate working with all these great people. Their competence and professionalism allows me to do my work with as much ease as possible. Thank you (Nominated by A. Chirman)!

#### **Brenda McIlroy**

If you were to look up the definition of "flexibility" in the dictionary, you'd find a picture of Brenda!! As the Programs Person at Capitola, she goes above and beyond to meet our needs, our schedule, our requests, and our ideas (even some of the "wild and crazy" variety). She has had to change her plans at the last minute, come up with a new craft, make do without her usual assistants, take time from her busy schedule to lead a class visit, and possibly most challenging of all, attend our staff meetings!! She is a gem and we truly enjoy having her as our Programs Librarian (Nominated by M. Barash)!!

SANTA CRUZ PUBLIC LIBRARIES  
A CITY-COUNTY SYSTEM

LIBRARY JOINT POWERS BOARD

MINUTES

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

February 2, 2015

6:30 PM PUBLIC MEETING

1. ROLL CALL

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

Absent until 6:33 pm: Citizen Member Jim Mosher

Absent: Councilmember David Terrazas

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

2. APPROVAL OF MEETING AGENDA OF FEBRUARY 2, 2015

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

**That the Board approve the Agenda of February 2, 2015**

**UNAN**

**Absent: Terrazas**

3. REPORT ON CLOSED SESSION FEBRUARY 2, 2015

Closed session was cancelled.

4. PRESENTATION: Miller/Maxfield: Community Outreach and Public Education Progress Report

Bill Maxfield reported on the activities of the last six months. He elaborated on the following issues: message development i.e. boiler plate statement, strategy and writing, stakeholder outreach, branding and collateral development, media relations, social media, online promotion and strategies, advertising and events, which included a press conference. He emphasized that building staff capacity is a priority, which requires ongoing collaboration. An outside perspective is valuable to put the overwhelming amount of information in perspective.

Several Board Members expressed appreciation for the work done so far. The publicizing of the Library's events, programs and activities to as large an audience as possible is very important. As a result of the work done so far the Cybersecurity event was a great success and it showed the value in partnerships.

No specific data is available regarding an increase of new patrons. Social media is growing very quickly, which brings in more patrons as well. The library's e-newsletter has over 2000 subscribers.

5. ORAL COMMUNICATIONS

A member of the public alleged that last year's library statistics that are submitted to the State Library were not made available to him upon request.

6. STAFF RECOGNITION

7. FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES

Aaron Brandt, Vice President of the Friends, reported that

**In January 2015, FSCPL...**

- Kicked off our budget planning season
- Raised over \$5000 with the Solstice Gala
- Raised over \$1400 at the Holiday Book Sale
- Applied for a three year grant from the United Way for \$7000 annually to help fund Summer Reading Programs
- Approved Aaron Brandt as the Vice President

**FSCPL plans include...**

- Hold a fundraiser at Discretion Brewing on February 9
- Partner with the SCPL Volunteer Office to table at the Santa Cruz Chamber of Commerce Business Fair
- Partner with the Derby Girls at the April 18th bout

8. MEMBER REPORTS

Councilmember Mathews and Councilmember Termini reported that the Subcommittee conducted a productive governance meeting with Library Management Consultant Jane Light.

9. CONSENT AGENDA

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

**That the Board approve the following Consent Agenda of February 2, 2015:**

- A. Approve Minutes of January 12, 2015**
- B. Receive monthly narrative report for January 2015**
- C. Receive monthly performance measures for December 2014**
- D. Receive monthly financial snapshots for December 2014**
- E. Approve revised Alcohol and Beverages Policy #101**
- 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. (Resolution #2015-004)**
- G. Adopt Resolution to accept grant funds from the Pacific Library Partnership for \$8,656.41 to help reinstate Interlibrary Loan. (Resolution #2015-005)**
- H. Adopt Resolution to transfer \$70,000 from Vehicle Replacement Fund to Library Operating Budget for scheduled purchase of two vehicles. (Resolution #2015-006)**

**UNAN**

**Absent: Terrazas**

**Abstain from Minutes of January 12, 2015: Mosher**

10. STAFF REPORTS

- A. Accept FY13/14 Year End Financial Report

Director Landers reported that revenues were strong and came in higher than expected. The kiosk is paying off with fines and fees collection expected to increase. Expenditures were higher than revenues due to several large purchases and the payoff of a lease. Citizen Member Campbell asked for clarification on the time study that is in progress. Finance Director Pimentel responded to several questions.

**Citizen Member Campbell moved, seconded by Citizen Member Dexter**

**That the Board accept the FY 13/14 Year End Financial Report**

**UNAN**  
**Absent: Terrazas**

- 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.

Director Landers summarized the staff report: The FY 14/15 budget is on track. Revenues are very close to projected figures. Anticipated surplus is about \$60,000. The Friends are changing their funding cycle, therefore the library needs to supplement several events that normally would have been paid for by the Friends.

Citizen Member Mosher asked for clarification on the requested funds for the Garfield Park Branch's 100<sup>th</sup> Birthday celebration and how it relates to similar events at other branches.

Councilmember Mathews agreed that these are all modest expenditures and a great chance for outreach.

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

**That the Board accept report on 14/15 Mid Fiscal Year and adopt the resolution for two mid-year supplemental appropriations for \$10,500 for three special events and for staff development. (Resolution #2015-002)**

**UNAN**  
**Absent: Terrazas**

- C. Approve FY15/16 Budget Priorities and give direction on development of FY15/16 budget.

Director Landers presented a summary of the staff report. The Board members discussed the reduction of fines. Councilmember Termini asked for details on the relationship between the number of books returned and the fines collected. The Board members requested additional information on ways other libraries handle fines. Director Landers will explore in more detail how the budget is impacted by a change in the fine structure.

Citizen Member Campbell addressed the request for increased staff. The question of open hours was discussed again and considered to be a priority by Citizen Member Campbell and Citizen Member Mosher.



Citizen Member Dexter expressed that the staffing model is quite modest and it is a wise move right now to increase staff.

It would be helpful to have the staff request prioritized with costs included and brought back to the Board.

Councilmember Mathews noted that all requests are system supportive. The Strategic Plan should best be delayed until the new Library Director has been hired.

Councilmember Termini expressed his opinion that staff should not be expanded without simultaneously increasing hours.

Councilmember Reed reminded the Board members about the cost of open hours and asked to see the original financial costing report again.

Citizen Member Mosher addressed the financial services line item of 5.5%. He expressed that the formula should be changed to a fixed cost basis. Director Landers reminded the Board that a change would require a change in the contract (separate operating agreement (MOU)) between the JPA and the City, which is complex. Can this agreement be amended by the JPA and the City?

Financial services, legal services and HR services are covered in this contract. Several Board members suggested that a review of this agreement would be in order at this time.

A member of the public suggested that the Library should open its doors to the public as soon as staff arrives for work in order to increase open hours.

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

**That the Board accept the report and direct the Library Director to prepare a draft budget for the May meeting with adoption of the final budget at the June meeting and that the Finance Subcommittee review the draft before the budget is finalized.**

**UNAN**

**Absent: Terrazas**

- 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.

Director Landers emphasized the productive nature of the collaboration between Miller/Maxfield Inc. and the Library. The importance of the capacity building aspect was discussed by Councilmember Mathews. In the light of the Library Director's departure and the increased burden on the remaining managers, the partnership with Miller/Maxfield is extremely valuable and should be continued.

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

**That the Board authorize the 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.**

**UNAN  
Absent: Terrazas**

11. OTHER BUSINESS

A. Election of Chair and Vice Chair

Supervisor Friend nominated Councilmember Termini to be Chair and Citizen Member Dexter as Vice Chair.

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

**That the Board elect Councilmember Termini as Chair and Citizen Member Dexter as Vice Chair.**

**UNAN  
Absent: Terrazas**

B. Give direction on provision of legal services to the Library JPA

Citizen Member Mosher expressed his opinion that the representation for the LJPB should be paid for directly in order to prevent the perception of a conflict of interest or perhaps future actual conflicts of interest as well as for public accountability reasons.

The question that needs to be answered is: How much are we paying for legal services right now? The LJPB is an independent Board and should be paying for its services directly.

Councilmember Mathews judged it premature to approve a plan to obtain legal representation. Instead, a cost estimate for outside or independent legal services needs to be obtained first. The Board needs to get a sense of what constitutes standard practice. Any potential cost savings should also be considered.

Director Landers suggested she speak with John Barisone's office directly or to speak to the other JPA's and to prepare a report.

A member of the public gave his opinion on the topic.

**Supervisor Friend moved, seconded by Citizen Member Campbell**

**That the Board 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 as well as a range of routine legal services that the office does provide – and report back to the Board.**

**UNAN**

**Absent: Terrazas**

**11. WRITTEN COMMUNICATIONS**

- A. Patron Written Comments
- B. Security Incidents Log
- C. Articles about Santa Cruz and Other Libraries
- D. Revised Board Meeting Schedule for 2015  
The Board members discussed the possibility of another general board meeting
- E. January 2015 Library Financing Authority Report:
  - i. Revised FY14/15 revenue estimates, Preliminary FY15/16 revenue estimates and Historical Sales Tax Revenues
  - ii. Excerpts from annual audit (full audit available on request)
- F. Overview of Virtual Services Quarterly Report (July-September 2014). Full report available on request.

**12. BOARD MEETING CALENDAR**

**13. NEXT MEETING**

The Library Joint Powers Authority Board will adjourn from the Regular Meeting of Monday, February 2, 2015 to the Regular Meeting on Monday, March 9, 2015 at 6:30 pm at the Aptos Branch meeting room.

**14. ADJOURN**

The regular meeting adjourned at 8:20 p.m.

Respectfully submitted,

Helga Smith, Clerk of the Board

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

## MONTHLY REPORT FOR FEBRUARY 2015

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

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

Jasmin Avila and Sherine Ebadi started a Spanish Storytime on Monday evenings at the Downtown Branch. Attendance was low at the first program, but they performed with great enthusiasm and at least one family wants to come again. This program is on the recently published Spanish rack card “en espanol” and will be publicized in other library and community resources soon.

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

The Program Team is planning for Summer Reading – Reading to the Rhythm – June 1 – July 26.

Felton’s DIY Family Craft program started in February on Wednesday 1-3:30pm. They have had families coming in and enjoying the crafts! It will run through May.

Black History month was celebrated at the Scotts Valley branch with a book display during the month of February. Other book displays during February included “Paris, the city of Love”; A selection of Classics and “Tales Retold: Books inspired by classical works”.

In February, the La Selva Beach branch had two “I Love My Library” displays, one for children and one for adults. Patrons decorated paper hearts and wrote the reasons why they love their library.

Garfield Park’s “I love my library” display had many hearts filled out with a lot of appreciation of the library communicated.

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

Scotts Valley Library hosted a series of class visits for the 3<sup>rd</sup> graders from Vine Hill Elementary School. They are all keen students and enthusiastic readers and we look forward to seeing them regularly in the library.

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

**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.**

The La Selva Beach Library hosted the first MineCraft program using the computers and programs obtained from a recent grant.



A very successful Handwriting Crafts was held at Capitola Library. Linda Larson, a certified graphologist, shared cursive writing skills and graphology insights. Parents and grandparents brought their children for the crafts, and then found themselves trying out the quills and lettering samples. Linda emphasized how important handwriting is for brain development, and how it is a dying skill.

Aspiring poets exchange their newest poetry creations when the Community Poetry Circle meets at the Scotts Valley Library on the third Saturdays of each month.

Additional programs this month included:

- Teens In Action@Scotts Valley Photography, video and crafts. For Middle and High School students on SVMS Minimum Day
- Flower Power Art First Friday Art in the Library!
- Ask Us! Everything free, streaming or downloadable from your library

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- Learn to Discover - Biology Kids ages 7+ explored the world of marine biology, studying the ocean floors, coral reefs, sponges and more.
- Willing Suspension Armchair Theater - Analyzing Absurdity Redux
- Latina Voices / Voces de Latinas supported writing in a safe and supportive environment.
- 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.

**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.**

### **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.**

Nancy Winans of SPIN (Special Parents Information Network) presented a program with community speakers for parents of special needs children and adults in February at the Scotts Valley branch.

Discussions are under way with the Sheriff's office to work out how to restore library service to the jail.

Project Scout, tax assistance, continues to be offered.

The exploratory family event, Citizen Science : Sea Star Wasting Syndrome What can Sea Stars tell us about ocean health? was sponsored by the SC Children's Discovery Museum.

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

Dads and kids at the PAPAS meeting made marvelous aquatic dioramas. They had a field trip last month, and they all enjoyed using their imagination to build their own aquarium. They used boxes filled with tissue paper, pipe cleaners and Easter grass. Fish peeped out from behind rocks and real shells decorated the edges. A wrap of blue cellophane finished off the watery effect.

A reception to celebrate the newest installation of 'Art in the Library' at the Scotts Valley Branch was open to the public on Sunday, February 8th from 2 - 5pm. The new exhibit brings together 90 Santa Cruz County artists in a self-portrait exhibition running from January 24th through March 28th. The reception provided the opportunity to view the self-portraits and meet all of the artists as well as listen to local musicians Howie Kimel

Teresa attended a Capitola Library Committee meeting. The City of Capitola has confirmed keeping the library in its current location. All else is dependent on the financial measure passing (size, footprint, design, etc)

**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.**

The Finance subcommittee had its first meeting since June 2014. They reviewed current budget as well as upcoming budget and the administrative service charge.

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

Budget priorities for FY15/16 were presented are being refined based on realistic 4 year revenue projections.

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

Current levels of service can be maintained and expansion will be limited by available resources.

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

The Ad-hoc subcommittee on governance met twice with facilitator, Jane Light and made excellent progress on recommendations to the full Board for changes to the expiring LJPB operating agreement.

Over 50 regular staff filled out JDQs (Job Description Questionnaires) as their positions were identified as benchmark positions for the City.

## **6. ORGANIZATIONAL READINESS**

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

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

on the piano and the members of Minor Thirds Trio. Refreshments were provided by Laureen Yungmeyer, State Farm Insurance, and the Scotts Valley Friends of the Library.

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

The Santa Cruz Homeschool Book Club met at the Downtown branch children's area on February 9<sup>th</sup> and held a scavenger hunt titled Mr. Lemoncello's Great Escape Library Game. Kids were given clues leading them to books in different parts of the nonfiction section. Leader Charlotte McManus thanked the library for allowing the homeschool group to use the children's area for a very successful learning event.

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

Volunteers finished out the first month in the calendar year with 1,121 hours of service to our branches, representing a 15% increase over January 2014.

In January the volunteer staff and Jasmin in Programming met with our cohort of volunteer social media photographers who are doing a wonderful job of documenting library programs and events; check out the Flickr account on the Library's website to see their work.

We also met with the TouchTEAM volunteer coaches to learn from them how the past year's TouchTEAM pilot program worked and to hear their ideas for improving the program moving forward. Based on their feedback we've implemented a few changes to the program and are looking forward to resuming TouchTEAM sessions on Monday, April 6, at the Scotts Valley Branch. We are currently recruiting more volunteer coaches, and have worked with the Marketing team to revise the rack card design.

We are also beginning to plan recognition activities for National Volunteer Week, April 12-18.

**4. WELCOMING PLACE**

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

Programs and Partnerships has a new Ford Escape to replace the old Ford Focus (Read to Me car). It will be used by staff to get to programs. The first long trip will take 5 staff to the Leading from Any Position 2 day workshop in Campbell on February 19 and 20.

A meeting was held with the furniture, signage and shelving standards consultant. A draft of the report was reviewed and a final report is expected by the end of March.



The Lead from Any Position (LFAP) workshop was attended by a large number of SCPL staff. The two day Info People workshop took place in Campbell and provided those who attended with new leadership and communication skills.

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

## MONTHLY PERFORMANCE MEASURES JANUARY 2015

### ON-SITE USAGE

<b>SELF CHECK</b>	<b>Jan-14</b>	<b>Jan-15</b>	<b>% Change</b>
Aptos	84%	81%	-4%
Boulder Creek	92%	81%	-13%
Branciforte	88%	85%	-4%
Capitola	80%	76%	-5%
Downtown	73%	72%	-2%
Felton	77%	72%	-6%
Garfield Park	67%	63%	-7%
La Selva Beach	70%	62%	-12%
Live Oak	86%	76%	-12%
Scotts Valley	77%	79%	3%
<b>OVERALL- % Circ that is self check (does not include online renewals)</b>	<b>81%</b>	<b>74%</b>	<b>-8%</b>

*Does not include online renewals*

<b>VISITORS PER OPEN HOUR</b>	<b>Jan-14</b>	<b>Jan-15</b>	<b>% Change</b>
Aptos	65	59	-9.4%
Boulder Creek	21	21	-2.0%
Branciforte	54	57	5.3%
Capitola	38	24	-37.4%
Downtown	140	131	-6.4%
Felton	16	15	-7.1%
Garfield Park	24	30	25.2%
La Selva Beach	22	22	-1.4%
Live Oak	67	60	-10.9%
Scotts Valley	109	77	-29.5%
<b>OVERALL</b>	<b>558</b>	<b>496</b>	<b>-11.1%</b>

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

### STAFF WORKLOAD

<b>BUSYNESS</b>	<b>Jan-14</b>	<b>Jan-15</b>	<b>% Change</b>
Aptos	NA	5,492	NA
Boulder Creek	NA	3,320	NA
Branciforte	NA	2,856	NA
Capitola	NA	5,165	NA
Downtown	NA	3,106	NA
Felton	NA	3,248	NA
Garfield Park	NA	3,170	NA
La Selva Beach	NA	1,802	NA
Live Oak	NA	2,766	NA
Scotts Valley	NA	3,638	NA
<b>OVERALL</b>	<b>NA</b>	<b>3,456</b>	<b>NA</b>

*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 JANUARY 2015

### SYSTEM MEASUREMENTS

<b>FINES &amp; FEES</b>	<b>Jan-14</b>	<b>Jan-15</b>	<b>% Change</b>
Paid at Desk	\$ 17,621	\$ 13,980	-21%
Paid at Kiosk	na	\$ 8,556	na
Paid online	na	\$ -	na
<b>TOTAL</b>	<b>\$ 17,621</b>	<b>\$ 22,536</b>	<b>28%</b>
% Paid at Desk	100%	62%	-38%
% Paid at Kiosk	na	38%	na
% Paid online	na	0	na
% Paid by credit/debit card	na	33%	na

<b>PROGRAMMING</b>	<b>Jan-14</b>	<b>Jan-15</b>	<b>% Change</b>
Number of programs held	173	178	3%
Number of attendees	3,371	2906	-14%
Average # attendees/program	19.5	16.3	-16%

<b>USE OF SYSTEM RESOURCES</b>	<b>Jan-14</b>	<b>Jan-15</b>	<b>% Change</b>
<b>VIRTUAL ACCESS</b>			
E-books & magazines	9,172	10,487	14%
Downloadable audio & music	2,787	3,459	24%
Downloadable & Streaming Video	476	866	82%
Pageviews	484,774	527,190	9%
Online renewals	41,667	40,331	-3%
Total virtual access	538,876	582,551	8%
<b>PHYSICAL CHECKOUTS</b>			
Staff assisted + self check	115,891	108,756	-6%
<b>CHECKOUTS</b>			
% Physical checkouts	68%	66%	-3%
% Virtual checkouts	32%	34%	6%
Circulation per capita	0.82	0.80	-2%

**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)

**QUARTERLY PERFORMANCE INDICATORS: IN BRANCH CIRCULATION**

	CIRCULATION BY BRANCH							
	QTR 1		QTR2		QTR3		QTR4	
	FY13/14	FY14/15	FY13/14	FY14/15	FY13/14	FY14/15	FY13/14	FY14/15
Aptos	72,091	51,677	72,091	49,206				
Boulder Creek	13,699	11,851	13699	10,922				
Branciforte	27,335	20,568	27335	20,226				
Capitola	37,507	32,628	37507	30,109				
Downtown	139,176	95,269	139176	86,282				
Felton	8,564	6,452	8564	5,643				
Garfield Park	12,834	10,300	12834	9,655				
La Selva Beach	6,393	4,612	6393	4,591				
Live Oak	48,378	34,184	48378	31,671				
Scotts Valley	77,160	53,959	77160	48,375				
Outreach	9,062	11,008	9062	9,811				
<b>TOTAL</b>	<b>452,199</b>	<b>332,508</b>	<b>452199</b>	<b>306,491</b>				

	CIRCULATION PER OPEN HOUR							
	QTR 1		QTR2		QTR3		QTR4	
	FY13/14 REVISED	FY14/15	FY13/14	FY14/15	FY13/14	FY14/15	FY13/14	FY14/15
Aptos	130	94	123	92				
Boulder Creek	37	29	34	29				
Branciforte	74	51	70	53				
Capitola	87	71	82	71				
Downtown	202	141	198	130				
Felton	31	19	26	18				
Garfield Park	47	30	36	30				
La Selva Beach	23	13	16	14				
Live Oak	122	75	105	72				
Scotts Valley	139	98	130	90				
<b>AVERAGE</b>	<b>89</b>	<b>62</b>	<b>82</b>	<b>60</b>				

**QUARTERLY PERFORMANCE INDICATORS: PROGRAMMING**

NUMBER OF PROGRAMS								
	QTR 1		QTR2		QTR3		QTR4	
	FY13/14	FY14/15	FY13/14	FY14/15	FY13/14	FY14/15	FY13/14	FY14/15
PRESCHOOL	83	76	155	138	158		154	
SCHOOL AGE	140	203	266	265	290		285	
TEEN	19	14	37	32	46		28	
ADULT	97	88	84	105	98		92	
<b>TOTAL</b>	<b>339</b>	<b>381</b>	<b>542</b>	<b>540</b>	<b>592</b>		<b>559</b>	

PROGRAM ATTENDANCE								
	QTR 1		QTR2		QTR3		QTR4	
	FY13/14	FY14/15	FY13/14	FY14/15	FY13/14	FY14/15	FY13/14	FY14/15
PRESCHOOL	3,042	2,420	3,823	4,263	5,463		6001	
SCHOOL AGE	1,377	4,193	2,532	3,179	3,237		4694	
TEEN	406	304	601	586	898		397	
ADULT	805	1,418	1,121	1,406	1,400		2396	
<b>TOTAL</b>	<b>5,630</b>	<b>8,335</b>	<b>8,177</b>	<b>9,434</b>	<b>10,998</b>			

ATTENDANCE/PROGRAM								
	QTR 1		QTR2		QTR3		QTR4	
	FY13/14	FY14/15	FY13/14	FY14/15	FY13/14	FY14/15	FY13/14	FY14/15
PRESCHOOL	37	32	25	31	35			
SCHOOL AGE	10	21	10	12	11			
TEEN	21	22	16	18	20			
ADULT	8	16	13	13	14			
<b>OVERALL AVERAGE</b>	<b>17</b>	<b>22</b>	<b>15</b>	<b>17</b>	<b>19</b>			

NUMBER OF PROGRAMS								
	QTR 1		QTR2		QTR3		QTR4	
	FY13/14	FY14/15	FY13/14	FY14/15	FY13/14	FY14/15	FY13/14	FY14/15
Aptos	31	44	60	53	68		72	
Boulder Creek	40	23	51	47	53		56	
Branciforte	41	26	29	28	35		28	
Capitola	22	23	23	34	22		31	
Downtown	51	55	95	84	116		110	
Felton	24	13	17	7	17		22	
Garfield Park	17	12	40	41	40		38	
La Selva Beach	17	63	37	76	63		80	
Live Oak	30	37	67	65	85		79	
Scotts Valley	42	63	69	81	79		80	
Outreach	24	22	19	24	21		24	
<b>TOTAL</b>	<b>339</b>	<b>381</b>	<b>507</b>	<b>540</b>	<b>599</b>		<b>620</b>	

**QUARTERLY PERFORMANCE INDICATORS: PROGRAMMING**

PROGRAM ATTENDANCE								
	QTR 1		QTR2		QTR3		QTR4	
	FY13/14	FY14/15	FY13/14	FY14/15	FY13/14	FY14/15	FY13/14	FY14/15
Aptos	624	841	910	947	1,276		1,360	
Boulder Creek	504	566	1,070	985	1,033		1,543	
Branciforte	520	239	171	262	248		227	
Capitola	505	428	576	574	610		941	
Downtown	846	1,179	1,704	1,661	2,508		2,451	
Felton	79	141	147	35	72		319	
Garfield Park	90	233	285	520	339		457	
La Selva Beach	419	1,076	515	961	968		967	
Live Oak	784	777	1,144	1,551	1,731		1,804	
Scotts Valley	585	1,178	1,256	1,409	1,833		2,143	
Outreach	674	1,677	399	532	506		782	
<b>TOTAL</b>	<b>5,630</b>	<b>8,335</b>	<b>8,177</b>	<b>9,437</b>	<b>11,124</b>		<b>12,994</b>	

ATTENDANCE/PROGRAM								
	QTR 1		QTR2		QTR3		QTR4	
	FY13/14	FY14/15	FY13/14	FY14/15	FY13/14	FY14/15	FY13/14	FY14/15
Aptos	20	19	15	18	19		19	
Boulder Creek	13	25	21	21	19		28	
Branciforte	13	9	6	9	7		8	
Capitola	23	19	25	17	28		30	
Downtown	17	21	18	20	22		22	
Felton	3	11	9	5	4		15	
Garfield Park	5	19	7	13	8		12	
La Selva Beach	25	17	14	13	15		12	
Live Oak	26	21	17	24	20		23	
Scotts Valley	14	19	18	17	23		27	
Outreach	28	76	21	22	24		33	
<b>OVERALL</b>	<b>17</b>	<b>22</b>	<b>16</b>	<b>18</b>	<b>19</b>		<b>21</b>	

**NUMBER OF DATABASE SEARCHES**

**FY14/15**

<b>Database Name</b>	<b>QTR 1</b>	<b>QTR 2</b>	<b>QTR 3</b>	<b>QTR 4</b>
Access Science	91	21		
Access Video On Demand	3,912	12,960		
America's News - <b>**NEW**</b> includes Santa Cruz Sentinel.	919	1,128		
Ancestry Library Edition- <b>**CAI**</b>	9,345	7,736		
Applied Science and Technology Source	68	191		
AtoZ	774	441		
Auto Repair Reference Center	8	13		
Biography in Context	384	645		
Brainfuse Helpnow	1,234	421		
Children's Literature Comprehensive Database	89	86		
<u>ChiltonLibrary.Com</u>	56	34		
Consumer Health Complete	44	68		
Core Concepts Biology	21	506		
Core Concepts Chemistry	-	-		
Core Concepts Periodic Table	3	-		
Demographics Now	231	128		
Digital Literacy	32	33		
EBSCOhost Masterfile Complete	1,962	4,993		
Education Research Complete	114	205		
Encyclopedia Britannica- <b>**CAI**</b>	4,642	4,933		
eSequels (# logins)	80	52		
FOLD3 History and Genealogy Archives	1,957	922		
GALE General Onefile	535	1,375		
Global Issues in Context	270	633		
Greenfile	103	313		
Health and Wellness Resource Center	1,010	528		
HeritageQuest Online	2,063	1,561		
JobNow	79	68		
Law Depot (# user signins)	143	175		
Legal Information Reference Center	93	107		
Library and Information Science Source	175	150		
Literature Resource Center	311	710		
Little Pim (# sessions)	33	14		

**NUMBER OF DATABASE SEARCHES**

**FY14/15**

<b>Database Name</b>	<b>QTR 1</b>	<b>QTR 2</b>	<b>QTR 3</b>	<b>QTR 4</b>
Mango Languages	338	262		
medici.tv (# of videos viewed)	117	172		
Morningstar Investment Research Center	1,217	983		
National Geographic Archive	86	395		
National Geographic 1995-Current	94	395		
New England Historic Genealogical Society	155	not available		
New York Times Historical Newspapers (1851-2008)	253	296		
New York Times Fulltext	227	278		
Novelist Plus	1,268	1,052		
Novelist Plus K-8	720	750		
Opposing Viewpoints in Context	332	2,351		
Oxford English Dictionary Online	15	35		
PebbleGo (# logins)	49	49		
PowerKnowledge Earth Space Science	3	13		
PowerKnowledge Life Science	3	186		
PowerKnowledge Physical Science	6	16		
RAND California Statistics	3	6		
ReferenceUSA	1,075	403		
Rosetta Stone (# users)	54	4		
Science in Context	402	134		
Small Engine Repair Reference Center	9	-		
Student Resources in Context	256	216		
Testing and Education Reference Center (session count)	148	78		
U. S. History in Context	257	195		
Value Line (# page views)	5,536	7,535		
World Book Online	182	157		
World History in Context	187	240		



TO: Finance Committee- Library Joint Powers Authority Board  
 FROM: Marcus Pimentel, City of Santa Cruz Finance Director (02/23/15)  
 RE: Monthly Dashboard Report: Library's January 2015 financials

**SANTA CRUZ  
PUBLIC LIBRARIES**

**January 2015  
Preliminary,  
Unaudited**

Contained herein is the preliminary, UNAUDITED January 2015 Dashboard summary report. After the month ending operating results, the Library has a year-to-date net operating gain of \$135,373. In general, revenues are ahead of the budget target by 0.2% and expenditures are under budget by 1.1%. 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) if of Budget Comparison		
	November	December	January		Annual Budget FY 2014/15	YTD Actuals	Months completed
<b>Revenue:</b>							
(2) Sales Tax	\$ 676,759	\$ 628,676	\$ 501,464	\$ 4,114,675	\$ 7,158,000	57.5%	58.3% (0.8%)
(3) MOE- Member Contributions	433,938	434,938	434,144	3,044,612	5,237,000	58.1%	58.3% (0.2%)
(4) Library Fines	16,701	17,839	20,006	119,706	135,000	88.7%	58.3% 30.3%
(4) Other Revenue	19,975	40,738	32,135	151,115	164,755	91.7%	58.3% 33.4%
Subtotal Operating Revenue	1,147,374	1,122,190	987,748	7,430,108	12,694,755	58.5%	58.3% 0.2%
Budgetary Financing Sources	-	-	-	-	42,916	-	-
<b>TOTAL REVENUE</b>	<b>\$ 1,147,374</b>	<b>\$ 1,122,190</b>	<b>\$ 987,748</b>	<b>\$ 7,430,108</b>	<b>\$ 12,737,671</b>		
<b>Expenditures:</b>							
(5) Payroll	\$ 614,878	\$ 651,981	\$ 935,004	\$ 4,782,887	8,142,358	58.7%	58.6% (0.1%)
(6) Books (w/Grants)	58,360	103,670	95,009	803,984	1,229,767	65.4%	58.3% (7.0%)
(7) Janitorial Services	3,063	3,063	6,573	23,373	117,100	20.0%	58.3% 38.4%
Building & Facility	34,222	35,351	31,093	267,727	357,333	74.9%	58.3% (16.6%)
Rent (Equip, Building, Land)	25,766	25,766	25,766	179,860	312,500	57.6%	58.3% 0.8%
Utilities	24,337	12,238	36,821	211,083	430,000	49.1%	58.3% 9.2%
Other expenditures	109,352	159,374	294,423	1,025,820	2,148,613	47.7%	58.3% 10.6%
<b>TOTAL EXPENDITURES</b>	<b>\$ 869,989</b>	<b>\$ 991,443</b>	<b>\$ 1,424,690</b>	<b>\$ 7,294,734</b>	<b>\$ 12,737,671</b>	57.3%	58.3% 1.1%
Net Gain / (Loss)	\$ 277,385	\$ 130,748	\$ (436,942)	\$ 135,373	\$ -		

Key Balance Sheet items	Trust Current Assets			Trust Current Assets (cont.)		
	November	December	January	Balance	Trust	Balance
(9) Total pooled cash	2,306,600	2,587,188	2,175,428	241,981	Leet-Corday	93,988
(9) 2-month reserve target	2,115,793	2,115,793	2,115,793	224,120	Morely	12,608
(9) Excess cash/(reserve deficit)	190,807	471,395	59,635	9,284	Hale	45,089
Total Current Assets	3,431,508	3,663,062	3,123,511	93,492	Gruber	28,203
Accounts Payable	79,759	126,289	74,008			

- Notes:**
- (1) 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.
  - (2) For sales tax, September, December, March & June include the State's estimated revenue plus any balances for actuals vs. estimates for the prior 3-months (true-up). 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 months 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 January, the four largest expenditures within "Other expenditures" included: [Financial services - outside at \$72k]; [Library functional supplies at \$11k]; [Software maintenance services at \$32k]; and [Intra-entity fund transfer out at \$81k].
  - (9) Cash was above the reserve by \$59,635. 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: February 5, 2015  
TO: Library Joint Powers Board  
FROM: Teresa Landers, Library Director <sup>TV</sup>  
RE: Benefactor Recognition Policy

This is the three year review date for the Benefactor Recognition Policy. It was last updated in 2012. No changes are recommended at this time.

**Recommendation:** Review and Approve Benefactor Recognition Policy.

**Policy Title: BENEFACTOR RECOGNITION IN SANTA CRUZ CITY-COUNTY LIBRARY FACILITIES**

**Policy Statement:**

Various means exist to recognize and honor those individuals, organizations, and corporations who make substantial philanthropic contributions to the Library System, or who have played a significant part in the development of the Library. Specifically, this policy refers to:

- Naming buildings, segments of buildings, specified rooms, special facilities, or landscape features in honor of a benefactor;
- Placing a plaque or label carrying the name of a benefactor on Library equipment, furnishings, or architectural features.
- Placing a plaque or other means of posting the name of a benefactor on or in a Library building;

This policy describes the criteria by which such recognition is approved, the process by which the recognition is implemented, and the three general forms the recognition may take.

**GENERAL CRITERIA FOR BENEFACTOR RECOGNITION**

**A. STATEMENT OF VALUES**

Only individuals and organizations whose actions or programs are compatible with the policies, goals and values of the Santa Cruz Public Libraries will be considered in naming a Library facility or portion thereof. Those policies, goals and values are expressed in the Library's Mission Statement:

*The Santa Cruz Public Libraries enhance Santa Cruz County's quality of life by providing vibrant physical and virtual public spaces where people connect, discover, and engage the mind. All ages have the opportunity to nurture their love of reading, find diverse and relevant resources for entertainment and enrichment, and strengthen community networks.*

Believing that public libraries serve as the cornerstone of a free society, the Santa Cruz City-County Library System is committed to ensuring freedom of information and equitable access to all. The applicant individual or organization must demonstrate compatibility with these values, including:

- Provision of universal access to the collection, facilities and staff of the Library;

- Conducting Library service in an equitable and non-judgmental manner;
- Encouraging exploration of the broadest range of ideas, wisdom and culture through the Library's collections and services.

## **B. LEVELS OF GIVING**

The monetary levels at which a benefactor contributes may be described or labeled in categories, depending on the terms of the project or fundraising campaign in question. These categories will be fixed at the time the campaign commences and will apply only to that campaign.

It should be noted that the Friends of the Santa Cruz Public Libraries, Inc. periodically undertake fundraising campaigns for special projects, which may also specify contribution levels. It is understood that these particular categories and inscriptions are specific only to the Friends' fundraising efforts.

## **C. DESIGN OF RECOGNITION FEATURES**

The design, appearance, and content (name, text, symbol or logo) of any recognition feature on or in a Library facility, or on an element within a facility, may be determined by any of several factors. These include but are not limited to the intended use of the facility, equipment or furnishing; the intended audience of users; the particular fundraising campaign in question; the nature of the benefactor's request in relation to the Library's policies, goals and values; maintenance or upkeep considerations; or other factors as they occur in time.

## **D. MAINTENANCE OF RECOGNITION FEATURES**

Costs for maintenance and upkeep of recognition features generally are calculated into the overall cost of the feature. In the case of some recognition features, maintenance costs for the first year the item is in existence will be calculated into the initial cost to the benefactor. Thereafter, the Santa Cruz City-County Library System will provide maintenance of these features. All recognition elements will be constructed with cost of upkeep and future appearance in mind. No recognition element that will require maintenance and upkeep will be undertaken without the approval of the Director of Libraries in consultation with the Project Architect or designer of the recognition feature, as appropriate.

# **GENERAL PROCEDURES**

## **A. ADVISORY COMMITTEE**

At the time a new facility or fund raising effort is planned, the Library Joint Powers Authority Board will appoint a Benefactor Recognition Advisory Committee from among its own members, the Board of Directors of the Friends of the Santa Cruz Public Libraries, Inc, and the Director of Libraries or her/his designee. The Committee will have the following responsibilities:

- To develop Recognition guidelines in the context of the scope, scale, and fundraising plan for the project. The guidelines shall conform to the standards outlined in this Policy, and will be approved by the Library Joint Powers Authority Board.
- To review proposals for naming facilities or other means of honoring or recognizing benefactors, and make recommendations to the Library Joint Powers Authority Board.

## **B. REQUEST AND APPROVAL PROCEDURE**

1. Requests for Benefactor recognition may be initiated by an individual or group either within or outside the institution and forwarded to the Director of Libraries.
2. The Director of Libraries will receive requests and transmit them to the Benefactor Recognition Advisory Committee. When appropriate, the applicant (person or group) may arrange an appointment with the Advisory Committee to present their request.
3. The Advisory Committee will meet as required to deal with requests, using the criteria outlined in this Policy and the guidelines of the fundraising campaign in question or other considerations as appropriate, to determine if the project is in the best interest of the Library.
4. The Advisory Committee will make recommendations to the Library Joint Powers Authority Board, which will make final decisions.
5. A contract or written agreement will be drawn with the benefactor(s), specifying the type of recognition, amount of donation and any other considerations. Copies of these contracts will be kept on file at the Library System Administrative Offices.

## **C. CONTRACT SPECIFICS**

The design, content, placement, maintenance, and other considerations particular to any form of benefactor recognition with a value of over \$500 will be specified in a contract or letter of agreement drawn between the Library and the benefactor. Degree of expected wear and tear to the recognition feature, if any, will be noted in the contract.

Benefactors will be informed, and must agree within the contract, that the Library may at its discretion at a future time, dismantle, move or entirely remove the recognition feature and the names thereon.

#### D. DISPOSITION OF DONATED FUNDS

The Friends of the Santa Cruz Public Libraries, Inc., a not-for-profit charitable corporation with United States Internal Revenue 501c3 status, is frequently asked to establish special accounts to handle donations to the Library System. Or, the Library System may establish a special Donation Account with its financial agent, the City of Santa Cruz.

If a donation in support of a facility is made before or during construction of the facility in question, the money is deposited into the Library System account for construction of the facility and disbursed from there. If the donation is made after construction is completed, the funds are deposited in a special Friends account or a Library Donation Account and disbursed according to the terms negotiated and described in the contract between the benefactor and the Library.

### FORMS OF BENEFACTOR RECOGNITION

#### A. NAMING LIBRARY FACILITIES

The names of Santa Cruz City-County Library System **Branches** have historically reflected the name of the surrounding neighborhood and will continue to do so. However, a **building** housing a Branch may be dedicated to the memory of someone and so named. For example, the Central Branch Library might be housed in the Geraldine Work Memorial Building. Since the number of facilities owned by the institution is finite, the use of names of individuals, organizations, or corporations will be reserved for those most deserving, and will recognize only the most substantial gifts or bequests.

Portions of buildings that may also be named after a benefactor include meeting rooms, foyers, courtyards, hallways, a wing of a larger facility, and rooms housing special collections. For example, the Aptos Branch might house the Charles Atkins Meeting Room.

The level of contribution needed to secure the naming of the building or part thereof will be set in relation to such factors as the overall cost of the facility, square footage of the facility, and whether the facility is intended for use by the public and therefore provides significant public recognition for the donor. At the outset of each fundraising campaign associated with a facility the Benefactor Recognition Advisory Committee will consider these criteria and others specific to the facility and make recommendations to the Santa Cruz Library Joint Powers Authority Board. The Board will establish the final criteria.

It is understood that when one of the constituent jurisdictions (i.e., the signatories to the Library Joint Powers Agreement) has primary financial responsibility for construction of

a library facility, the Library Joint Powers Board will consult with the jurisdiction to ensure there is agreement on the naming.

The following naming restrictions will apply:

- No Library facility will be named for individuals currently employed by the Library or by any of its constituent jurisdictions.
- When the person to be honored is living, three years must have passed since any formal association with the Library or the constituent jurisdictions. Such affiliation includes time spent as a paid member of the staff or administration, or as a member of the Library Joint Powers Authority Board, the Board of Directors of the Friends of the Santa Cruz Public Libraries, Inc., or an elected representative of a jurisdiction governing body.
- In the case of death of a benefactor or liquidation of a corporation or organization, a period of one year must elapse before renaming a facility.

#### **B. BENEFACTOR RECOGNITION ON LIBRARY FURNISHINGS, EQUIPMENT, OR ARCHITECTURAL OR LANDSCAPE FEATURES**

Some fundraising campaigns may offer a recognition element to benefactors who donate equipment, furniture, shelving units or the like, or cash gifts leading to the purchase of such items. In this case benefactors will be entitled to have their name, or a name they suggest, inscribed on plaques or labels, which will be placed on the item in such a way as to be visible to the public. The level of giving needed to secure this form of recognition will be determined at the outset of the fundraising campaign in question by the Library Joint Powers Authority Board, upon recommendation of the Benefactor Recognition Advisory Committee.

In specific fundraising campaigns, individuals or organizations may purchase individual portions (such as bricks or tiles) that are part of architectural or landscape features, such as a walkway, wall, tiled entry, or other similar feature. The benefactor's name, or other content as permitted in the terms of the fundraising campaign, will be inscribed on the portion. The purchase is considered a donation to the Library and does not confer upon the benefactor the right to remove the portion at any future time. In certain campaigns, individual portions are intended to fit into an overall design and no one portion will be designed or placed so as to stand out from the whole. In other circumstances the entire architectural feature may be the donation of a single individual or corporation.

#### **C. DONOR PLAQUES ON OR IN LIBRARY BUILDINGS**

Various kinds of plaques or other signage or display elements containing the names of Library benefactors may be mounted outside a Library building or on an interior wall. Donor plaques will be located where the greatest number of interested visitors will see them. The plaques will signify the fundraising campaign (if appropriate) in which the gift was made, and will include the year of the gift, and the amount or the donation category. Donor plaques should have the "stature" of permanence.

This policy will be reviewed every three years.

Adopted: January 7, 2002

Updated: March 5, 2012

Reviewed: March 9, 2015



## STAFF REPORT

DATE: February 19, 2015  
TO: Library Joint Powers Board  
FROM: Teresa Landers, Library Director <sup>TL</sup>  
RE: Building Maintenance Worker Position Change

### RECOMMENDATION;

1. Approve resolution to change a full time Building Maintenance Worker II position to Building Maintenance Worker I
2. Approve resolution to create a 25 hour per week Administrative Assistant II position for the Programs and Partnerships Division.

### SUMMARY

A retirement of a Building Maintenance Worker II provides an opportunity to meet the needs of the Facilities Maintenance unit and the Programs and Partnership Division. This will be accomplished by filling the vacancy in the Building Maintenance Worker II position with a Building Maintenance Worker I and creating a 25 hour per week Administrative Assistant II position with no net increase in cost.

### BACKGROUND

Matt Kiernan, Building Maintenance Worker II (BMWII) retired on February 20 leaving a vacancy in the Library's Facilities Maintenance unit. The Service Field Crew Leader, Ken Madonia and Supervisor Kira Henifin recommend this position be replaced by a Building Maintenance Worker I (BMW I).

The Programs and Partnerships Division has received minimal additional staffing support over the past three years. Additions since January 2012 include an increase of five hours per week for one of the Bookmobile Drivers (from 27 to 32) and 30 hours per week split between two Library Aide (temporary) positions.

The number of programs increased by 162% from 777 in FY11/12 to 2,032 in FY13/14. Attendance increased by 134% from 16,396 in FY11/12 to 38,293 in FY13/14.

### DISCUSSION

Whenever an individual resigns or retires, it is standard practice to review the position and evaluate what the organization needs. In this situation it has been determined that

there is enough work that fits the BMWI position to fill a full time position in the Library's Facilities Maintenance unit.

At the same time, it is clear that the Programs and Partnerships Division is struggling to keep up with the demand for and interest in programs for all ages. The service model originally called for no additional programs beyond the level being provided in January 2012 unless volunteers could be used to deliver them and other existing programs in order to free up librarians to design those programs. Volunteers are being used extensively in programs such as Tales to Tails, managing the Book Buddy program, TouchTEAM. Storytime Assistants, Book Discussion groups, etc.

Despite this support, demand far outweighs capacity. The changing role that Programming plays in the 21<sup>st</sup> Century Library is discussed fully in another report on the cost of additional open hours. In this document a recently published white paper by the American Library Association is quoted extensively. This white paper is titled, "National Impact of Library Public Programs Assessment".

"We used to look at programming as a way to get people in and then get them to read. Now programming is one of our core learning experiences."

"As "equal access" places of learning, libraries became community gathering places and civic centers, seen as safe and neutral spaces where all ideas might be pursued. Their roles as community anchors....have led to many libraries becoming the center of their neighborhood social and cultural life. Often the largest and most important public building a town, the library became the ideal place for holding classes and performances, concerts, and even exhibitions."

"Books are a 500-year-old delivery system for providing access to information. We aren't getting out of the book business, but now we are providing new ways to access information. In fact, this trend has emerged nationwide, as public libraries have shrunk the proportion of their print materials in favor of growing other services and parts of the collection."

The addition of a 25 hour per week Administrative Assistant will free up a Library Assistant II in that Division to assist with the delivery of programs while maintaining the level of administrative support currently enjoyed. Managing statistics, fielding calls from schools requesting class visits, tours, etc. and scheduling same will be the primary responsibilities of this position.

## **FINANCIAL IMPACT**

There is no financial impact. The salary savings from the BMWII becoming a BMWI will fund a 25 hour per week Administrative Assistant.

**RESOLUTION # 2015-007**

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

WHEREAS, the retirement of a full-time Building Maintenance Worker II provides an opportunity to meet the needs of the Facilities Maintenance unit and the Programs and Partnerships Division;

WHEREAS, an increase in personnel in Programs will help to address staffing support needs;

WHEREAS, a staffing change in Facilities will help the department to better meet the needs of the library system.

NOW THEREFORE, be it resolved by the Library Joint Powers Authority Board

That the Library Joint Powers Authority Board authorize the following changes in personnel:

Position #	Position Title		
118-005	Building Maintenance Worker II	1.00 FTE	Eliminate
117-xxx	Building Maintenance Worker I	1.00 FTE	Add/New
106-xxx	Administrative Assistant II	.625 FTE	Add/New

PASSED AND ADOPTED this 9th day of March 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: February 24, 2015  
TO: Library Joint Powers Board  
FROM: Teresa Landers, Library Director <sup>W</sup>  
THROUGH: Library Joint Powers Board Finance Subcommittee  
RE: FY1516 Budget and 3 year projections

**RECOMMENDATION:** Accept report and provide direction.

## SUMMARY

The four year budget projection indicates support for small increases in operational costs and only limited structural increases.

## BACKGROUND

At the February 2015 LJPB meeting, Director Landers was directed to present information to the Finance Subcommittee related to the FY1516 budget. The following areas were to be addressed:

- 3 year budget projections
- Prioritized new staffing requests
- Impact of reducing overdue fines
- Cost of increasing open hours

The first three will be discussed in this report. A separate report is presented for the cost of increasing open hours.

Finance Director Pimentel and Director Landers (along with the library managers) worked to create a dependable draft of expected revenues and expenditures for the FY1516 budget. While there will undoubtedly be some changes before this budget is finalized, it creates a good starting point for developing three year projections.

Assumptions have been made and are included as part of the draft:

- An increase in the MOE contribution by the City of Santa Cruz
- General increases in sales tax and property tax revenues
- Increases due to renegotiated contracts with the bargaining units, as all are open this year

- Expenditure changes as detailed below

At the February LJPB meeting, budget priorities were presented and the list of expenditures reflects the direction given at that meeting.

This draft includes minimal staffing requests:

- One additional Informational Technology Specialist III (\$79,000)
- Several reclassifications of existing positions in LIT (\$21,000)
- One .5 Library Assistant II for Telephone Reference (\$25,000)

The only other structural cost is increasing landscaping by \$16,000 per year to cover the doubling of costs due to the new prevailing wage requirements.

This draft also includes the following one time requests:

- Poll in January 2016 for a possible election in June or November (\$20,000)
- Consultant costs for hiring a new director (\$25,000)
- Assist with governance and/or MOE transitions (\$25,000)
- Moving costs for a new director (\$10,000)
- Estimated cost of participating in a June 2016 election (\$250,000)

Revenues from overdue fines has been reduced from the FY1415 anticipated level of \$166,000 to \$104,000 which is a \$62,000 reduction.

With all the above changes, the FY1516 budget and three year projections are as follows (projections for a fourth year, bringing the total to five will be available soon)

	FY1516	FY1617	FY1718	FY1819
Revenues	\$13,239,000	\$13,693,000	\$14,165,000	\$14,636,000
Expenditures	\$13,220,300	\$13,428,000	\$13,994,000	\$14,589,000
Net	\$ 18,700	\$ 265,000	\$ 171,000	\$ 47,000

There is also \$200,000 for a new bookmobile but this will be offset by a transfer from the vehicle replacement fund and is not included above.

The fund balance has a surplus over the required operating reserve of \$471,000 as of December 2014. \$100,000 has been designated from this for building repair and maintenance as recommended in the facilities master plan but is also not reflected in the above table.

## DISCUSSION

### Revenues:

While a final agreement regarding MOE changes has not been reached, there is no doubt that the contribution from the City of Santa Cruz will increase. For now a placeholder increase has been included.

Sales and property taxes are increasing. It is believed that the County will continue to “release” properties from the reductions in valuation that were instituted during the height of the recession. Estimates are still being studied.

The reduction in overdue fines is based on the following calculation. Overdue fines are reduced from \$.50 to \$.25 per day. A poll was done of our colleague public libraries in the Monterey Bay Area Consortium (MOBAC). All but two charge \$.25 per day or less. The Cities of Monterey and Pacific Grove (who share an ILS) charge \$.50. We are trying to find out why they went to \$.50 and when, but have not heard back yet.

A question was also posed to the libraries in the Bay area (Pacific Library Partnership) about any know correlation between the amount of fines charged and the number of items returned. No one was able to provide any insight into this nor provide any way to research this.

When fines were doubled in 2009, revenue did not double. Based on this empirical experience, we predict that halving the fines will not result in halving the income. We believe that some of the amount lost due to halving the fines will be recouped and this was calculated at 25%. Income from overdue fines in FY1415 is expected to be about \$166,000. Half of this is \$82,000. When 25% of this \$82,000 reduction is added back in, the anticipated loss in revenue is \$62,000.

Eliminating the charge for a lost card will cost \$1,500. We also plan to drop the maximum fine from \$10 to \$5 and expect this will help increase the payment of fines.

In talking to staff, what we heard is that staff very often reduces fines from \$.50 to \$.25 and that if fines were already at \$.25 they would be less likely to reduce or waive them. Reducing the fines and possibly losing \$62,000 is a small price to pay for the goodwill that will be generated.

### **Expenditures:**

It is clear from the projections that, while we are making a good recovery, there are factors at play that indicate revenues are not keeping up with the rate of increase in expenditures, mostly related to increasing PERS and health insurance costs.

It is also unreasonable to assume there will only be structural increases each year and not one time needs. The one time requests will need to be met either by the small net within the operating budget or the fund balance beyond the two month operating reserve will need to be tapped.

The preliminary draft of the IT classification study recommended 3.5 new positions in Library IT as well as the reclassification of several positions. We do not expect major changes in the final report but cannot discuss specifics until we have the final report in hand. This budget reflects adding only one of those 3.5 positions and providing the funds for the reclassification of several of the current positions.

It is clear that the role of IT in the provision of 21<sup>st</sup> Century library services is growing. Requests for additional staff and the reclassification of staff in this Division are moderate. We are only able to accomplish this because IT responsibilities actually are spread among other staff in the Library in all the other divisions:

- **Onsite Services-** The Assistant Onsite Service Manager also functions as the system's Circulation Coordinator. In this role he manages the data in the ILS and makes that data available for staff and public to access as well as publish reports. In some libraries this is considered the System Administrator position. For SCPL there is an IT staff member responsible for maintaining the system at a technical level and The Assistant Onsite Service Manager, maintains the system at the user functionality level.
- **Programs and Partnerships:** The Virtual Services Librarian works closely with the Webmaster to provide access to the 11<sup>th</sup> Branch. She serves as a liaison between the public services staff and the IT staff.
- **Collection Management Services-** Staff in CMS work closely with IT and Polaris staff to manage the bibliographic data. They work with vendors to get materials shelf ready which is all handled by complex IT related processes. They are responsible for a software package that analyzes collection use and provides reports to a depth that Polaris does not.
- **System Services:** Administrative staff manage an attendance software that is used to assign substitutes when staff are unavailable due to illness, vacation and training.
- **Reference:** Work with IT to manage online databases, troubleshoot with vendors and mediate technical issues with the public.
- **All:** This coming year we plan to move the Web site to a language that allows all staff to enter content rather than it funneling through IT.

The only other staff that is now being requested is a half time Library Assistant II for Telephone Reference. We currently have one full time position covering the phones 40 of the 54 open hours per week. The rest of the time it is covered by members of the reference team. By providing the additional half time position, we will be able to free up time for reference librarians who can then assist with the other needs identified in the budget prioritization process. These include an increase in librarian time to assist with the selection of electronic resources. This selection responsibility has grown considerably since the service model was adopted three years ago.

The original budget priorities report submitted in February 2015 requested the following additional positions. This report was prepared before the four year projections were

available. While adding some or all of these positions is possible in the short term, it is clear that by the fourth year, they are no longer sustainable:

- Increase a part time Reference Librarian I/II from 25 to 40 hours per week.
- Increase a Downtown Library Assistant II from 30 to 40 hours per week.
- Add a full time Administrative Assistant II for Programs see below for additional discussion).
- Add a full time Librarian I/II to manage electronic resources.
- Increase an Account Clerk I from 30to 35 hours per week
- Increase a 26 hour per week Administrative Assistant II position to 32 hours per week

The area that is also in great need for additional staff is the Program Division. However, the plan is to replace a Building Maintenance Worker II with a Building Maintenance Worker I. The salary savings from this can fund a part time Administrative Assistant in the Program Division. This request is being prepared separately for approval at the March LJPB meeting.

The one-time costs listed above do not require further discussion, nor does the need to increase landscaping costs.

The vehicle reserve is working very well and will cover the cost of a new bookmobile.

The one area that needs to be highlighted is building maintenance and repair. Last year we addressed the most egregious building related issues that had been identified in the facilities master plan. This year, there were less items, but also based on what we felt could not wait for the renovations/new buildings. With the financial support for the Facilities Master Plan delayed, another review of needs was done. Once again, the focus is on those maintenance recommendations that will be needed even if a given facility is addressed through the renovation/new building process. This total comes to roughly \$146,000 and is the reason why \$100,000 is being requested from the fund balance surplus with \$50,000 coming from the regular operational budget for building maintenance and repair. These include such projects as:

- Painting the outside of Live Oak (\$38,000)
- Replacing tile at Boulder Creek (\$46,000)
- Fixing/replacing windows at Branciforte and Downtown (\$62,000)
- Painting the ceiling at Garfield Park (\$12,800)

It is advisable that surplus funds beyond what is needed for the operating reserve, be earmarked for a facility maintenance and repair fund.

The Finance Subcommittee reviewed this report and recommended it be sent to the full Board for consideration with a few revisions that have been included.



# STAFF REPORT

DATE: February 24, 2015  
TO: Library Joint Powers Board  
FROM: Teresa Landers, Library Director <sup>TL</sup>  
THROUGH: Library Finance Sub-committee  
RE: Open Hours

<b>RECOMMENDATION:</b> Accept report and provide direction.
---

## SUMMARY

The issue of open hours has been discussed many times since the adoption of the Community Service Model in 2011. This report not only provides the cost of achieving the goal of 392 open hours per week, but examines the issue of open hours holistically.

## BACKGROUND

At the February 2015 LJPB meeting, budget priorities for FY15/16 were presented. Several requests for additional staff were included. A request to increase open hours was not. The LJPB requested a review of the cost of opening additional hours.

Two staff reports recently addressed this issue:

- The first was prepared for the Finance Committee in December 2013 and is very detailed about the cost of meeting the Community Service Model goal of 392 open hours per week. (Attached in its entirety) (Attachment #1)
- The second is the staff report presented to the LJPB in February 2014 which outlined budget priorities for FY14/15. It included a summary of the report to the Finance Committee (the page dealing with this issue is attached). (Attachment #2)
- A subsequent report discussing the cost of hours in the planned two new facilities in Capitola and Felton, references a decision by the LJPB in the minutes of the February 2014 LJPB meeting, “The Board received the report for future updating and consideration after the financial measure is approved”. The background section of that report states:

“Instead of increasing hours at this time while there are still serious deficiencies to remedy in the adopted model in other areas, the JPB has agreed to postpone the discussion of additional hours until the implementation of the facilities master plan is more known.”

The Community Service Model adopted by the LJPB in April 2011 set a number of goals. One of these was to increase hours incrementally as budget allowed. The first round of increases occurred in September 2012 when it was determined there was some room for structural increases. This first round also included “tweaking” of the service model in terms of staffing based on deficiencies discovered regarding the ability to provide service at the desired levels. In the FY13/14 budget no increase in hours was adopted and there were minor staff additions made to, once again, respond to the need to fill gaps in service delivery.

This model also called for several efficiencies to be achieved to help attain a level of financial sustainability. Those have, for the most part, been realized and contribute to the current relatively stable financial condition. These include:

- New materials arrive shelf ready. This has resulted in being able to restore Interlibrary Loan without hiring additional staff.
- Implementing the self-check kiosks and the taking of credit cards has increased collection rates from fines. At the current rate the costs of the kiosks should be repaid within 2 years.
- Floating collections has resulted in a lighter workload for the courier staff. We did cut the courier staff in half but at first, there was no corresponding decrease in workload.
- Multifunction printers will be fully operational within the next couple of months. This will free up staff time spent on making change and collecting copier/printer fees. It should also result in a higher collection rate for printing fees from the computes.
- It was hoped that the previous ILS, Evergreen, would provide a level of greater efficiency when the new model was adopted but unfortunately, it did not and resulted in more work and frustration for staff than the previous one. Polaris, the new ILS, is a major improvement and has resulted in the public being able to be more self-sufficient and meets the needs identified in the service model as critical to the model’s success. .

The self-check kiosks, credit card payment and multifunction printers serve to reduce pressure on staff that were cut precipitously close to the edge in the interest of gaining the most hours possible. These efficiencies serve to make the workload more manageable and should not be seen as a means to open additional hours. Achieving these efficiencies was seen as an integral part of the successful implementation of the service model as it was adopted. It has just taken us longer to implement them than originally planned.

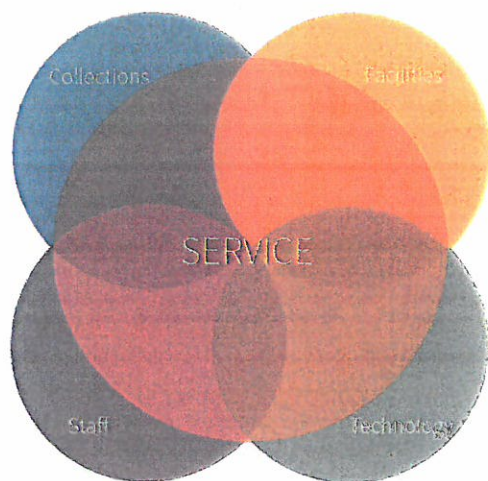
The total cost of achieving the 100% goal is either \$443,000 (in 2013/14 dollars) or \$320,000 (2013/14 dollars). The difference between the options is that the more expensive option provides seven day per week service in Aptos and Scotts Valley as stated in the community service model goal. These options only include direct branch staff costs and do not include any increased costs for janitorial services, utilities, and support staff in Administration or Information Technology.

## **DISCUSSION**

The issue of open hours needs to be evaluated holistically. When the Community Service Model was developed in 2011, it was in an atmosphere charged with differing opinions and emotions. The four member Board task force that worked out this model was not in agreement and the decision to adopt a

stepped approach to restoring hours was very definitely a compromise. The document was carefully crafted to reflect that achieving the 392 hours was a goal and not a promise. It also very clearly described that other areas of library service needed to be kept in balance as decisions were made going forward.

This led to the development of the framework which has guided us since.



Service is at the core and includes open hours, but also includes a lot more in order to fully define service levels. Programs offered by the Library are an ever increasing component of the services provided and they are not dependent on open hours. The American Library Association recently published a white paper, “National Impact of Library Public Programs Assessment.” This paper does not provide any results but establishes a framework for undertaking a study of the impact of programming on the modern public library. There are many great quotations in this document. Some of the most relevant are below:

“We used to look at programming as a way to get people in and then get them to read. Now programming is one of our core learning experiences.”

“As “equal access” places of learning, libraries became community gathering places and civic centers, seen as safe and neutral spaces where all ideas might be pursued. Their roles as community anchors....have led to many libraries becoming the center of their neighborhood social and cultural life. Often the largest and most important public building a town, the library became the ideal place for holding classes and performances, concerts, and even exhibitions.”

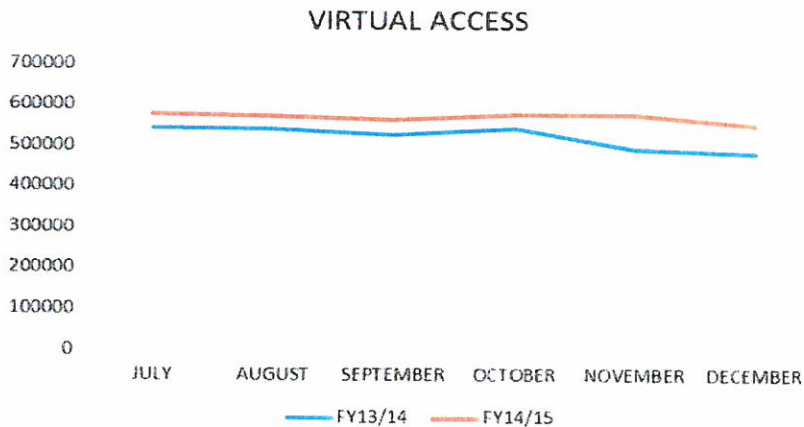
“Books are a 500-year-old delivery system for providing access to information. We aren’t getting out of the book business, but now we are providing new ways to access information. In fact, this trend has emerged nationwide, as public libraries have shrunk the proportion of their print materials in favor of growing other services and parts of the collection.”

What these quotations tell us is that facilities are important, but the public's use of them is changing and the focus on the physical collection to be found in our facilities is, perhaps, not the top priority anymore.

This is borne out in our case by the decreasing number of visitors per open hour. With the exception of November 2014, the trend is definitely going down.



This downward trend in physical visitors is matched by a corresponding increase in the use of our electronic collection, which is facility agnostic and available 24/7.



There is definitely a new paradigm developing and to focus only on open hours as an indicator of quality public service is antiquated and will not serve the community well in the long run.

Library staff were polled to get a sense of what the community is telling them about open hours. This is what we heard with several direct quotations from the branch managers:

- **Aptos-** staff have observed individuals coming to the door before 11 but have not received any complaints

- **Garfield Park**- some would like more consistent hours and a few would like Saturday hours. "For the most part, people are happy that we're open more hours".
- **Live Oak**: "We've always had comments (not necessarily complaints) from patrons that they wish Live Oak wasn't closed on Friday and Saturday.
- **Felton**: Patrons have expressed thanks that the Library is open more hours than it was.
- **Capitola**: "Of all the things that patrons tell us are on their "wish lists", more open hours are not one they mention! And, of course, we just could not accommodate more open hours without more staff.
- **Downtown**: "We receive frequent remarks at Downtown at closing time recalling how we used to be open until 9pm and 6pm on Fridays (conveniently forgetting that we used to be closed on Sundays and Mondays altogether). Presumably, most of the patrons who are reluctant to leave the building at closing time (many of them likely homeless) would love for us stay open longer."
- **Branciforte**: I've received three comments in eight months about adding more hours.

Most of the comments I get reflect on the hours in 2009 from people do not know they have improved.

From a staff perspective, there is not a groundswell of concern about the current hours which are at 92% of the goal. Mostly it is based on individual preference for their own convenience. We can certainly look at specific configurations of hours but the basic approach of six branches open five days per week, two at six and one at seven seems to be working very well.

When the restructuring occurred three years ago, many difficult choices were made. The balance between providing staff for increased open hours and the need for staff to support those open hours was very definitely tipped in favor of providing as many open hours as possible. This came at the expense of the staff needed to provide background support for those open hours and to get new materials onto the shelves.

Over the past three years we added open hours once, which brought us to the 92% level. Since that time, we have struggled to support these hours and have focused recommendations by reviewing ALL the goals expressed in the service model and in maintaining a balance on the circle diagram. All the open hours in the world mean nothing if the other circles on the diagram are not in balance.

- The Materials budget (**Collection**) is respectable and can actually hold fairly steady with some inflationary increases provided. Floating collections and a reduced need for physical materials has allowed us to improve electronic resources without sacrificing the ability to meet the demand for physical items. Staff are needed to order, process and manage the collection. Without them, open hours are meaningless because items are not available.
- We have made considerable progress in the **Technology** circle. By the end of this fiscal year, we hope to have fully entered the 21<sup>st</sup> Century in terms of libraries and technology and will turn our focus to maintenance and gradual progress rather than playing catch up. All our technological advances, however, and the prospect of future change and development, have compounded our inadequacy in terms of staffing of the IT Division. To address this, we commissioned the classification study, which was also recommended in the IT Strategic Plan. Without an IT staff with the appropriate knowledge, skills and abilities, we will fall behind again and this time, will likely not regain the confidence of the community.

- **Staff** are what turn open hours into service to the community. Staff needs have been discussed briefly in relation to the two circles above. The other staff needs that have been identified are to:
  - Strengthen the reference staff who serve the public throughout the system
  - Increase hours for one circulation staff member at the Downtown Library
  - Support telephone reference which handles ALL incoming calls to the Library System and thus serves all the branches
  - Make small increases in accounting and administrative services staff who support the staff in the branches. If staff were to be increased to provide open hours, there is then more work for the administrative staff to handle in terms of payroll, finding substitutes, etc.
  - Strengthen the Programming staff which has gone way beyond the level of service that was promised in the restructuring. The discussion above indicates that Programming is much more of our future than being a repository for books. Even our reference staff has gone beyond the original model and conduct class visits for older students, manage the Veterans' History Project and the latest grant for the Books to Action program as well as teach e-reader classes at the branches and other community locations such as senior living facilities. These are just a few examples of how the role of "Programming" has grown and expanded throughout the organization.
  
- The last circle is **Facilities**- Additional open hours also affects the facilities themselves. Additional cleaning is necessary and utility costs will increase. There is more wear and tear on already beleaguered facilities. I will reiterate my recommendation to the Board from last year. Make no changes in open hours until the facilities have been built/renovated/remodeled. Usage patterns will change and that will be the time to assess what the needs are for open hours. The Virtual Branch may not be a physical facility, but it functions as the eleventh branch and is available 24/7.

This Board is at a crossroads. Do you want to continue to ignore the facts and the reality of a shifting paradigm or do you want to embrace the future of the public library and focus on the change in definition of what minimum service levels are to address not just open hours but the full range of services provided. Should we focus on fixing something that is essentially not broken just because a goal was set three years ago that most of us knew at the time was unrealistic, but was politically popular. Goals are meant to be adjusted as circumstances change and they are something to shoot for- not necessarily something to live and die by.

In a perfect world, we would have it all- all the staffing needed to have all the hours we want including the support staff, as well as all the staffing needed to provide as many quality programs and materials as the public demands. Unfortunately, we do not live in a perfect world and it is unlikely that circumstances will allow us to meet all the demands as outlined in the budget priorities document and this document. The best we can all do is work to keep it all in balance and put our efforts towards what is most important in order to meet the broadest range of community interests.

We can have more open hours but it will come at an expense. Technology will not be as robust. Or, we reduce our programming. Professionally, I cannot advise this. I believe we are at a fairly sweet spot in

the number of hours we are open- at least until the goals of the Facilities Master Plan are achieved and we can reevaluate the demands of the community.

The Finance Sub-committee reviewed this report and recommended it be passed on to the full board with a few revisions that have been incorporated. Comments from committee members included:

- The most important thing to determine is why people are asking for more open hours. Is it so they will find it easier to pick up their holds? Is it for computer access? Is it to browse physical titles? Is it to attend programs? Once we know this, we can figure out what the best solution is- is it a holds kiosk? Limited lobby service? After/before hours programs? More open hours?
- New and renovated buildings will give us more opportunities to find the best solution to a clearly defined need.
- We should give the public additional hours at at least one branch before the ballot measure as a demonstration of commitment.
- We should open an additional day and not try to add hours to this or that branch on an already existing open day.
- Adding hours is a structural change that will have wide-ranging budget implications in years to come. We need to carefully weigh hours against the balance of all library services (i.e., what do we lose if we add hours) and also determine the impact of the fully-implemented facilities master plan.

## STAFF REPORT

DATE: December 11, 2013  
TO: Library Finance Subcommittee  
FROM: Teresa Landers, Director of Libraries  
RE: Cost of additional hours

**RECOMMENDATION: Provide direction to the Library Director**

### SUMMARY

A request was made to determine the cost of adding 33 hours per week to the Library's open hours in accordance with the goal stated in the April 2010 Community Service Model. Two options are presented based on this goal with estimated annual costs of \$443,000 and \$320,000 respectively.

### BACKGROUND

The Community Service Model adopted by the LJPB in April 2011 set a number of goals. One of these was to increase hours to the level represented here in Option #1. The first round of increases occurred in September 2012 when it was determined there was some room for structural increases.

This first round also included "tweaking" of the service model in terms of staffing based on deficiencies discovered regarding the ability to provide service at the desired levels.

In the FY13/14 budget no increase in hours was adopted and there were minor staff additions made to, once again, respond to the need to fill gaps in service delivery.

### DISCUSSION

Appendix I details four schedules of hours:

1. January 2012 (the implementation of the new service model); 318 hours per week
2. September 2012- an increase of 41 hours per week to 359.
3. Option #1 for increased hours- The original goal was to reach 392 hours; an additional 33 hours per week). This assumed Aptos and Scotts Valley would be open 7 days per week and Live Oak 6 days per week (open Friday and Saturday but closed Sunday)
4. Option #2 for increased hours- 392 hours but keeping Aptos and Scotts Valley at 6 days per week and Live Oak at 5 (open on Sunday)



The additional annual staff cost of each option is:

1. Option #1: \$443,247
2. Option #2: \$320,352

Please note that these options only include direct branch staff costs. They do not include any increased costs for janitorial services, utilities, and support staff in Administration or Information Technology.

Background on how the costing was done:

1. Each branch was considered individually- a spreadsheet by branch is attached. Current staffing and when the hours were added makes a difference as to how new staffing costs are incurred. For example: some branches have capacity to add hours to current part time positions. Other branches do not- a good example of this is Boulder Creek. The one staff member there is already full time so cannot absorb any more hours. Saturdays going to 6 hours will require a meal break so that has to be accounted for as well. The result is the need to hire an additional 20 hour per week Library Assistant who would be assigned to Scotts Valley and would work a shift in Boulder Creek and would also meet the need for additional hours in Scotts Valley. We cannot assign a Library Assistant II to Boulder Creek unless we reclassify the Person in Charge from a Library Assistant II to a Library Assistant III. We have tried very hard not to share staff between branches as it greatly reduces the flexibility of each branch to provide coverage when needed outside an agreed upon set schedule.
2. Individual names were provided to City of Santa Cruz payroll and they calculated the change in cost.
3. Aide hours were assigned as one additional aide hour for every hour added with this being doubled for Downtown as per the original staffing formula.
4. On call hours and cost were calculated as a ratio of current costs across the various classifications. On calls are used to cover absences due to vacation, illness, training, etc.

A detailed description by branch is attached in Appendix II. The full cost schedule is in Appendix III.

**Open Hours – September 2012**

**Total= 359**

	SUN	MON	TUE	WED	THU	FRI	SAT	TOTAL
APTOS	closed	11-7	11-7	11-7	11-7	11-5	11-5	44
BOULDER CREEK	closed	closed	11-6	11-6	11-6	11-5	12-5	32
BRANCIFORTE	closed	closed	10-6	11-7	10-6	1-5	1-5	32
CAPITOLA	closed	closed	11-7	11-7	11-7	11-5	11-5	36
DOWNTOWN	1-5	10-7	10-7	10-7	10-7	10-5	10-5	54
FELTON	closed	closed	1-6	1-6	11-6	11-5	10-2	27
GARFIELD PARK	closed	10-5	2-7	11-5	2-7	1-5	closed	27
LA SELVA BEACH	closed	closed	10-5	1-6	10-5	1-5	1-5	27
LIVE OAK	1-5	11-7	11-7	11-7	11-7	closed	closed	36
SCOTTS VALLEY	closed	11-7	11-7	11-7	11-7	11-5	11-5	44

**APPENDIX I: SCHEDULES****Santa Cruz Public Libraries  
Open Hours January 2012  
Total=318**

	SUN	MON	TUE	WED	THU	FRI	SAT	TOTAL
APTOS	closed	11-7	11-7	11-7	11-7	11-5	11-5	44
BOULDER CREEK	closed	closed	12-6	12-6	12-6	12-5	12-5	28
BRANCIFORTE	closed	closed	10-6	1-7	1-7	1-5	1-5	28
CAPITOLA	closed	closed	1-7	11-5	1-7	11-5	11-5	30
DOWNTOWN	1-5	10-7	10-7	10-7	10-7	10-5	10-5	54
FELTON	closed	closed	2-6	2-6	1-5	1-5	10-2	20
GARFIELD PARK	closed	1-5	2-6	1-5	2-6	1-5	closed	20
LA SELVA BEACH	closed	closed	10-2	2-6	10-2	1-5	1-5	20
LIVE OAK	1-5	11-7	1-6	11-7	1-6	closed	closed	30
SCOTTS VALLEY	closed	11-7	11-7	11-7	11-7	11-5	11-5	44

**Proposed Open Hours Option #1  
Aptos and Scotts Valley Open on Sunday  
Downtown 11-5 Sundays  
Total= 392**

	SUN	MON	TUE	WED	THU	FRI	SAT	TOTAL
APTOS	1-5	11-7	11-7	11-7	11-7	11-5	11-5	48
BOULDER CREEK	closed	closed	10-6	11-6	11-6	11-5	10-5	35
BRANCIFORTE	closed	closed	10-6	11-7	10-7	12-5	12-5	35
CAPITOLA	closed	closed	10-7	10-7	10-7	10-5	11-5	40
DOWNTOWN	11-5	10-7	10-7	10-7	10-7	10-5	10-5	56
FELTON	closed	closed	11-6	12-6	11-6	11-5	10-2	30
GARFIELD PARK	closed	10-5	1-7	10-5	1-7	1-5	closed	30
LA SELVA BEACH	closed	closed	10-5	10-5	10-5	12-5	1-5	30
LIVE OAK	closed	11-7	11-7	11-7	11-7	1-5	1-5	40
SCOTTS VALLEY	1-5	11-7	11-7	11-7	11-7	11-5	11-5	48

**Proposed Open Hours- Option #2**  
**No change in Sunday hours**

	SUN	MON	TUE	WED	THU	FRI	SAT	TOTAL
APTOS	closed	10-7	10-7	10-7	10-7	11-5	11-5	48
BOULDER CREEK	closed	closed	10-6	11-6	11-6	11-5	10-5	35
BRANCIFORTE	closed	closed	10-6	11-7	10-7	12-5	12-5	35
CAPITOLA	closed	closed	10-7	10-7	10-7	10-5	11-5	40
DOWNTOWN	1-5	10-8	10-7	10-8	10-7	10-5	10-5	56
FELTON	closed	closed	11-6	12-6	11-6	11-5	10-2	30
GARFIELD PARK	closed	10-5	1-7	10-5	1-7	1-5	closed	30
LA SELVA BEACH	closed	closed	10-5	10-5	10-5	12-5	1-5	30
LIVE OAK	1-5	10-7	10-7	10-7	10-7	closed	closed	40
SCOTTS VALLEY	closed	10-7	10-7	10-7	10-7	11-5	11-5	48

## APPENDIX II: METHODOLOGY BY BRANCH

### **Branch: Aptos**

#### **Hours: 4**

Option 1: Adding the additional day would leave current hours the same and add 4 hours 1-5 on Sundays. Aptos would then add 10 hours to the 20 hour position held by a current LAII, add a 20 hpw Library Assistant II, add 8 librarian hours on Sunday, and 12 aide hours.

Option 2: Adding hours to existing days Aptos would go to a 10-7 schedule Monday through Thursday and remain 11-5 on Friday and Saturday. Aptos would add 4 aide hours and 4 Librarian Hours.

### **Branch: Boulder Creek**

#### **Hours: 3**

Boulder Creek would open 1 hour earlier on Tuesdays and 2 hours earlier on Saturdays, making their hours Tuesday 10-6, Wednesday and Thursday 11-6, Friday 11-5 and Saturday 10-5.

Boulder Creek would add a 20 hour LA II position. This would mean that the current LA II would need to become an LA III. Alternative would be to add a 20 hour LA II to Scotts Valley and share the position with the LAIII in SV being the supervisor.

### **Branch: Branciforte**

#### **Hours: 3**

Branciforte would stay open 1 hour later on Thursdays and open 1 hour earlier on Fridays and Saturdays, making their hours Tuesday 10-6, Wednesday 11-7, Thursday 10-7, Friday and Saturday 12-5. Branciforte would add 10 hours to the 30 hour position held by a current LAII, and 3 aide hours.

### **Branch: Capitola**

#### **Hours: 4**

Capitola would open 1 hour earlier on Tuesday through Friday, making their hours Tuesday through Thursday 10-7, Friday 10-5 and Saturday 11-5. Capitola would add 8 hours to the 32 hour position held by a current LAII, and 4 aide hours.

### **Branch: Downtown**

#### **Hours: 2**

Option 1: Downtown would open 11-5 on Sundays instead of 1-5. Downtown would add 12\* librarian hours and 10 LA II hours to existing positions.

Option 2: Downtown would stay open until 8 two days a week. Downtown would add 12\* librarian hours and would add 5 hours to two existing LAII positions.

**Branch: Felton**

**Hours: 3**

Felton would open 2 hours earlier on Tuesday and 1 hour earlier on Wednesday, making their hours Tuesday 11-6, Wednesday 12-6, Thursday 11-6, Friday 11-5 and Saturday 10-2. Felton would add 3 hours to Jason McCluskey's LA II position, and add 3 aide hours as well.

**Branch: Garfield Park**

**Hours: 3**

Garfield would open 1 hour earlier on Tuesday, Wednesday and Thursday, making their hours Monday 10-5, Tuesday 1-7, Wednesday 10-5, Thursday 1-7 and Friday 1-5.

Garfield would add 3 hours to Catherine Workman's LA II position and add 3 aide hours as well.

**Branch: La Selva Beach**

**Hours: 3**

La Selva would open 3 hours earlier on Wednesdays, but close an hour earlier, and open 1 hour earlier on Saturdays, making their hours Tuesday through Thursday 10-5, Friday 12-5 and Saturday 1-5.

La Selva would add 3 hours to Galina Wells's LA II position, and add 3 aide hours as well.

**Branch: Live Oak**

**Hours: 4**

Option 1: Adding an additional day Live Oak would be open Monday through Thursday 11-7, and Friday and Saturday 1-5. Live Oak would then add 3 hours to the 22 hour LA II position, and add another 20 hour LA II position. They would also add an additional 4 librarian hours and 4 aide hours.

Option 2: Adding hours to existing days, Live Oak would open 1 hour earlier Monday through Thursday, making their hours Sunday 1-5, Monday through Thursday 10-7. Live Oak would add 4 hours to a current 22 hour LA II position and would add 4 librarian hours. There would be 4 additional aide hours.

**APPENDIX III: COST OF ADDING HOURS BY BRANCH**

<b>Aptos</b>	4 hours		<b>Felton</b>	3 hours	
<b>Option 1</b>			<b>Options 1&amp;2</b>		
Regular	\$ 64,637		Regular	\$ 4,631	
Aide	\$ 3,334		Aide	\$ 2,500	
<b>TOTAL</b>	<b>\$ 67,971</b>		<b>TOTAL</b>	<b>\$ 7,131</b>	
<b>Option 2</b>			<b>Garfield Park</b>	3 hours	
Regular	\$ 19,341		<b>Options 1&amp;2</b>		
Aide	\$ 3,334		Regular	\$ 5,450	
<b>TOTAL</b>	<b>\$ 22,675</b>		Aide	\$ 2,500	
			<b>TOTAL</b>	<b>\$ 7,950</b>	
<b>Boulder Creek</b>	3 hours		<b>La Selva</b>	3 hours	
<b>Options 1&amp;2</b>			<b>Options 1&amp;2</b>		
Regular	\$ 17,190		Regular	\$ 6,720	
Aide	\$ 2,500		Aide	\$ 2,500	
<b>TOTAL</b>	<b>\$ 19,690</b>		<b>TOTAL</b>	<b>\$ 9,220</b>	
<b>Branciforte</b>	3 hours		<b>Live Oak</b>	4 hours	
<b>Options 1&amp;2</b>			<b>Option 1</b>	closed Sunday	
Regular	\$ 17,697		Regular	\$ 47,526	
Aide	\$ 2,500		Aide	\$ 3,334	
	\$ 20,197		<b>TOTAL</b>	<b>\$ 50,860</b>	
<b>Capitola</b>	4 hours		<b>Option 2</b>	open Sunday	
<b>Options 1&amp;2</b>			Regular	\$ 13,145	
Regular	\$ 9,440		Aide	\$ 3,334	
Aide	\$ 3,334		<b>TOTAL</b>	<b>\$ 16,479</b>	
<b>TOTAL</b>	<b>\$ 12,774</b>				
<b>Downtown</b>	2 hours		<b>Scotts Valley</b>		
<b>Option 1</b>			<b>Option 1</b>	Open Sundays	
Regular	\$ 43,945		Regular	\$ 69,248	
Aide	\$ 3,334		Aide	\$ 3,334	
<b>TOTAL</b>	<b>\$ 47,279</b>		<b>TOTAL</b>	<b>\$ 72,582</b>	
<b>Option 2</b>			<b>Option 2</b>		
Regular	\$ 43,945		Regular	\$ 26,029	
Aide	\$ 3,334		Aide	\$ 3,334	
<b>TOTAL</b>	<b>\$ 47,279</b>		<b>TOTAL</b>	<b>\$ 29,363</b>	
<b>Librn to provide access for smaller branches</b>	\$ 88,384		<b>On calls</b>	proportional hours/\$	
				\$ 39,209	
			<b>Option 1</b>	\$ 443,247	
			<b>Option 2</b>	\$ 320,352	



**Branch: Scotts Valley**

**Hours: 4**

Option 1: Adding the additional day would leave the hours as they are and add 1-5 on Sundays. Scotts Valley would share a 20 hour LAII position with Boulder Creek and add a 20 hour LAII, add 8 librarian hours and add 4 aide hours.

Option 2: Adding hours to existing days, Scotts Valley would open 1 hour earlier Monday through Thursday, making their hours Monday through Thursday 10-7 and Friday and Saturday 11-5. Scotts Valley would share a 20 hour LAII with Boulder Creek, add 8 Librarian hours and 4 aide hours.

There is an additional system cost to provide a librarian for access by the branches when a reference librarian is not on duty. That comes to 19 hours per week which would be a full time librarian position. This figure might be able to be reduced somewhat if a very detailed analysis of overall schedules and where overlap occurs were done. This was not done for this report as this was meant to be a ballpark estimate.

\*Librarian hours are not an exact match to increased hours as they are allocated based on several principles:

1. Downtown always has reference librarians on duty covering in person and phone (3)
2. Aptos, Live Oak and Scotts Valley have them on site half the time they are open (but you can't do a two hour shift on Sunday) and have access to one at other hours.
3. The other branches are entitled to access to a reference librarian all the time they are open.

Librarians also are entitled to half their time on desk and the other half handling other responsibilities such as teaching classes, one on one appointments, class visits, and special projects (currently veteran's oral history is a major one), preparing web materials for the public, etc. Other staff are guaranteed 5 hours per week off desk to handle email, payroll, training, etc.

Note that these costs do not include increased costs indirectly related to opening additional hours: IT staff, janitorial, administrative staff to handle substitute calling and increased workload from having additional employees. If DTN stays open until 8 pm then an additional hour of security will be necessary. Currently the Library pays full freight for security from 5-7 pm instead of being able to cost share with the City.

**ATTACHMENT #2**  
**EXCERPTED FROM STAFF REPORT TO LJPB ON FY14/15 BUDGET PRIORITIES**

- I. **Hours-** A lengthy report was submitted to the Finance Subcommittee in December. An abbreviated version is presented here. Two options are presented based on the goal of 392 hours per week.
  - A. Option #1 for increased hours: The original model assumed Aptos and Scotts Valley would be open 7 days per week and Live Oak 6 days per week (open Friday and Saturday but closed Sunday). **\$443,000**
  - B. Option #2 for increased hours- 392 hours but keeping Aptos and Scotts Valley at 6 days per week and Live Oak at 5 (open on Sunday). This was not the original assumption but given the high cost of Option #1, this one was developed as well. **\$320,000**

Please note that these options only include direct branch staff costs. They do not include any increased costs for janitorial services, utilities, and support staff in Administration or Information Technology.

Each branch was considered individually with aide hours calculated as one additional aide hour for every hour added (two for Downtown as per the original formula).

On call hours and costs were calculated as a ratio of current costs across the various classifications. On calls are used to cover absences due to vacation, illness, training, etc.

Where possible, hours were added to existing part time positions. In many locations, however, staff is already at 40 hours per week so the addition of just 3 hours per week to the schedule, necessitates a minimum addition of a .5 staff member. This is particularly noticeable when adding staffing to provide reference service. Some sharing between branches was calculated but cannot be applied to all situations.

It should also be noted that new and remodeled facilities will necessitate changes in hours system-wide to balance new patterns of demand while recognizing the need for open hours to be equitably distributed throughout the County. A recommended course of action would be to review the addition of hours once the future of the facilities plan is more known. For future planning, a draft of what *might* be needed could be provided any time.

# STAFF REPORT

DATE: February 26, 2015  
TO: Library Joint Powers Board  
FROM: Teresa Landers, Library Director <sup>TJ</sup>  
RE: Administrative Charge Update

**RECOMMENDATION:** Accept report and provide direction.

## SUMMARY

The 5.5% administrative service charge was crafted among the JPA members nearly 20 years ago, providing a predictable cost to the Library for all administrative services needed to support the system. A detailing of the individual line items comprising the 5.5% does not exist. All JPA parties have agreed to reexamine the service charge structure and consider a shift from a percent-of-budget basis to one more representative of actual costs. The City of Santa Cruz is completing a new internal cost allocation model to update the costs to provide administrative services that will be useful to this larger discussion of the appropriate administrative service charge. Finally, separating out legal services under a separate contract, at this time, is likely to be more costly for the JPA than the current bundling with other administrative services.

## BACKGROUND

At the February 2015 LJPB meeting a question was raised about the 5.5% administrative service charge paid to the City of Santa Cruz. The focus was on two aspects:

- What is the basis for this charge?
- What information is available that would inform the discussion about removing the payment for legal counsel from this formula in order to contract directly for legal services?

The 5.5% is calculated on the total operating expenses of the Library excluding debt service, capital outlay, transfers and the administrative charge itself.

This 5.5% pays for all library demands for legal, human resources, financial and library director supervision services that may arise regardless of the amount of time and effort required to meet those needs. This comprises not only personnel but the software, applications and other back-end utilities that support the City and Library (e.g. payroll, accounting, Intranet). Informally, the Library also utilizes the services of other City of Santa Cruz departments as needed (e.g. the Public Works Department assisting with an

RFP for a vehicle acquisition). A provision of the current agreement also includes the cost of property insurance coverage for the Downtown branch in the 5.5%.

The 5.5% administrative charge is specified in both the Library Joint Powers Authority Agreement as well as the Library Financing Authority Agreement. There is a third document, which is a Memorandum of Understanding between the Library JPA and the City of Santa Cruz Concerning the Business Affairs of the City-County Library System. These are all currently under review.

The Finance Committee recommended this report be presented to the full LJPB with some revisions that have been incorporated.

## **DISCUSSION**

### **5.5% Administrative Charge**

The current 5.5% administrative charge is a product of negotiations among the parties at the time of the formation of the original JPA agreement and there is no explanatory calculation of the 5.5% available. The 5.5% charge provided a predictable annual budget line item for the JPA while being entirely flexible as to the amount of legal, human resources, financial and director supervision services consumed. A fixed percentage charge of total budget for administrative services is a common model with library JPAs across the nation as it smooths the cost variations from year-to-year as service demands fluctuate. Others use a cost allocation model. Comparisons are complicated as each requires a careful analysis of the line item budget to ensure that apples are compared to apples.

Note that all JPA parties have recommended a review of the current method of charging (e.g. the 5.5%) and a likely shift to an actual cost basis for administrative services. Assisting in that work, the City of Santa Cruz is currently updating its model of internal cost allocation to refine the actual costs of administrative services. This will yield information about the current costs of providing support services to the Library. A preliminary analysis by the City of Santa Cruz suggests that the cost of services received by the Library comes very close to what the Library is currently paying (e.g. 5.5% charge). It is expected that an updated model will be available in late March.

In a separate report, there is a recommendation for a new LJPA Governing Board to develop contracts for human resources and financial services on a cost basis. (Legal will be discussed separately). The information from the newly updated City of Santa Cruz cost allocation model and the experiences of other JPAs (library and non-library) will serve to inform the decisions made by the new LJPA Governing Board.

## Separation of Legal Services

The Subcommittee was also interested in the financial ramifications of separating the legal services from the suite of administrative services.

Currently, legal services are bundled not only into the 5.5% service charge but also into the City's contract with Atchison, Barisone, Condotti & Kovacevich (City Attorney). The City Attorney does not track services rendered per City department and the Library is considered a City department for their purposes. The Library benefits from efficiencies inherent in this bundling and the longstanding relationship with the City of Santa Cruz. The City Attorney estimates that the Library comprises a small part of the total City contract of \$660,000.

Further conversations with the current City Attorney indicate the current practice is for the firm to make an estimate of percentage use by each City Department when preparing the new contract. Based on this practice, current estimates are that 3-5% of the total \$660,000 contract with the City may be attributable to the Library. This equates to \$20-\$33,000 per year. The City Attorney reminds us that this is a very rough estimate.

The recommendation to the current LJPB in the "governance" document is to obtain legal services as a separately provided service. The new LJPA Governing Board would add this contract to the others that will be developed for human resources and financial services. This Board will also need to decide if attendance by legal counsel is required at Board meetings. This will add significantly to the total cost.

As a comparator, Animal Services pays County Counsel on a charge back basis for about \$45,000 per year or 1.3% of its total budget.

Experience shows that in the 20 years of the current arrangement, the business and legal relationship with the City Attorney has worked smoothly without any conflicts of interest that could not be easily mitigated. It is also important to point out that if a conflict should arise, that there is nothing that precludes the Library Board from obtaining special legal counsel. This is a common practice in public agencies with contracted legal services. Thus, there is no urgency in making any changes to the current arrangement.

## **CONCLUSION**

The agreements which include the future structure of the 5.5% administrative service charge are currently all under review with recommendations included in the report from the Ad-hoc Subcommittee on Governance.

The Library Joint Powers Authority Agreement and the Library Financing Authority Agreement will require each jurisdictional body to approve changes. Once that occurs, the path is clear for the new LJPA Governing Board to enter into three separate contracts for business services- human resources, financial, and legal.

Thus, the most fiscally responsible course of action at this time, would be to take a holistic view and wait to make all desired changes at once. Once the new LJPA Governing Board is in place, its members can take the time to carefully evaluate options related to the service charge and the separation of service contracts, issue Requests for Information and/or Requests for Proposals and then make carefully calculated and informed decisions that are in the best financial interests of the Library.

The Finance Sub-committee agreed that no changes should be made at this time but any information gathered would be useful for the new LJPB to use in its decision making.

## STAFF REPORT

DATE: February 26, 2015  
TO: Library Joint Powers Board  
FROM: LJPB Ad Hoc Subcommittee on Governance  
RE: New Library JPA Agreement

**RECOMMENDATION:** Provide direction on the committee including development of formal language for a new LJPB agreement to be brought back in draft form for the April LJPB meeting.

### SUMMARY

The ad hoc subcommittee has met twice and reached consensus on the issues surrounding a new Library Joint Powers Operating Agreement. The jurisdictional administrators have reviewed this document as well and their recommended revisions are included.

### BACKGROUND

At its February 2015 meeting, the LJPB authorized a 6 month ad hoc committee to make recommendations to the full Board regarding changes to the JPA operating agreement with a focus on addressing governance issues.

The bargaining units have been advised of the issues affecting their members and are awaiting more details before formal meet and confer sessions are scheduled.

This report reflects the major issues that were agreed to. After discussion at the March LJPB meeting and subsequent direction from the Board, the agreement itself will be modified and referred to the legal counsel for each of the jurisdictions.

Library management will also meet with Library Staff to keep them informed and any necessary meet and confer sessions with the bargaining units will take place.

The ad hoc committee will meet again at the end of March and the expectation is to present a draft of the agreement to the LJPB at its April meeting. At that time, the LJPB will recommend approval by each of the jurisdiction's legislative bodies (pending final approval by legal counsels) with implementation July 1, 2015.

There is also an expectation that the Library Financing Authority Agreement will also be modified at the same time. Discussions continue among the jurisdictions to resolve remaining issues regarding Maintenance of Effort contributions.

## DISCUSSION

The following are the broad changes to be incorporated into a revised Library Joint Powers Authority Operating Agreement. The actual agreement will be much more detailed.

1. Document is updated to reflect current/modern format including clearly outlining powers and responsibilities, definitions, etc.
2. **Term:** 10 year with an option to renew with a review after 5 years
3. **Governance:** There will be two boards:
  - a. **Governing:** The four administrators (or their designees) of the four signatory jurisdictions. Responsible for hiring and firing the Library Director, budget and fiscal management, service levels, entering into contracts, accept and receive gifts, etc. The following votes of the Governing Board need to be unanimous while other votes are by majority with a quorum being three present.
    - i. **Budget-** If impasse is reached, the previous budget will continue. If revenues decline, cuts will be proportionate based on board adopted service levels.
    - ii. **Service Levels-** Changes in board adopted service levels as defined below.
    - iii. **Major financial transactions-** As defined in the Powers of the Authority:
      1. Recommendation to incur debts, liabilities, obligations (subject to stated limitations).
      2. Recommendation to levy and collect taxes or assessments as statutorily authorized (subject to stated limitations).
      3. Recommendation to levy and collect special capital assessments as statutorily authorized (subject to stated limitations).
    - iv. **Hiring** the Library Director
  - b. **Advisory Commission:** Composed of 7 registered voters as described below. This body is advisory only and is intended is to be a voice of the community to provide advice and feedback to Governing Board and Library Director. The Commission will review programs and services and make necessary recommendations as they pertain to the provision of these programs and services.



- i. Three appointed by the County Supervisors: one each from Supervisorial Districts 1,2, and 5.
  - ii. Two Santa Cruz city residents appointed by the Santa Cruz City Council
  - iii. One Scotts Valley resident appointed by the Scotts Valley City Council
  - iv. One Capitola resident appointed by the Capitola City Council
  - v. Terms would be 4 years with one renewal. Initial terms would be staggered with terms selected by lottery.
  - vi. It would be a Brown Act commission
- c. Each of the boards is required to meet at least 4 times per year but can meet more often as necessary to meet business and operational needs.

**4. Staff:**

- a. **Library Director:** Hired and fired by the four member Governing Board. The Library Director will serve via a contract with the Board that outlines details of compensation and benefits.
- b. **All other staff:**
  - 1. With the implementation of this new agreement, the Parties intend to have a contract in place with the City of Santa Cruz to continue the current employment services relationship, including human resources and payroll.
  - 2. Employees will report to the Library Director.
  - 3. The sub-committee affirms the earlier LJPB directive that employees be held harmless.
  - 4. The issue of negotiations and contract certification has not yet been considered by the full committee. The Parties intend to discuss and resolve this before the final new JPA agreement can be presented and could affect the length of the contract.
- 5. **Service Levels:** All policies relating to the provision of library service, including hours, organization, staffing levels and type, and other services, shall be determined by the Governing Board with a goal of maintaining a ten branch system that strives to provide equitable service based upon agreed upon metrics.
- 6. **Provision of support services other than employees:** Legal and financial services, including accounting and purchasing, will also be provided via contract(s) that will be in place at the commencement of the new agreement. The

expectation is that these services will be provided on a cost basis. The Board will hire separate outside legal counsel.

**7. Dissolution and disposition of assets:**

- a. Any of the jurisdictions may withdraw by giving one year written notice, July 1 to July 1.
- b. A process for distributing assets will be clearly delineated in the agreement. This will include provisions to establish a method of inventory and valuation of assets to be apportioned to the Parties with time frames for the accomplishment of such. It is not expected to state the actual distribution of assets in the agreement as such language gets outdated very quickly

## MEMBER REPORT

DATE: February 4, 2015  
TO: Library Joint Powers Board  
FROM: David Terrazas, City of Santa Cruz LJPB Representative  
RE: Memorial Marker Commemorating the East Side Library

**RECOMMENDATION:** Affirm decision to contribute \$2,500 from the McCaskill Local History Trust to the campaign to create a memorial marker commemorating the East Side Library.

### SUMMARY

### BACKGROUND

At the January 27, 2015 City of Santa Cruz City Council meeting, a resolution was passed, authorizing the renaming of the East Side Triangle to its original name, El Portal Park and authorizing a memorial marker at the side commemorating the Essdie Library which occupied that location from 1921-1968.

The Eastside Triangle is a large traffic island/median area located in the east side of Santa Cruz. It is bounded by Poplar Avenue to the West, Water Street to the North, Soquel Avenue to the South, and Morrissey Boulevard to the East. Morrissey Boulevard is frequently used by both visitors and residents when entering Santa Cruz from Highway 1; this entry point also leads many passersby directly to the triangle median. The median is surrounded by high traffic volumes and is a highly visible component of the City's eastern gateway corridor.

City of Santa Cruz Parks and Recreation Staff has completed the first phase of improvements at the East Side Triangle which included the construction of a decomposed granite pathway, extensive tree pruning, brush removal, hardscape installation and irrigation repair and installation

The site also served as a location for the Eastside Library which was partially funded through a donation from the Andrew Carnegie Foundation. The Eastside Library opened in 1921 and served Santa Cruz residents and visitors until the Branciforte Branch Library was opened in 1967. Following the opening of the Branciforte Branch, the Eastside Library was demolished in 1968. The community has contacted City staff and has requested that a memorial marker be installed at the Eastside Triangle to commemorate the library.

## **DISCUSSION**

City of Santa Cruz Parks and Recreation Staff supports the recommendation that a memorial be placed at the Triangle similar to the one at the main library with text indicating the significance of the location. A citizen has proposed a more substantive marker. Staff will work with the community to fundraise once a direction on scope has been determined by the City Council.

The McCaskill Local History Trust is required to be spent as follows (bold is author's):

“in establishing and maintaining a department in the City of Santa Cruz Public Library System devoted to the preservation of historical documents and objects and **promulgation of the local history of the City of Santa Cruz** and of the State of California.”

Since this memorial commemorates a previous branch in the Library System, it seems appropriate to contribute to the project.

### **Fiscal Impact**

In the FY14/15 budget, \$2,500 was set aside in anticipation of a special local history project using McCaskill Local History Funds.

Feb 19, 2015

Thanks to Valerie and Patty, and Paula again for organizing and implementing a wonderful day of teaching SCHS Freshmen about SCPL's valuable resources! We so appreciate it and I see the value when our students conduct smart research!

Veronica Daley Zaleha  
Teacher Librarian  
Santa Cruz High School

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

**From:** Mike Scirocco [REDACTED]  
**Date:** Tue, Feb 3, 2015 at 2:33 PM  
**Subject:** Re: SCPL Patron Comment or Suggestion: book request for you to consider  
**To:** WEBMASTER SCPL <webmaster@santacruzpl.org>

Mya,

Thank you for considering the book.

The Pending Selection Requests is really great, thank you all so much! That is such a great feature. Really impressive work by the library! Thanks.

Have a Great Day,  
Mike

---

**From:** WEBMASTER SCPL <webmaster@santacruzpl.org>  
**To:** Mike Scirocco [REDACTED]  
**Sent:** Tuesday, February 3, 2015 9:59 AM  
**Subject:** Re: SCPL Patron Comment or Suggestion: book request for you to consider

Hello Mike,

Thank you for suggesting this item for the library collection. Selectors will check reviews and availability and will purchase this item if it is appropriate for our collection. We have some new procedures that enable us to tie your library card number to requests for items we don't have yet. You may see a "Pending Selection Requests" listed in your requested items. This is a generic name we use, and you should also disregard the queue position.

<https://mail.google.com/mail/u/0/?ui=2&ik=9a00f4612d&view=nt&search=inbox&msg=14h51ae0hdahf1c4&siml=14h51ae0hdahf1c4>

1/3



Teresa Landers <landerst@santacruzpl.org>

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## Re: Keys Turned in at Gault Elementary School

---

**Bernard Cordes** [REDACTED]  
To: Branciforte Service Desk <service-b40@santacruzpl.org>  
Cc: landerst@santacruzpl.org

Fri, Jan 30, 2015 at 4:37 PM

Hello Lois,

Thank you so much for your efforts in locating my missing keys. I had not received this message before going to the main library as their telephone was busy. The staff at the main library, were extremely helpful as your email message had been received.

For the administrator, please accept my compliments for the very professional and kind services they provided. Please thank the staff at both libraries on my behalf. I am glad I voted for the increase in my property tax several years to continue the excellent public library service in Santa Cruz.

Gratefully,

Bernard Cordes

At 16:01 30-01-15 -0800, you wrote:

Your keys were turned in at Gault Elementary School.  
Someone at Gault Elementary School called the Santa Cruz Public Library.  
Our Staff member called and left a message on your phone machine, telling you the keys are at Gault Elementary school. They were open until 6pm Thursday for a special after school program

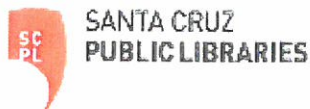
The phone number for Gault Elementary School is: 831-429-3856

Thank you,  
Lois Meyer  
Branciforte Library

Bernard Cordes                      bcordes@cruzmai.com

Santa Cruz, CA USA

Amphur Muang, Chiangmai Thailand



Teresa Landers <landerst@santacruzpl.org>

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## THANK YOU!!!

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**Cathy Bonino** <cbonino@cityofsantacruz.com>  
To: Diane Cowen <cowend@santacruzpl.org>  
Cc: Teresa Landers <landerst@santacruzpl.org>

Wed, Feb 11, 2015 at 5:21 PM

Diane,

First of all I must apologize profusely for not thanking you earlier for the recording of our Class and Comp study employee meeting held on Feb. 4. That was so very helpful for those who did not have the opportunity to attend the meetings. I know everyone is so busy and this was a significant time commitment from your regular schedule. I do believe you had someone else helping you and I would like to thank them as well if you can please provide me with their name(s)?

Thank you again very much Diane!

*Cathy Bonino, PHR*

*Principal HR Analyst*

Human Resources Department

City of Santa Cruz

809 Center St. Room 6

Santa Cruz, CA. 95060

[cbonino@cityofsantacruz.com](mailto:cbonino@cityofsantacruz.com)

phone [831-420-5045](tel:831-420-5045)

Fax [831-420-5041](tel:831-420-5041)



**Charlotte McManus**

Hi Paula,

Thank you for letting us meet at the library for our book club. It was a great success and the kids learned lots!

Charlotte



Teresa Landers <landerst@santacruzpl.org>

## Website Statistics for January 2015

1 message

**Ann Young** <younga@santacruzpl.org>

Mon, Feb 2, 2015 at 5:17 PM

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

Here is a breakdown for January:

Total visits: 124,658 (SCPL website: 82,446 SCPL Catalog: 42,212)  
Total pageviews: 527,190 (SCPL website: 168,479; SCPL Catalog: 358,711)

The top content sources for the above pageview statistics are:

- SCPL Catalog - 358,711 pageviews
- SCPL homepage - 70,067 pageviews
- New Items - 13,287 pageviews
- Branch pages - 12,785 pageviews
- Kids page - 11,457 pageviews
- Local history articles - 11,190 pageviews
- Community Information Database - 9,584 pageviews
- Internet Resources (links to subscription databases) - 8,385 pageviews
- Ematerials (links to ebook, eaudio vendors) - 4,550 pageviews
- Library services - 4,527 pageviews
- Events calendar - 3,170 pageviews
- Local history photo gallery - 2,958 pageviews
- Newspaper Clipping Index - 2,065 pageviews
- Reader's Link (Staff pick book reviews, etc.) - 1,870 pageviews
- What's New - 1,456 pageviews
- Local News Index - 1,363 pageviews
- Library Admin pages (LJPB agendas, audio files, etc.) - 1,313 pageviews
- Site search - 1,298 pageviews
- Contact Us - 930 pageviews
- Magazines & Newspapers - 552 pageviews
- SC County Endangered Species - 545 pageviews
- Soundswell - 376 pageviews
- Sheet Music Database - 359 pageviews

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

Date	B r a n c h	Time HH:MM	Patron's Name	Ref.#	Brief Description 5411=Defecation 5150=Mental 602=Trespass 647=Public Intoxication 447=Arson	Staff Involved	Steps Taken	Safety- Prevent- active Steps	1st Alarm Roving Guard Cld.	911 Cld.	EMT Cld.	Bld. Mtrc. Cld.
1/27/15	CAP	2:10pm	Unknown	CAP 01	Female patron observed sleeping in the branch.	Chantel Van Pelt, Donna Barber	The patron had received verbal warnings on previous occasions. The patron was <b>ejected for the day</b> and refused to take the Code of Conduct Pkg.	NA	No	No	No	No
1/28/15	CAP	12pm	Unknown		Male patron found sleeping in the library, photo taken.	Chantel Van Pelt, Carolyn Bryks	The patron was found sleeping a second time and was given a code of conduct package and <b>ejected for the day</b> .	NA	No	No	No	No
2/3/15	APT	11am	Minor Child		During a Toddler Time event, a child vomited.	Kari Gunn	Staff assisted the child's mother in cleaning up using the bio-hazard kit. Building maintenance was called to pick up and dispose of the bag and its contents.	NA	No	No	No	Yes

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

Date	B F a n c h	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- Prevent- active Steps	1st Alarm Roving Guard Cld.	911 Cld.	EMT Cld.	Bld. Mtc. Cld.
2/3/15	DTN	5pm	Gary Curry	DTN 62	Banned patron Gary Curry entered the branch before his ban date had expired.	Jennifer Cockerill, James Lee, John Ottenberg	Security advised the patron to leave to which the patron responded "Fuck Off". The branch manager James Lee spoke to the patron and was also told to "Fuck Off". The patron demanded to speak with the Director and continued to cause a disturbance. Mr. Lee advised that he was trespassing. On his way out Mr. Curry put his hands on another patron and threatened to "punch him out". Security, John Ottenberg, stepped between the two to stop the altercation and protect the other patron. Mr. Curry finally left before the police arrived. <b>One year ban imposed.</b>	NA	Yes	Yes	No	No
2/6/15	APT	3:45pm	Adrienne	-	Female patron Adrienne who was meeting her social worker and foster son, began to shake and then fell into her foster son. Another patron said that Adrienne was having a seizure.							

**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- Prevent- active Steps	1st Alarm Roving Guard Cld.	911 Cld.	EMT Cld.	Bld. Mtc. Cld.
2/7/15	B40	4:15pm	Unknown	-	Male patron appearing to be under the influence had an interaction with another patron in similar condition.	Lois Meyer, Peggy Meserth, Tania Belinski	When asked to lower his voice the patron exhibited through an emergency exit setting off the alarm. He reentered the branch and another patron escorted him out. Later he re-entered smoking a cigarette. He was escorted out again. Since it was closing time he was not formally ejected.	NA	No	No	No	No
2/7/15	DTN	4pm	Mark Brodie	DTN 50	A known patron for inappropriate behavior was found to be sleeping while still standing. He appeared to be under the influence.		Upon leaving the patron entered the bathroom. The roving guard followed to avoid the patron from locking themselves in. As the patron exited the lobby he called the roving guard a "fucking hillbilly" and repeated similar comments. There has been multiple incidents involving Mr. Brodie and has previously had a 3 day ban. A <b>14 day ban imposed.</b>					

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

Date	B r a n c h	Time HH:MM	Patron's Name	Ref.#	Brief Description 5411=Defecation 5450=Mental 602=Trespass 647=Public Intoxication 447=Arson	Staff Involved	Steps Taken	Safety- Prevent- active Steps	<sup>1st</sup> Alarm Roving Guard Cld.	911 Cld.	EMT Cld.	Bid. Mtc. Cld.
2/10/15	DTN	4:21pm	Dennis Wade Williams	-	Patron became angry when questioned about his library card.	David Sidle, Jennifer Cockerill, Gina Garcia.	Patron stated that he did not have a card "for years". When advised that he would have to pay \$2. to get a new card he became increasingly angry and threw down the money and accused staff of letting "illegal aliens" in the library without a photo ID. The patron's money was returned and he was <b>ejected for the day</b> . On his way out he loudly stated that he hoped David would "get raped by aliens".	NA	No	No	No	No
2/10/15	DTN	2pm	Jason Littlefield	DTN 65	Male patron wearing headphones appeared to be asleep with his head down.	John Ottenberg	After several attempts to wake the patron, he responded and was advised that he had to leave. He appeared disoriented. He was involved in a previous incident where 911 was called and he was arrested. <b>3 day ban imposed.</b>	NA	Yes	No	No	No

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

Date	B r a n c h	Time HH:MM	Patron's Name	Ref.#	Brief Description 5411=Defecation 5150=Mental 602=Trespass 647=Public Intoxication 447=Arson	Staff Involved	Steps Taken	Safety- Prevent- ative Steps	1st Alarm Roving Guard Cld.	911 Cld.	EMT Cld.	Bld. Mtc. Cld.
2/11/15	SV	3:40pm	Brett Demy	SV 04	Staff warned a group of young adults in the Young Adult area to quiet down. The noise continued so they were asked to leave for being too loud. Most of them left with the exception of Brett Demy.	Kira Rodriguez	Brett Demy responded by saying "This is bull crap" and "screw the library". <b>Initially a one day ejection was imposed and later escalated to a 3 day ban.</b> Brett accepted the ban package.					
2/13/15	DTN	1:30pm	Unknown	-	A patron alerted staff of what appeared to be a "blood spray" on the walls of a stall in the men's bathroom.  Female patron left her purse and glasses on the floor in the YA room. The patron was found in the Read To Me Kit area rearranging the kit bags and filling them with fiction books. She appeared unable to comprehend what was being said to her.	Mitchell Horton	An emergency work order was issued for clean up.  Later the patron was found helping herself to the library's pens and pencils. She was asked to "move along". Upon leaving, she was seen going through another patrons belongings outside and then she was spotted in the dumpster. When she got out, she was <b>escorted off the property.</b>	NA	Yes	No	No	Yes
2/14/15	B40	3pm	Unknown	-		Lois Meyer, Peggy Meserth, Tania Berlinski	The PIC spoke to the patron. A <b>verbal warning</b> was given to the father Alan Demy. A verbal warning of a 7 day ban was given.	NA	No	No	No	No
2/18/15	SV	4:35pm	Brett Demy	SV 04	Minor male patron found climbing over the patio fence.	Kyra Rodriguez, Linda Gault, Sara Harbison		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 5411=Defecation 5150=Mental 602=Trespass 647=Public Intoxication 447=Arson	Staff Involved	Steps Taken	Safety- Prevent- active Steps	1st Alarm Roving Guard Cld.	911 Cld.	EMT Cld.	Bld. Mtc. Cld.
2/21/15	APT	10:15am	NA	APT	A large electrical spark occurred when staff, Briana attempted to open the blinds in the staff break room.	Tyler Green, Lynette George, Kathleen Aston	Somehow the blind's metal pull chain make contact with a nearby carbon monoxide detector and the metal prongs of the electrical plug which caused them to meld. The circuit breaker for the outlet was turned off and the carbon monoxide detector was remove. A work order for replacement was submitted.	Make sure that the blind pulls do not get entangled with other objects.	No	No	No	Yes
2/23/15	DTN	11:20am	Heather Stock	DTN 73	Patron appearing to be over age was found in the YP area	John Ottenberg	When asked for proof of ID the patron became confrontational shouting "fuck you" all the way out of the building. <b>1 day ejection imposed.</b>	NA	Yes	No	No	No
2/23/15	APT	12:15pm	-		The staff break room microwave malfunctioned causing the break room to fill with smoke activating the smoke alarm.	Tyler Green, Chase McLellan, Sharon Borrege, Heather Pereira	911 was called. Since the smoke was primarily in the break room area and there was not actual fire, the branch was not evacuated. The fire department assisted with smoke abatement and building maintenance brought fans to get rid of the smoke.	NA	No	Yes	No	Yes



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

Date	B r a n c h	Time HH:MM	Patron's Name	Ref.#	Brief Description 5411=Defecation 5150=Mental 602=Trespass 647=Public Intoxication 447=Arson	Staff Involved	Steps Taken	Safety- Prevent- ative Steps	1st Alarm Roving Guard Cld.	911 Cld.	EMT Cld.	Bid. Mtc. Cld.
2/23/15	APT	5:15pm	-		A patron reported graffiti in the men's bathroom.		When staff investigated they found that the ink was still wet but the culprit was not found. A work order was submitted for the removal of the graffiti.	NA	No	No	No	Yes
2/23/15	DTN	6:20pm	John Golder	-	Patron found a bike light in the internet area.	John Ottenberg, Ian Crosby, Margaret Dawson	The patron refused to submit the light to the library's lost & found. Instead he wanted the rightful owner to call him directly. After a 20 minute discussion with security, he relinquished the light.	NA	Yes	No	No	No
2/24/15	DTN	1:30pm	Unknown	-	A male patron in the internet areas suffered a back seizure when he stood up.		Staff called for an ambulance. EMTs arrived and assisted the patron. The patron stated that this was a "recurring injury".	NA	Yes	Yes	No	No

**SCPL INCIDENT LOG - 2014 (Print 27th to 26th 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- Prevent- active Steps	1st Alarm Roving Guard Cld.	911 Cld.	EMT Cld.	Bld. Mtc. Cld.
2/25/15	DTN	11:00	Gaelan Abbas	DTN 49	While conducting a walk through of the breezeway area, the roving guard noticed Gaelan Abbas sitting near a pillar smoking cigarette.		Since this patron had been following code of conduct rules as of late, he was given a 1 day ban. Later in the day, he was found trying to enter the internet area. He was again asked to leave. On his way out, he flipped off the guard with both hands and said "fuck you". A 30 day ban was imposed. This patron was previously banned: 10/6/14 for 1 day, 10/10/14 for 3 days and 11/8/14 for 7 days which was reduced to 3 days in an effort to work with the patron.					

SCPL Incident Report - Bans																	
Brief Description																	
Date	Branch	Time HH:MM	Patron's Name	Ref.#	In some instances a patron may receive more than 1 ban in a single day.	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.
1/27/15	CAP	2:10pm	Unknown	CAP 01	Female patron observed sleeping in the branch. The patron had received verbal warnings on previous occasions. The patron was <b>ejected for the day</b> and refused to take the Code of Conduct Pkg.		1										
1/28/15	CAP	12pm	Unknown		Male patron found sleeping in the library. The patron was found sleeping a second time and was given a code of conduct package and <b>ejected for the day</b> .		1										
2/3/15	DTN	5pm	Gary Curry	DTN 62	Banned patron Gary Curry entered the branch before his ban date had expired. Security advised the patron to leave to which the patron responded "Fuck Off". The branch manager James Lee spoke to the patron and was also told to "Fuck Off". The patron demanded to speak with the Director and continued to cause a disturbance. Mr. Lee advised that he was trespassing. On his way out Mr. Curry put his hands on another patron and threatened to "punch him out". Security, John Ottenberg, stepped between the two to stop the attack and protect the other patron. Mr. Curry finally left before the police arrived. <b>One year ban imposed.</b>												1

2/7/15	DTN	4pm	Mark Brodie	DTN 50	<p>A known patron for inappropriate behavior was found to be sleeping while still standing. He appeared to be under the influence. Upon leaving the patron entered the bathroom. The roving guard followed to avoid the patron from locking themselves in. As the patron exited the lobby he called the roving guard a "fucking hillbilly" and repeated similar comments. There has been multiple incidents involving Mr. Brodie and has previously had a 3 day ban. A <b>14 day ban imposed.</b></p>	1												
2/10/15	DTN	4:21pm	Dennis Wade Williams	-	<p>Patron became angry when questioned about his library card. Patron stated that he did not have a card "for years". When advised that he would have to pay \$2. to get a new card he became increasingly angry and threw down the money and accused staff of letting "illegal aliens" in the library without a photo ID. The patron's money was returned and he was <b>ejected for the day.</b> On his way out he loudly stated that he hoped DAVID would "get raped by aliens".</p>	1												
2/10/15	DTN	2pm	Jason Littlefield	DTN 65	<p>Male patron wearing headphones appeared to be asleep with his head down. After several attempts to wake the patron, he responded and was advised that he had to leave. He appeared disoriented. He was involved in a previous incident where 911 was called and he was arrested. <b>3 day ban imposed.</b></p>	1												

2/11/15	SV	3:40pm	Brett Demy	SV 03	Staff warned a group of young adults in the Young Adult area to quiet down. The noise continued so they were asked to leave for being too loud. Most of them left with the exception of Brett Demy. Brett Demy responded by saying "This is bull crap" and "screw the library". <b>Initially a one day ejection</b> was imposed and later <b>escalated to a 3 day ban</b> . Brett accepted the ban package.	1	1												
2/14/15	B40	3pm	Unknown	-	Female patron left her purse and glasses on the floor in the YA room. The patron was found in the Read To Me Kit area rearranging the kit bags and filling them with fiction books. She appeared unable to comprehend what was being said to her. Later the patron was found helping herself to the library's pens and pencils. She was asked to "move along". Upon leaving, she was seen going through another patron's belongings outside and then was later found in the dumpster. When she got out, <b>she was escorted off the property</b> .	1													
2/23/15	DTN	11:20am	Heather Stock	DTN 73	Patron appearing to be over age was found in the YP area. When asked for proof of ID the patron became confrontational shouting "fuck you" all the way out of the building. <b>1 day ejection imposed</b> .	1													





# IN PRAISE OF LIBRARIES

by Joe Queenan

**THE PUBLIC LIBRARY** is the only civic institution in my community that is uncompromisingly successful. Not everyone in my small town is crazy about the police force, and not everyone is all that pleased with the public schools. No one ever seems terribly happy with the planning board, the architectural review board, the board of trustees. Some people think the volunteer firemen get too much money for new equipment, though no one ever dares say it out loud.

The public library is different. The public library is the community's kindly grandmother: helpful, patient, understanding. Nobody in my town ever stands up and says he dislikes the public library. Nobody in your town does, either. Grumpy old librarians who keep shushing you, sure. But not the library itself.

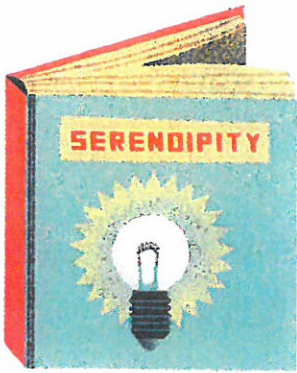
The public library is an indispensable institution that somehow manages to get taken completely for granted. Like the clouds above us, like the birds that fill those skies, it is a glorious creation that is hiding in plain sight. Society pays little attention to it, even though society cannot survive without it. Not any real society. Small towns can do without movie houses and fancy restaurants and stores that sell 50 kinds of balsamic vinegar. They can even do without bookstores. But small towns cannot

do without a public library. Cannot, cannot, cannot. You can look it up.

The public library serves many functions in a community. It is an adjunct to the public schools, a place where kids can do their homework. It is a day care center of sorts, where small children gather for story hour. It is a safe haven where senior citizens can pass the time in the company of others, where the unemployed can look for work. It is a place where the lonely can be less lonely, the bored less bored, the dejected less dejected, and the ignorant more enlightened. It is the one place in a small town where teenagers cannot possibly get into serious trouble. Well, not without really setting their minds to it.

The public library has features that make it different from any other institution. It is public, in the true democratic sense of the word, and it is free. The value of being free cannot be overestimated. You cannot hang out in the local coffee shop for free. You cannot hang out in the diner for free. You cannot hang out at the senior citizens center for free if you are not a senior. Yes, you can pass the time in the park or along the banks of the river, but not in December, especially not in Chicago. But you can hang out in a library no matter who you are, no matter what your income, no matter how you are dressed,

TIME SPENT IN A LIBRARY IS TIME NOT SPENT IN FRONT OF A TELEVISION. THAT IN ITSELF MAKES THE PUBLIC LIBRARY THE MOST VALUABLE INSTITUTION A SOCIETY COULD POSSIBLY IMAGINE.



no matter what your interest. The library's philosophy is simple: Come one, come all.

The wide array of things that libraries offer means that they reach all levels of society. They make society better than it would be if left to its own devices. Libraries are a subtle, almost cunning, bulwark against the racial and socioeconomic segregation that society naturally gravitates toward, even when it does not do so out of malice. People congregate in libraries in a way that they do not congregate elsewhere. Because they are not bound by narrow class or economic or cultural strictures, libraries can cater to everyone. Poor people do not shop at the local gourmet store. Teenagers do not frequent stores that sell expensive perfumes or whimsical gifts or Inuit pottery or Veuve Clicquot. The library is the only place where people of all colors, creeds, ages, and political beliefs freely, easily, and inadvertently intermingle. The public library is the only fully democratic institution I know of.

Libraries are both aspirational and inspirational. I love going into a library and watching little kids do their homework. I love to watch retirees devouring newspapers and magazines, refusing to recede from life just because they are no longer working. I love to watch people who do not look like book lovers reading books anyway. Anyone can read in the privacy of their own homes, but there is something joyous about watching

people reading or studying or researching or exploring in public. Time spent in a library is time not spent in front of a television. That in itself makes the public library the most valuable institution a society could possibly imagine. Being in front of a television will only inspire you to watch more television. Being in front of a stack of books could inspire you to take a gander at *Jane Eyre* or *Persuasion* or *Beloved* or, at the very least, *Ethan Frome*. You just never know what might happen in the public library.

Public libraries are not judgmental in the way that other institutions are. They offer good books, but they also offer bad books. Lots and lots and lots of bad books. If you want wheat, they will lend you wheat. If you want chaff, they've got plenty in stock. Inside the library, it's a free-for-all, culturally speaking. Some people are reading David Baldacci; some people are reading *David Copperfield*. But the most valuable thing that libraries offer us is a path through the looking glass, a sense of wonder. American life is all about planning and regimentation and scheduling and efficiency. The public library is where serendipity reigns. It is the place where you throw out all the rules and wing it. I personally never go into the library and come out with what I went in for. I go in looking for a luminous, elegiac novel by a terse, glacial Englishwoman and come out with a rousing mystery set in Reykjavík. I go in for *Freedomland* or





*Atonement* or *Bel Canto* and come out with *Get Shorty* or *Dracula*. When I go into the supermarket, I already know what I am bringing home. When I wander into the library, I might bring home anything.

Maureen Petry is the director of the Warner public library in Tarrytown, N.Y., the village I have called home for 32 years. I asked her about the challenges libraries face. "Some people think libraries are obsolete, because you can Google everything," she says. "Some people don't see why we need all these books. Well, last year, 192,000 items circulated in this building. Not all of them were books, but most of them were. So somebody still thinks library books are important."

She adds: "We are a community center, yes, so we offer help with doing your taxes and applying for jobs and improving your English. But we can't just be that. We can't just be a service organization. We can't lose sight of our identity as a cultural center."

Petry says you cannot underestimate the role of the library as a community adhesive. She believes that people become more appreciative of libraries as they mature. This is, indeed, a sign of maturity.

"The library is especially valuable to people as they grow older," she says. "You cannot overstate this. Maybe you're sitting at home, all alone. Maybe you don't get that many visitors any-

more. So you come here. When you go to the library, you see children, families, people of all age groups. It makes you feel that you are part of a community." She pauses. "In the library, you get to feel that you are part of something bigger than yourself. It's life."

And a big part of life is adventure. Yes, public libraries are a place to learn, but they are also a place to play. They are a place to experiment, a place to go hither when one is expected to go yon. Not all work conducted in the library is rewarded, not all efforts bear fruit, not every pathway leads where you might expect it to go. So what? The journey is what matters, not the destination. With all those strange books on all those strange subjects arrayed along the shelves, the library reminds me of the old trunk back in kindergarten that little kids can root around in, trying on different costumes: cowboy, pirate, ballerina, certified public accountant.

At school and at home, authority figures – parents, teachers, older siblings, Uncle Ralph – can tell young people, "You're not old enough to read that yet; that book is not age-appropriate." In the library, young people can choose what they read. They can gain access to otherwise forbidden knowledge. The library is thus both the ultimate backstage pass and the rabbit hole we can follow Alice down. The library is not just the House of Knowledge. It is the House of Dreams. ■



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

## [calix] LEGISLATIVE UPDATE: GOVERNOR'S ADULT EDUCATION PROPOSAL AND LIBRARIES

1 message

California Library Association <legislativeupdate@cla-net.org>  
 Reply-To: California Library Association <legislativeupdate@cla-net.org>  
 To: calix@lists.gseis.ucla.edu

Mon, Feb 23, 2015 at 12:30 PM

Dear California Librarians, Library Staff and Library Supporters,

*Forwarded on behalf of the Dillons:*

February 23, 2015

TO: CLA MEMBERS/ SYSTEMS/ NETWORK CONTACTS

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

RE: News From the Capitol

### GOVERNOR'S ADULT EDUCATION PROPOSAL: EFFORTS BY CLA REFLECTED IN NEW BILL

For several months, leading up to the release of Governor Brown's 2015-16 Budget, the California Library Association has been actively involved in trying to define a stronger role for public libraries within the current adult education state structure and statute. As a result of these advocacy efforts, the newly released bill language from the Governor's Administration and Department of Finance acknowledges the importance of involving public libraries in the provision of adult literacy services.

A major restructuring of the adult education system was initiated in 2013 with the passage of AB 86, which required collaboration between K-12 school districts, community colleges, and adult education providers at the local level by creating "consortiums." The goal of the new law was to focus the talks about educating low level learners at the individual community level (rather than a top-down approach from Sacramento) in the hopes of customizing the services to fit a particular community's need. Per the statute, an "AB 86 Cabinet," consisting of high ranking representatives from K-12 schools and community colleges is scheduled to release a report to the Legislature and the Governor's Administration next month, detailing how the program has functioned to date and what challenges they have identified, before any new money will be authorized to flow to these programs.

During the Fall, representatives from the Department of Finance (DOF) began working with CLA to determine what role, if any, public libraries were playing in the "AB 86" consortiums. In

discussions with the DOF, several members of the CLA Legislative Committee indicated that while some consortiums were inclusive of libraries in their local decision-making, in many communities public libraries found it very difficult to be invited “to the table,” despite the fact that they are an obvious provider of adult literacy services. The DOF was particularly interested in CLA’s concerns that the statute does not specifically mention that libraries should be considered as members of the consortia. They were also surprised at the number of adults with 0 to 5<sup>th</sup> grade literacy levels being served by public libraries. (CLA, of course, added that the public libraries are serving this low-literate population without sufficient state resources, and urged the Administration to consider options in that regard.) CLA also met with the Legislative Analyst’s Office and the State Board of Education to similarly emphasize the important role libraries play in providing adult education services.

When the Governor’s adult education Budget “Trailer bill” language (language that is intended to implement provisions of the Governor’s 2015-16 Budget) was released last week, CLA was pleased to note the DOF had acknowledged the important role of public libraries. The Budget Trailer bill proposes to continue to fund the local consortia using Proposition 98 money, which flows automatically to schools and community colleges. However, the proposed language also creates a new 7 member “allocation board,” with appointees selected by the local consortium members. The purpose of the “allocation board” would be to determine “the amount of funds that will be distributed to each member of the consortium” for services rendered in providing adult education. Language in the trailer bill indicates that one appointee to the consortium should be: ***“One official of an adult education provider that serves the region that is not a school district, community college district, or county office of education, such as a library or a community-based organization, selected by all of the members of the consortium.”***

During a stakeholder briefing call, hosted by the DOF, a lobbyist representing the LA Unified School District asked, “Because this is Proposition 98 money (K-14 funding only), could L.A. County Library, for example, be a direct provider or would they have to have a contract [through the school district or community college]?” The DOF responded that they would have to have a contract or “some mechanism in order to secure that money.”

The Governor’s language also notes the importance of including libraries in the overall consortium discussions by stating: ***“The officials, or designees of the officials, of any other entity, including but not limited to, libraries, community-based organizations, local workforce development boards and regional consortia of boards, employment services offices within the county, social services agencies, and county probation departments, that serve the adult education region shall be authorized to actively participate in the activities and the deliberations of the consortium.”*** The inclusion of “libraries” in this section is based on language that CLA submitted to the DOF and the State Board of Education.

The Legislative Analyst’s Office recently released its “Proposition 98 Education Analysis” of the Governor’s Budget. Their document also references public libraries as providers in the section discussing adult education. With respect to the proposed seven person allocation board tasked with distributing funding within its members, the LAO suggests the Legislature ask the Governor’s Administration “to explain how the boards would be held accountable for their actions...” “Alternatively, the Legislature could modify the role of the committee to an advisory one with a strong presumption that consortia follow their recommendations,” the LAO adds.

Like all Budget-related bills, sponsored by the Governor and the DOF, this proposal, soon to be formally introduced in the legislature and given a bill number, will be subject to many changes and

heavy scrutiny by the Budget Subcommittees before it is adopted, along with the State Budget in June. First review of this issue will be in late March in the Assembly Budget Subcommittee, and in April in the Senate Budget Subcommittee. Stay tuned for additional information from our office and CLA on this issue.

**LEGISLATIVE DEADLINE: OVER A THOUSAND NEW BILLS EXPECTED TO BE INTRODUCED SHORTLY**

This Friday, February 27 marks the final day that legislators and bill sponsors will have to introduce legislation in the 2015 session and we anticipate that by week's end, more than 2000 bills will have been introduced. We will screen each of them to determine whether or not there is any impact on public libraries. The CLA Legislative Committee will be meeting in March to take positions on those related items and to craft strategy for the Budget subcommittee process that will involve the adult education issue as well as other public library funding categories.

List archives and other configuration options are available at <https://lists.gseis.ucla.edu/sympa/info/calix>  
To unsubscribe from the list send a message to [requests@lists.gseis.ucla.edu](mailto:requests@lists.gseis.ucla.edu) with the subject **unsubscribe calix**

## STAFF REPORT

DATE: February 25, 2015

TO: Library Joint Powers Board

FROM: Teresa Landers, Library Director

RE: Perceived overage in administrative charge for FY1314

The LJPB asked for an explanation of why the final FY1314 budget increased enough over the adopted budget to create an additional \$45,600 in fees.

The difference is due to a timing issue. The 5.5% administrative fee was calculated early in the budget preparation cycle and was not changed to reflect additional items that were added as one-time costs to the final budget. This will be remedied this year by reviewing the draft adopted budget (May) for final additions and the 5.5% will be recalculated for final budget approval (June).

These included:

- ILS Project and ongoing Support- \$300,000
- Capital Maintenance- \$250,000 for identified “egregious” projects
- Materials- an additional \$100,000 for the Lucky Day collection
- Professional Services- \$50,000 for consultants related to facilities master plan implementation

At the end of the “regular” operating expenses is a category called One Time (capital, Reserve, or other). Since capital and reserve would be excluded from the 5.5% charge, an error was made and this entire list of items totaling \$1.3 million were excluded from the 5.5% calculation. Of this \$1.3 million, \$700,000 should have been included in the 5.5% or \$38,500. Each of these has a corresponding line in the “regular” budget and when taken as whole, each of the areas identified above were actually under budget:

<b>Operational Line</b>	<b>One time cost that should have been included</b>	<b>Total Amount Budgeted</b>	<b>Total Amount Spent</b>
Software Maintenance	ILS Project and ongoing Support (\$300,000)	\$428,600	\$ 363,500
Building Repairs	Capital Maintenance (\$250,000)	\$275,000	\$ 168,400
Materials	Materials (\$100,000)	\$1,090,500	\$1,070,000

Professional Services (in two divisions)	Professional Services (\$50,000)	\$169,500	\$ 106,300
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The Library did exceed its Temporary budget by \$120,000 plus \$62,000 in benefits which accounts for another \$9,900 in administrative fees. There are several reasons why the Temporary budget ran over. The selection and implementation of the new ILS created unusual demand for temporary staff to cover while regular staff participated in the selection process. Temporary staff also needed to be trained on the new system as well as were needed to cover while regular staff attended training. There were also several extended medical leaves for individual staff and their families. These all happened to occur close to the end of the year when it was impossible to make reductions if we were to be able to adequately staff public service desks.

Attached is a sheet that describes how the 5.5% is calculated.

Library Joint Powers Authority Calculation of Service Fee to City Fiscal Year 2014			
Description	G/L String	Amount	Adopted Budget difference
YTD Expenditures	951-xx-xx-xxxx-5xxxx	12,979,832	1,244,220
Less:			
YTD Capital Outlay	951-36-xx-xxxx-57xxx	376,549	208,649
YTD Debt Service	951-36-xx-xxxx-58xxx	413,044	144,483
YTD Transfers	951-xx-xx-xxxx-59xxx	80,666	(34)
YTD Payments to City	951-36-50-3540-52135	631,305	61,305
Subtotal Adjustments		1,501,564	414,403
YTD Applicable Expenditures		11,478,268	829,818
Fee Percentage		5.5%	5.5%
YTD Fee paid to City		631,305	45,640



Teresa Landers <landerst@santacruzpl.org>

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## Santa Cruz Sentinel--Digital format

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Sue Graziano <grazianos@santacruzpl.org>

Wed, Feb 4, 2015 at 3:37 PM

To: Regular Staff <allstaff@santacruzpl.org>, Oncall <oncall@santacruzpl.org>

As some of you may have discovered, we now have access to the Sentinel up to 2005 in a full page digital format. The new description of the Santa Cruz Sentinel Archive will be added to the database listing. Here's what it will look like:

### Santa Cruz Sentinel Archives

Digital collections of Evening Sentinel, Santa Cruz Evening News, Santa Cruz Weekly Sentinel and Santa Cruz Sentinel provided by a partnership between California Digital Newspaper Collection and Newspapers.com. Archive covers 1896 to 2005. Access is ONLY available from inside a library branch.

Santa Cruz Sentinel Archives via America's News (NewsBank)

Find full-text articles on local news, issues, events, people and much more from current and archived issues of Santa Cruz Sentinel. Archive covers August 14, 1999 to current.

Sue

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