

SANTA CRUZ • PUBLIC
LIBRARIES
A City County System

LIBRARY JOINT POWERS AUTHORITY BOARD

Monday, October 1, 2007 at 7:30 PM
Community Meeting Room
224 Church Street, Santa Cruz

7:00 PM CLOSED AND LITIGATION SESSION

- A. Personnel Evaluation (Government Code #54957)
Director of Libraries

7:30 PM PUBLIC MEETING

1. ROLL CALL
2. APPROVE AGENDA
3. APPROVE MINUTES OF September 10, 2007
4. ORAL COMMUNICATIONS
5. CONSENT AGENDA

No items
6. WRITTEN COMMUNICATIONS
7. REPORTS OF ADVISORY BODIES
8. MEMBER REPORTS
 - A. Citizen Gerdt on Felton Library Replacement Project
9. STAFF REPORTS
 - A. Workers Compensation Claims for FY 2006-07; A City of Santa Cruz Report

10. OTHER BUSINESS

A. Timing for Sales Tax Renewal Vote

11. SCHEDULE NEXT MEETING

The next meeting is scheduled for Monday, November 5, 2007. Budget revisions based upon the conclusion of collective bargaining negotiations and other needs will be on the agenda.

12. ADJOURN

The Santa Cruz City-County Library System does not discriminate against persons with disabilities. Out of consideration for people with chemical sensitivities, the Library requests that you attend fragrance free. The Central Branch Library is a fully accessible facility. If you wish to attend this public meeting, and you will require special assistance such as sign language or other special devices in order to attend and participate, please call (831) 420-5600 or TDD: (831) 420-5733 seventy-two (72) hours prior to the event to make arrangements for assistance. Upon request, agendas for public meetings can be provided in a format to accommodate special needs.

**LIBRARY JOINT POWERS BOARD
SUSPENSE LIST**

9/25/07

| | WHAT? | NEXT ACTION | DUE |
|----|---|--------------------|------------|
| | <u>Financial Planning Process</u> | | |
| 1 | Consider/Choose Options for adding funding for Capital Projects | PENDING | |
| | <u>Library Automation System Upgrade</u> | | |
| 2 | Staff report to JPB on project planning progress | COMPLETE | |
| 3 | Adopt general project budget appropriate Phase 1 funds | COMPLETE | |
| 4 | Consider and make Phase 1.2 appro. | COMPLETE | |
| 5 | Hear Report on ILS Upgrade Progress | Nov-07 | |
| 6 | Final recommendation re ILS vendor; JPB makes funding source decision | Jan-07 | |
| 7 | Report to Board on Interlibrary Loan Access Issues | COMPLETE | |
| 8 | Upgrade Library Website to include JPB minutes/agenda archives | COMPLETE | |
| 9 | Staff continues review/upgrade of Library Web Site; Rept to Board | Nov-07 | j |
| | <u>Joint Powers Board Housekeeping</u> | | |
| 10 | Annual election of officers | Feb-07 | |
| 11 | Appoint Citizen Members | Jan -08, -09, -10 | |
| 12 | Meet with Director in closed session to discuss communications and other issues | May-07 | |
| 13 | Conduct Director Appraisal | Oct/Nov 07 | |
| 14 | Renew Joint Powers Agreement | COMPLETE | |
| | <u>Budgeting/Financial Management</u> | | |
| 15 | Review Annual Audit | Mar-07 | |
| 16 | Review current budget status, consider budget revision proposals | Nov-07 | |
| 17 | Discuss budget priorities for coming fiscal year, provide staff direction | Apr-07 | |
| 18 | Consider draft budget, recommend changes | May, June 08 | |

| | | |
|----|--|-----------------------|
| 19 | Adopt final budget | Jul-07 |
| 20 | Review quarterly revenue reports | Nov, Feb, May, Aug |
| 21 | Review quarterly expenditure reports | Nov, Feb, May, Aug |
| | <u>Personnel Issues</u> | |
| 22 | Hear report of Staff Classification Task Force | COMPLETE |
| 23 | Hear report on Staff Hiring Procedures | COMPLETE |
| 24 | Receive Annual Staff Safety Report | COMPLETE |
| | <u>Legislation/Advocacy</u> | |
| 25 | Adopt Annual Legislative Program | Dec-07 |
| 26 | Expand Public Information Program | FY 2007-08 |
| | Consider date for Sales Tax Renewal | Oct-07 |
| | <u>2006 Staff Day Task Force Reports</u> | |
| 27 | Receive report from Wayfinding Task Force | Nov-07 |
| | <u>Headquarters Move</u> | |
| 28 | Approve move to Locust/Union site | COMPLETE |
| 29 | Approve HQ lease amendment | COMPLETE |
| 30 | Hear periodic reports on move progress | Sep-07 through Mar-08 |
| | <u>Felton Branch</u> | |
| 31 | Hear report from Felton Task Force on community discussions/architectural plans for Verutti Site | Dec-07 |
| | <u>Aptos Parking Lot</u> | |
| 32 | Appropriate funds to secure plans and specs for project | COMPLETE |
| 33 | Secure funds to complete project See #7 above | |
| | <u>Library Program Issues</u> | |
| 34 | Hear staff report on Read to Me/ Family Place grant projects | Nov-07 |

| Financial Planning Process | | | |
|-----------------------------------|--|----------|--|
| 35 | Review/Modify <i>Standards for Library Services/Facilities, and Facilities Master Plan</i> | COMPLETE | |
| 36 | Prepare 5 Year Projection of Library Baseline Expenses | COMPLETE | |
| 37 | Prepare 5 Year Projection of Library Revenues | COMPLETE | |
| 38 | Develop estimates for Capital and other Projects | COMPLETE | |
| 39 | Determine if Library structural changes are required | PENDING | |
| 40 | Prioritize Implementation of Capital Projects | COMPLETE | |

SANTA CRUZ PUBLIC LIBRARIES
A CITY-COUNTY SYSTEM

LIBRARY JOINT POWERS BOARD

MINUTES

September 10, 2007

Central Branch Community Meeting Room
224 Church Street, Santa Cruz

7:30 PM PUBLIC MEETING

I. ROLL CALL

Present: Citizen Nancy Gerdt, Supervisor Jan Beautz, Councilmember Cynthia Mathews,
Councilmember Michael Termini, Citizen Barbara Gorson, Citizen Leigh Poitinger,
Councilmember Randy Johnson, Councilmember Mike Rotkin, Supervisor Mark Stone

Absent:

Excused:

Staff: Anne Turner, Director of Libraries
Susan Elgin, Assistant Director of Libraries

II. APPROVAL OF MEETING AGENDA OF SEPTEMBER 10, 2007

Councilmember Rotkin moved, seconded by Councilmember Mathews

that the Board approve the agenda of September 10, 2007.

UNAN

III. APPROVE MINUTES OF JULY 2, 2007

Citizenmember Gorson moved, seconded by Councilmember Rotkin

that the Board approve the minutes of July 2, 2007

UNAN
ABSTAIN: Stone

IV. ORAL COMMUNICATIONS

None

V. FRIENDS OF LIBRARY VOLUNTEER PRESENTATION

A. Adopt Resolution Honoring Library Volunteers

Councilmember Mathews moved, seconded by Supervisor Beutz

That the Library Joint Powers Authority Board salutes all the people who volunteered time to the Library During FY 2006-07, and thanks them most sincerely for their efforts.

UNAN

VI. CONSENT AGENDA

A. Accept Early Learning with Families Grant

Councilmember Rotkin moved, seconded by Supervisor Beutz

That the Library Joint Powers Authority Board adopt Resolution #2007-13 accepting a Library Services and Technology Act grant under the Early Learning with Families (ELF) program in the amount of \$22,286 for expansion of the Family Place program.

UNAN

B. Accept First 5 Commission of Santa Cruz County Grants

Councilmember Rotkin moved, seconded by Supervisor Beutz

That by motion the Library Joint Powers Authority Board adopt Resolution #2007-14 accepting a Library Service and Technology Act grand under the Public Library Staff Education program in the amount of \$10,760 for tuition reimbursement for three library employees.

UNAN

C. Approve Holiday Hours Schedule

Councilmember Rotkin moved, seconded by Supervisor Beutz

That by motion the Board adopt the following schedule of open hours for the December 2007 holiday season:

12/23/07-12/25/07: All facilities closed (12/25 is a holiday)

12/31/07: Close at 3pm at all facilities

01/01/08: All facilities closed (01/01 is a holiday)

Employees may take leave without pay, vacation time, or may work if they wish.

UNAN

VII. WRITTEN COMMUNICATIONS

- A. Unpublished Opinion Piece re Updating Library Collections by Anne M. Turner, Director of Libraries
- B. Letter to Editor (all local papers) of August 29, 2007 re Governor's Budget Cuts to Library Programs

VIII. REPORTS OF ADVISORY BODIES

Susan Heinlein, Managing Director of the Friends of the Santa Cruz City-County Library System reported the following Friends' activities:

- Volunteer Recognition Report
 - 15,672 hours were worked by FSCPL volunteers in FY 2006-07
 - An increase of 500 hours
- October 26 & 27 Civic Sale

IX. MEMBER REPORTS

Councilmember Johnson noted that the Library's website is in major need of updating. Director Turner agreed, and reported that a State Task Force is working on it and will report in November.

X. STAFF REPORTS

The Director made the following reports:

- A. Annual Safety Committee Report
- B. Annual Statistical Report, 2006-07
- C. Quarterly Report on Measure B Receipts (Assistant County Administrative Officer)
- D. Appointment of Sandi Imperio as Library's first Young Adult Librarian

XI. OTHER BUSINESS

- A. Discuss Draft Response to 2006-07 Grand Jury Report

Councilmember Rotkin moved, seconded by Citizenmember Gorson

That by motion the Board approve the Director's proposed response to 2006-07 Grand Jury Report and instruct the Director to file same with the Grand Jury.

UNAN

B. Discuss Timing for Sales Tax Renewal Vote

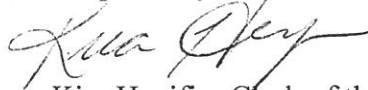
XII. SCHEDULE NEXT MEETING

The next meeting is scheduled for Monday, October 1, 2007. The Board should meet in closed session to discuss her annual performance appraisal with the Director of Libraries. Polling results will also be available at this meeting, and a budget update and revision.

XIII. ADJOURN

The regular meeting adjourned at 8:15 p.m.

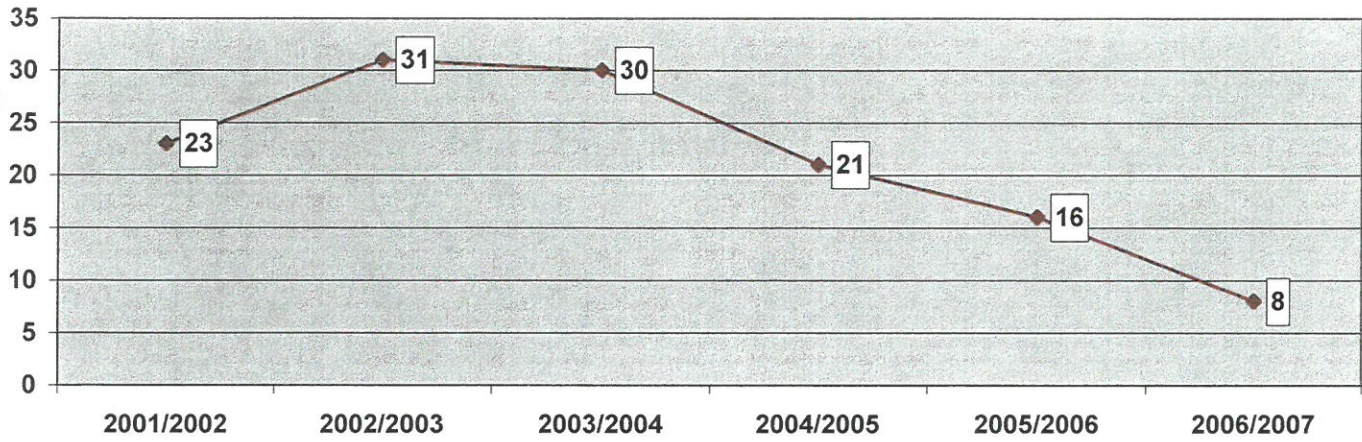
Respectfully submitted,



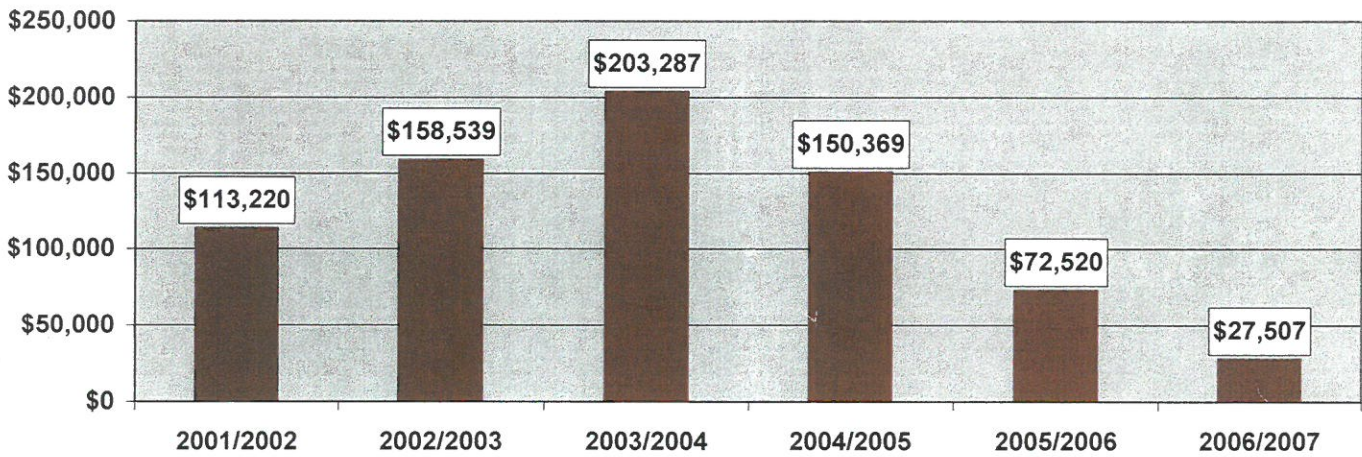
Kira Henifin, Clerk of the Board

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

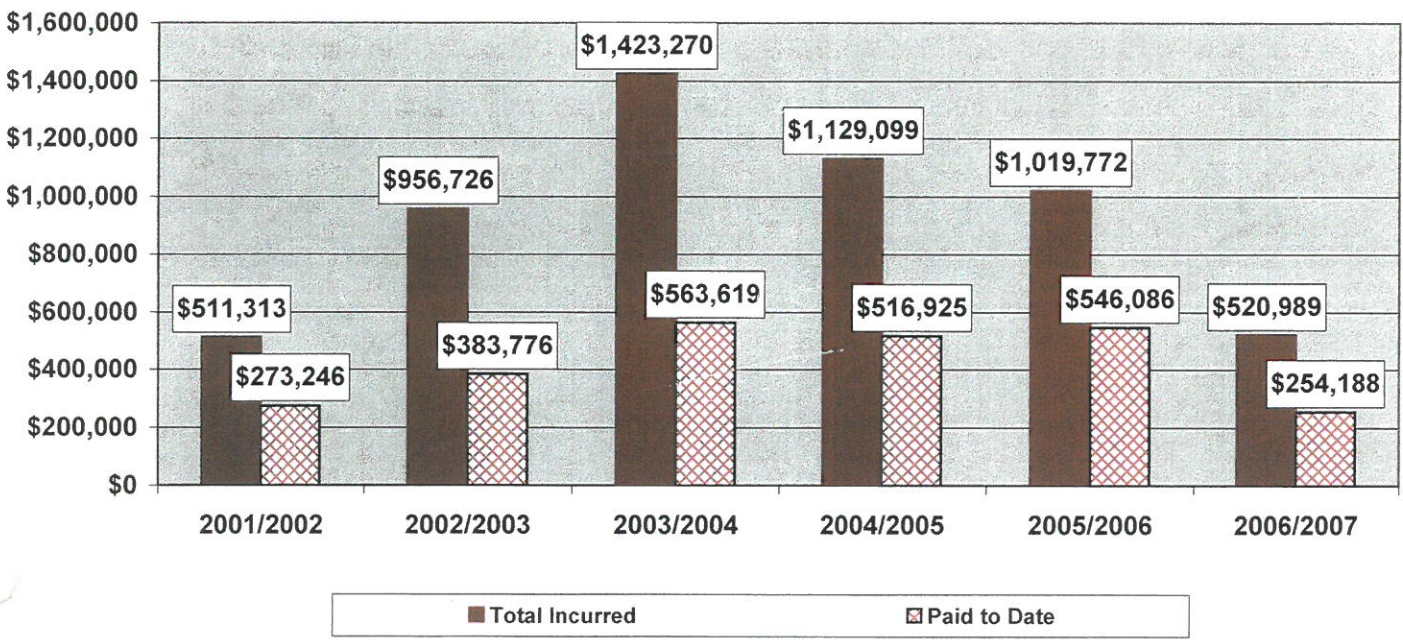
Open Claims Library



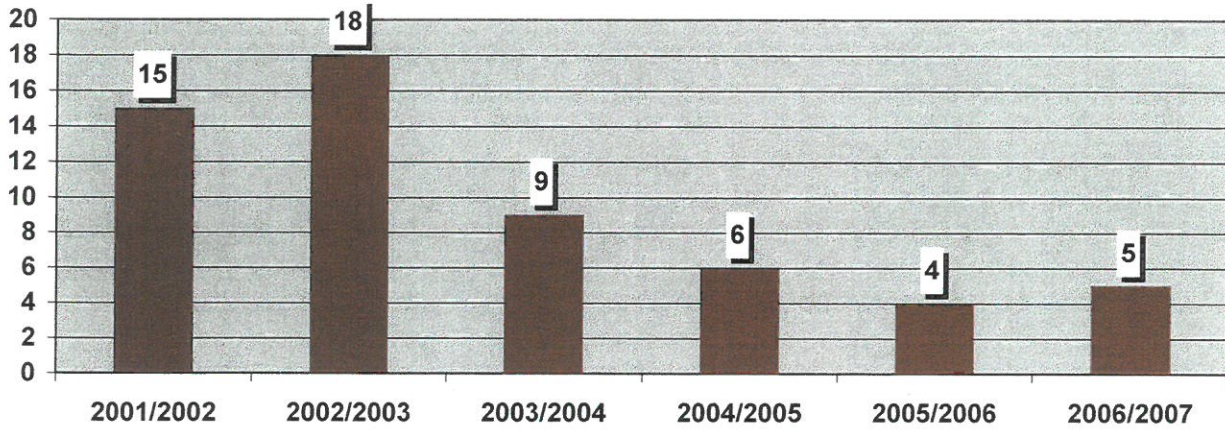
Paid Costs Per Fiscal Year



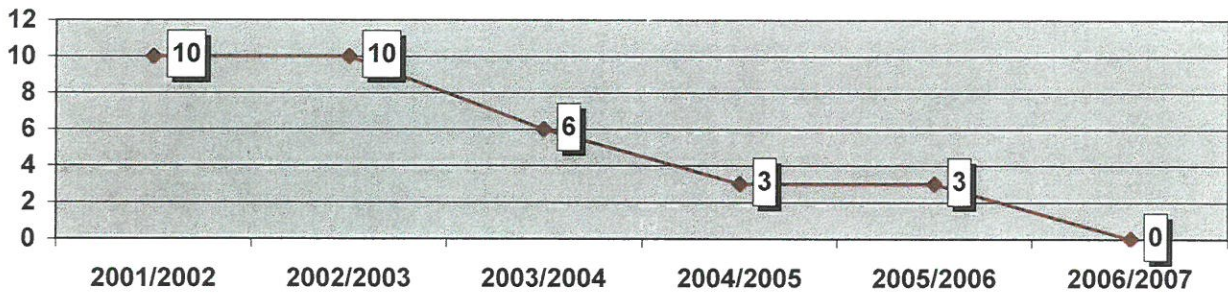
Total Year End Incurred and Paid to Date Costs



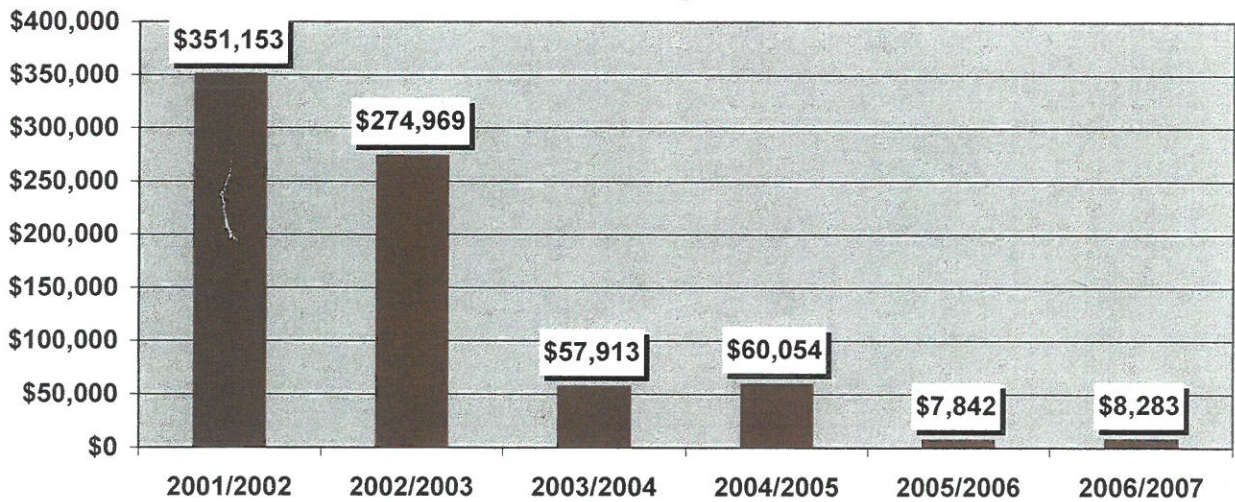
**City of Santa Cruz
Workers' Compensation
Reported Claims per Fiscal Year
Library**



Indemnity Claims



Incurred Costs for Reported Claims





SANTA CRUZ • PUBLIC
LIBRARIES
A City County System

September 23, 2007

TO: LIBRARY JOINT POWERS AUTHORITY BOARD

FR: DIRECTOR OF LIBRARIES 

RE: TIMING TAX RENEWAL VOTE

RECOMMENDATION: That by motion, the Library Joint Powers Authority Board request the Santa Cruz County Board of Supervisors to place a measure permanently extending the quarter cent sales tax for library services on the ballot for the election to be held on February 5, 2008.

BACKGROUND

The library contracted with polling consultant Gene Bregman to conduct a poll of active voters in order to learn the level of current knowledge about the Library System and the services we offer. We need this information in order to create a communications plan for the future, which is one of our FY 2007-08 objectives.

The polling results demonstrate an extremely high level of library support. The topline results are attached, as is a series of Power Point slides, graphing the same information.

The consultant suggested that the Library strongly consider going to the voters immediately for a permanent renewal of the sales tax. Members of the Subcommittee working on the poll questionnaire and reviewing the results with Bregman (Chair Termini, Councilmember Mathews, Citizen Gerdt, and Consultant Mike Wallace), apparently agree. They will discuss this at the Board meeting.

To be on the February 5, 2008 ballot the Board of Supervisors will need to complete action by November 6, 2007. An ordinance will need to be amended, requiring two readings, so Supervisor action must commence on October 23, 2007.

JBALLOT.MMM

N = 500

Santa Cruz Library 2007 Study
(FINAL)

Time Began _____

Time Ended _____

Hello, I'm _____ from GBA, an opinion research firm. We're conducting a survey about issues that concern the residents of Santa Cruz County. May I speak with _____. (MUST SPEAK WITH VOTER LISTED. VERIFY THAT THE VOTER LIVES AT THE ADDRESS LISTED - OTHERWISE TERMINATE.) We are not selling anything and all your answers will be kept confidential.

1. Have you visited a public library in Santa Cruz County in the past 12 months?
 Yes-----ASK Q.2----- 60%
 No-----SKIP TO Q.3 ----- 38%
 DK/NA-----SKIP TO Q.3-----2%

2a. Which branch or branches of the public library, or other library services have you used in the past 12 months? (DO NOT READ LIST: CIRCLE ALL THAT APPLY)

2b. IF MORE THAN ONE BRANCH MENTIONED IN Q.2A, ASK: Which one do you most often visit?

| | <u>Q.2a</u> VISITED IN PAST YEAR | <u>Q.2b</u> MOST OFTEN | <u>Q.2a/2b</u> PRIMARY BRANCH |
|--|--|------------------------------|-------------------------------------|
| Aptos ----- | 21% | 15% | 17% |
| Boulder Creek ----- | 7% | 11% | 6% |
| Branciforte (Bran-si-for-tay)/Gault Street ----- | 7% | 5% | 4% |
| Capitola ----- | 15% | 17% | 11% |
| Central/Main/Santa Cruz/Downtown ----- | 43% | 22% | 28% |
| Felton ----- | 5% | 3% | 3% |
| Garfield Park ----- | 3% | 2% | 2% |
| La Selva ----- | 3% | 5% | 3% |
| Live Oak ----- | 11% | 10% | 6% |
| Scotts Valley ----- | 13% | 7% | 10% |
| Bookmobile ----- | 1% | 0% | * |
| Accessing library electronic resources from outside a branch ----- | 1% | 2% | 1% |
| Using library telephone services ----- | 1% | 0% | * |
| Don't Know/No Answer ----- | 9% | 0% | 9% |

3. How important would you say having a good public library system is to the quality of life in Santa Cruz County: extremely important, very important, somewhat important, or not too important?
 Extremely important ----- 56%
 Very important ----- 35%
 Somewhat important ----- 7%
 Not too important ----- 2%
 DK/NA ----- 1%

4. Next, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following descriptions of the local public library system. (ROTATE)

| | <u>STR.</u> <u>AGREE</u> | <u>S.W.</u> <u>AGREE</u> | <u>S.W.</u> <u>DISR</u> | <u>STR.</u> <u>DIS.</u> | <u>DON'T</u> <u>KNOW</u> |
|--|-----------------------------|-----------------------------|----------------------------|----------------------------|-----------------------------|
| a. Is a place to learn ----- | 86% | 12% | 1% | * | * |
| b. Is a place to read ----- | 80% | 15% | 3% | 1% | 1% |
| c. Makes information freely available ----- | 83% | 14% | 1% | * | 2% |
| d. Promotes childhood learning and development ----- | 78% | 16% | 2% | * | 4% |
| e. Provides free computer/internet access ----- | 68% | 20% | 2% | 1% | 9% |
| f. Is a place for meetings and community events ----- | 48% | 29% | 8% | 3% | 12% |
| g. Supports non-native speakers ----- | 37% | 21% | 6% | 2% | 34% |
| h. Is a place to meet and socialize with friends ----- | 26% | 27% | 22% | 19% | 7% |

- 5a. Next, please tell me all the services and programs that you believe our libraries offer. [PROBE FULLY FOR SERVICES AND PROGRAMS] (DO NOT READ LIST; CIRCLE ALL THAT APPLY UNDER Q.5A)
- b. Next, I am going to read a list of activities that are sometimes available at local public libraries. Please tell me whether or not you believe each one is provided at your local public library. If you do not know if an item is provided, you can tell me that, too. (READ LIST: ROTATE)

| | Q.5a Mentioned | Q.5b | | |
|---|-------------------|------|-----|-------|
| | | YES | NO | DK/NA |
| a. Books that people can borrow ----- | 81% | 98% | 0% | 2% |
| b. Assistance to help you find information ----- | 36% | 96% | 1% | 3% |
| c. Access to newspapers and magazines ----- | 37% | 95% | 2% | 3% |
| d. Computers that people can use ----- | 38% | 91% | 2% | 7% |
| e. Access to the internet and online data bases to help you find information ----- | 35% | 88% | 3% | 9% |
| f. Computers with the software for anyone to write papers, letters, and reports, and for students to do their school work ----- | 28% | 68% | 6% | 26% |
| g. DVDs, music CDs, and audiobooks that people can borrow --- | 36% | 86% | 3% | 11% |
| h. Books and other materials in languages other than English -- | 13% | 72% | 6% | 22% |
| i. Materials and programs for people learning English ----- | 10% | 66% | 7% | 27% |
| j. Literacy programs ----- | 12% | 63% | 8% | 29% |
| k. Story times for young children ----- | 31% | 82% | 2% | 15% |
| l. Book discussion groups ----- | 13% | 57% | 6% | 36% |
| m. Bookmobile services ----- | 10% | 61% | 10% | 29% |
| n. Training so people can learn how to use the internet and on-line data bases ----- | 14% | 51% | 10% | 40% |
| Q.5A ONLY: (DO NOT READ)Don't Know/No Answer ----- | 5% | | | |

6. Next, from the list I will read, please tell me which one is the main or primary reason you use your local public library. If you do not use your local public library, please tell me what you think is the most important service for most people who use public libraries.(RECORD #1); Which one is the second most important reason? (RECORD #2)

| | #1 | #2 |
|---|-----|-----|
| a. To borrow books for personal enjoyment ----- | 55% | 15% |
| b. To borrow books so you can save money ----- | 8% | 18% |
| c. For entertainment, such as videos, DVDs and CD's ----- | 4% | 14% |
| d. To find information ----- | 18% | 20% |
| e. To have access to computers and the internet ----- | 5% | 12% |
| f. To have access to computers for some other purpose ----- | 2% | 4% |
| g. As a place for social contact, to meet other people or see friends ----- | 1% | 3% |
| h. Or some other reason (SPECIFY _____) ----- | 2% | 2% |
| (DO NOT READ)DK/NA ----- | 5% | 12% |

7. Now I am going to read some of the programs and services provided to the community by our public library system. Please tell me if you would rate each one as a very important program or service, somewhat important, not too important, or not at all an important program or service for libraries to provide to the community. (ROTATE)

| | <u>VERY IMP.</u> | <u>S.W. IMP.</u> | <u>NOT TOO IMP.</u> | <u>NOT AT ALL IMP.</u> | <u>DON'T KNOW</u> |
|--|----------------------|----------------------|-----------------------------|--------------------------------|-----------------------|
| a. Adult book discussion groups ----- | 25% | 46% | 20% | 7% | 3% |
| b. Children's story time ----- | 77% | 17% | 3% | 1% | 2% |
| c. Summer reading clubs for children ----- | 75% | 19% | 3% | 1% | 2% |
| d. Discussions with authors ----- | 33% | 41% | 18% | 4% | 4% |
| e. Visits by school classes ----- | 70% | 21% | 5% | 1% | 2% |
| f. Bookmobile services ----- | 58% | 23% | 7% | 2% | 9% |
| g. Outreach services for seniors and the homebound ----- | 74% | 18% | 4% | 1% | 3% |
| h. Adult literacy programs ----- | 67% | 23% | 5% | 2% | 4% |
| i. Programs for teens and pre-teens ----- | 66% | 25% | 4% | 2% | 4% |
| j. Access to electronic databases ----- | 60% | 29% | 5% | 2% | 4% |

8a. In the past twelve months, have you had direct, personal contact with a library staff person at your local library?

| | | |
|-------------|-----------------|-----|
| Yes ----- | ASK Q.8b ----- | 64% |
| No ----- | GO TO Q.9 ----- | 32% |
| DK/NA ----- | GO TO Q.9 ----- | 4% |

8b. How satisfied were you with the service provided by the library staff person on those occasions? Were you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?

| | |
|-----------------------------|-----|
| Very satisfied ----- | 83% |
| Somewhat satisfied ----- | 12% |
| Somewhat dissatisfied ----- | 2% |
| Very dissatisfied ----- | * |
| DK/NA ----- | 3% |

9. Overall, would you say that the management of our local public library system is excellent, good, only fair, or poor?

| | |
|-----------------|-----|
| Excellent ----- | 40% |
| Good ----- | 38% |
| Only fair ----- | 7% |
| Poor ----- | 2% |
| DK/NA ----- | 14% |

10. Next, in 1996, voters approved a measure to impose a quarter cent sales tax throughout Santa Cruz County for the purpose of providing funds for local libraries. Do you recall hearing about this before today?

| | |
|-------------|-----|
| Yes ----- | 50% |
| No ----- | 44% |
| DK/NA ----- | 6% |

11. How would you rate the job that local libraries have done in spending that sales tax money? Have they done an excellent job, a good job, only fair, or a poor job?

| | |
|-----------------|-----|
| Excellent ----- | 27% |
| Good ----- | 31% |
| Only fair ----- | 10% |
| Poor ----- | 2% |
| DK/NA ----- | 30% |

12a. Currently, the sales tax for local libraries is set to expire in 2013. In an upcoming election there may be an item on the ballot to make the quarter cent sales tax for local libraries permanent. If an election were held today on this measure to make the sales tax permanent, would you vote "Yes," in favor of the measure, or "No," against it? (IF YES/NO, ASK): Would you definitely or probably vote (yes/no)? **(RECORD UNDER Q.12a, BELOW)**

12b. **(ASK ONLY IF "NO" OR "DON'T KNOW" IN Q.12A):** How about if the measure would not make it permanent but would extend the tax for an additional 14 years? Would you vote "yes" or "no" on this measure? **(IF YES/NO ASK:) "Is that definitely (yes/no) or probably?" (RECORD UNDER Q.12b, BELOW)**

| | <u>Q.12A</u> | <u>Q.12B</u> |
|---|--------------|--------------|
| Definitely yes----- | 64% | 66% |
| Probably yes----- | 15% | 16% |
| Probably no----- | 3% | 2% |
| Definitely no----- | 6% | 4% |
| (DON'T READ) Undecided/DK/NA ----- | 11% | 11% |

13. If you knew that 56 percent of the budget for local libraries comes from the quarter cent sales tax, would you vote "yes" or "no" to make this sales tax permanent? (IF YES/NO, ASK): Would you definitely or probably vote (yes/no)?

| | |
|-----------------------|-----|
| Definitely Yes ----- | 62% |
| Probably Yes ----- | 18% |
| Probably No ----- | 3% |
| Definitely No ----- | 5% |
| Undecided/DK/NA ----- | 13% |

14. Next, I am going to read some of the ways in which Santa Cruz libraries have spent the sales tax money since it was first put into effect after the 1996 election. Please tell me if you think each one is a very important way to spend some of the money, somewhat important, not too important, or not at all an important way to spend some of the sales tax money. (ROTATE START)

| | <u>VERY</u> | <u>SMWT</u> | <u>NOT TOO</u> | <u>NAA</u> | <u>DON'T</u> |
|--|-------------|-------------|----------------|-------------|--------------|
| | <u>IMP.</u> | <u>IMP.</u> | <u>IMP.</u> | <u>IMP.</u> | <u>KNOW</u> |

| | | | | | |
|---|-----|-----|-----|----|----|
| a. Increasing programs for younger children and the number of books for them----- | 78% | 18% | 1% | * | 2% |
| b. Increasing resource materials for school age children, from elementary school through high school----- | 77% | 19% | 2% | * | 2% |
| c. Providing services to child care centers and pre-schools ----- | 53% | 31% | 9% | 3% | 4% |
| d. Expanding services for seniors ----- | 64% | 28% | 4% | 1% | 3% |
| e. Expanding and updating book collections at all branches ----- | 66% | 26% | 4% | 1% | 3% |
| f. Expanding collections of DVDs and other media ----- | 45% | 35% | 13% | 4% | 4% |
| g. Almost doubling the number of hours that libraries are open each week ----- | 52% | 30% | 11% | 3% | 4% |
| h. Expanding reference and information services, in general ----- | 60% | 29% | 6% | 2% | 3% |
| i. Keeping up with technological advances in automation and in accessing resources available over the internet ----- | 58% | 31% | 6% | 2% | 3% |
| j. Expanding and opening new branches to better serve people throughout the County ----- | 47% | 31% | 12% | 5% | 4% |
| k. Making needed repairs and maintenance improvements to several branches, such as roof replacements, asbestos removal, renovating bathrooms and others, that had been postponed because of a lack of funds ----- | 64% | 27% | 5% | 1% | 3% |
| l. Increasing reference and information services for people interested in starting their own businesses ----- | 46% | 35% | 12% | 4% | 3% |
| m. Restoring the bookmobile program for people who cannot get to a local branch library ----- | 61% | 27% | 7% | 1% | 4% |

15a. Now that you know some of the ways in which Santa Cruz libraries spend the sales tax money, and that if the sales tax were no longer available, local libraries would lose more than half of their funding, if an election were being held today on a measure to make the quarter cent sales tax for local libraries permanent, would you vote "Yes," in favor of the measure, or "No," against it? (IF YES/NO, ASK): Would you definitely or probably vote (yes/no)? **(RECORD UNDER Q.15a, BELOW)**

15b. **(ASK ONLY IF "NO" OR "DON'T KNOW" IN Q.15A):** How about if the measure would not make it permanent but would extend the tax for an additional 14 years? Would you vote "yes" or "no" on this measure? **(IF YES/NO ASK:)** "Is that definitely (yes/no) or probably?" **(RECORD UNDER Q.15b, BELOW)**

| | <u>Q.15A</u> | <u>Q.15B</u> |
|---|--------------|--------------|
| Definitely yes----- | 67% | 68% |
| Probably yes----- | 14% | 15% |
| Probably no----- | 3% | 2% |
| Definitely no----- | 6% | 4% |
| (DON'T READ) Undecided/DK/NA ----- | 10% | 11% |

16. It is possible that there could be three measures on the ballot at the same time to raise revenue for different purposes in Santa Cruz County. After I have read a brief description of all three, please tell me for which ones you would vote "yes," if any, if they were on the same ballot: (READ LIST; ROTATE; CIRCLE ALL THAT ARE "YES")

- a. A sales tax increase to preserve and protect open space in Santa Cruz County----- 40%
- b. A sales tax increase for transportation improvements throughout the County----- 37%
- c. Continuation of the quarter cent sales tax for public libraries ----- 56%
- (DO NOT READ)None/Oppose all----- 10%
- (DO NOT READ)DK/NA ----- 9%

Now for some background questions so we can be sure we have a good representation of the population.

- 17. Please tell me which of the following, if any, you own or have: (READ LIST: CIRCLE ALL THAT APPLY):
 - Computer at home ----- 89%
 - E-mail account at home ----- 72%
 - Wi-fi enabled laptop or notebook computer 41%
 - PDA ----- 14%
 - (DO NOT READ)Refused/DK/NA ----- 9%
- 18. Do you own or rent your home?
 - Own home----- 72%
 - Rent ----- 25%
 - (DON'T READ)** Refused ----- 3%
- 19. Are there any children under the age of 18 living in your household?
 - Yes----- 34%
 - No----- 65%
 - DK/NA ----- 1%
- 20. For about how long now have you lived in this area of Santa Cruz County?
 - Five years or less ----- 9%
 - Six to ten years ----- 14%
 - Eleven to twenty years ----- 23%
 - More than 20 years ----- 52%
 - Refused ----- 2%
- 21. What is your current occupational status? Are you: (READ LIST)
 - Employed full-time ----- 49%
 - Employed part-time ----- 14%
 - Student----- 4%
 - Retired ----- 24%
 - Homemaker ----- 5%
 - Not currently employed ----- 2%
 - (DO NOT READ)Other (specify) [Self-employed] ----- 1%
 - (DO NOT READ)DK/NA ----- 1%

22. In what year were you born?

| | |
|-----------------------------|----------|
| 1989-1983 (18-24) | -----7% |
| 1982-1978 (25-29) | -----5% |
| 1977-1973 (30-34) | -----7% |
| 1972-1968 (35-39) | -----10% |
| 1967-1963 (40-44) | -----9% |
| 1962-1958 (45-49) | -----9% |
| 1957-1953 (50-54) | -----9% |
| 1952-1948 (55-59) | -----13% |
| 1947-1943 (60-64) | -----7% |
| 1942 or earlier (65 & over) | -----19% |
| Refused | -----5% |

23. With which ethnic group do you identify yourself -- are you White, African-American, Hispanic/Latino, Asian, or of some other ethnic or racial background?

| | |
|-----------------------|----------|
| White | -----82% |
| African-American | -----1% |
| Hispanic/Latino | -----9% |
| Asian | -----2% |
| Other (Specify) _____ | -----1% |
| Refused | -----5% |

Gender: By observation

| | |
|--------|----------|
| Male | -----47% |
| Female | -----53% |

Name _____

Phone # _____

Address _____

Date _____

Interviewer _____

Replicate # _____

Verified by _____

Page _____

Party Affiliation:

| | |
|-----------------------|----------|
| Democrat | -----54% |
| Republican | -----21% |
| Decline to State (DS) | -----17% |
| Others | -----8% |

Voting History:

| | |
|-------|----------|
| 11/06 | -----87% |
| 6/06 | -----58% |
| 11/05 | -----78% |
| 11/04 | -----92% |
| 3/04 | -----65% |
| 10/03 | -----74% |

Supervisorial District:

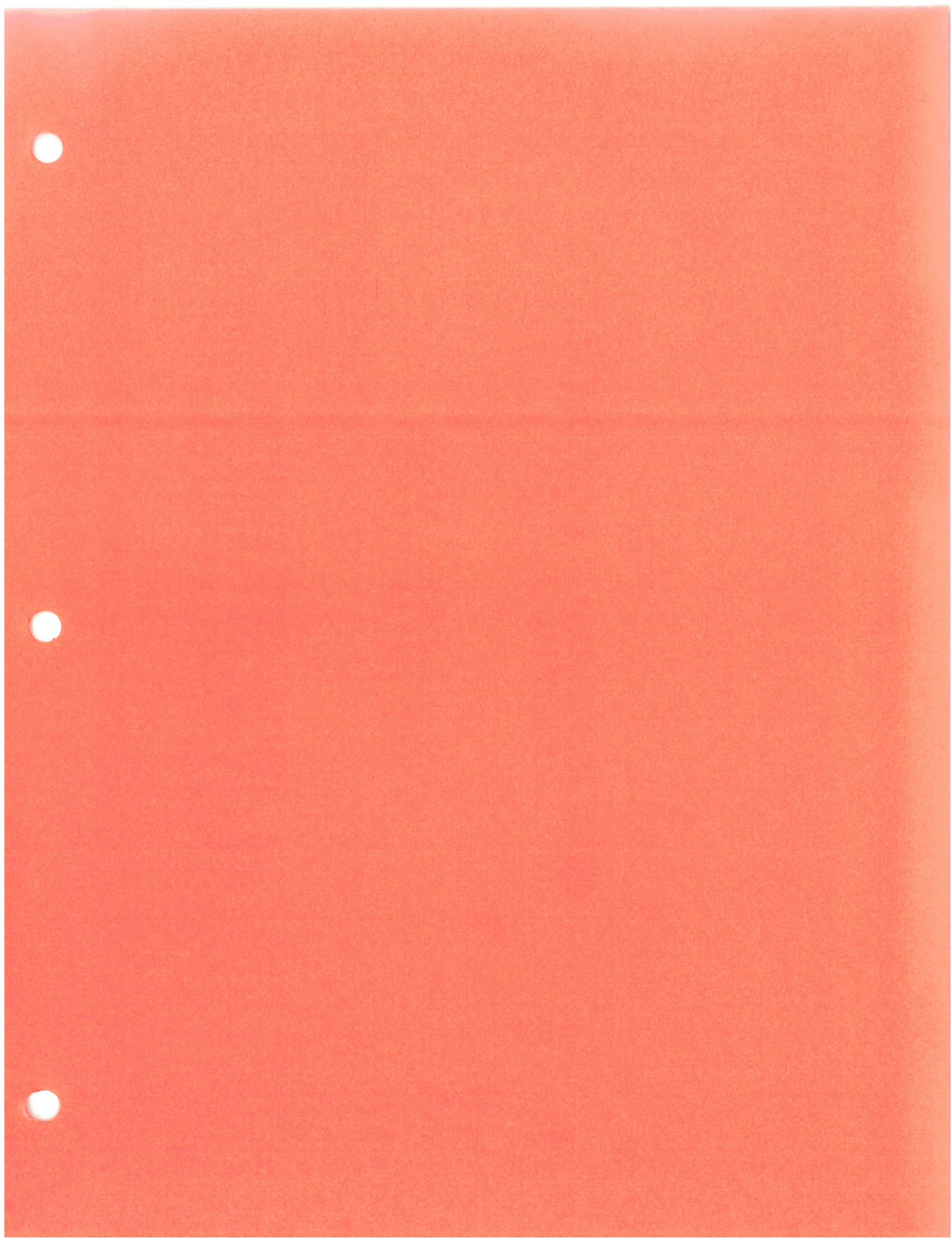
| | |
|-------------|----------|
| District #1 | -----24% |
| District #2 | -----24% |
| District #3 | -----21% |
| District #4 | -----10% |
| District #5 | -----21% |

Permanent Absentee:

| | |
|-----|----------|
| Yes | -----26% |
| No | -----74% |

Ever Voted Absentee:

| | |
|-----|----------|
| Yes | -----62% |
| No | -----38% |

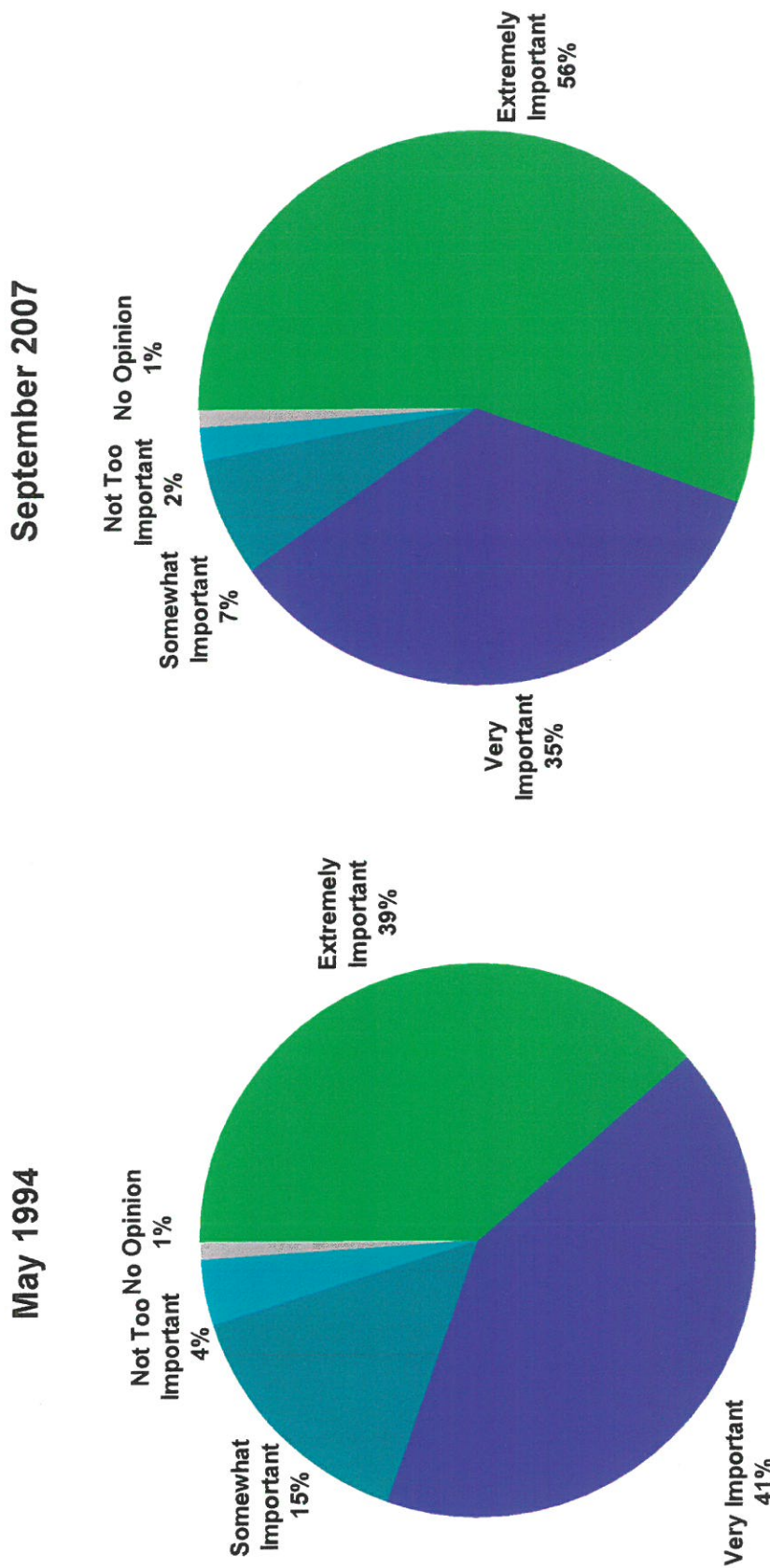


**SUMMARY PRESENTATION OF RESULTS
FROM A SURVEY OF LIKELY VOTERS IN
SANTA CRUZ COUNTY**

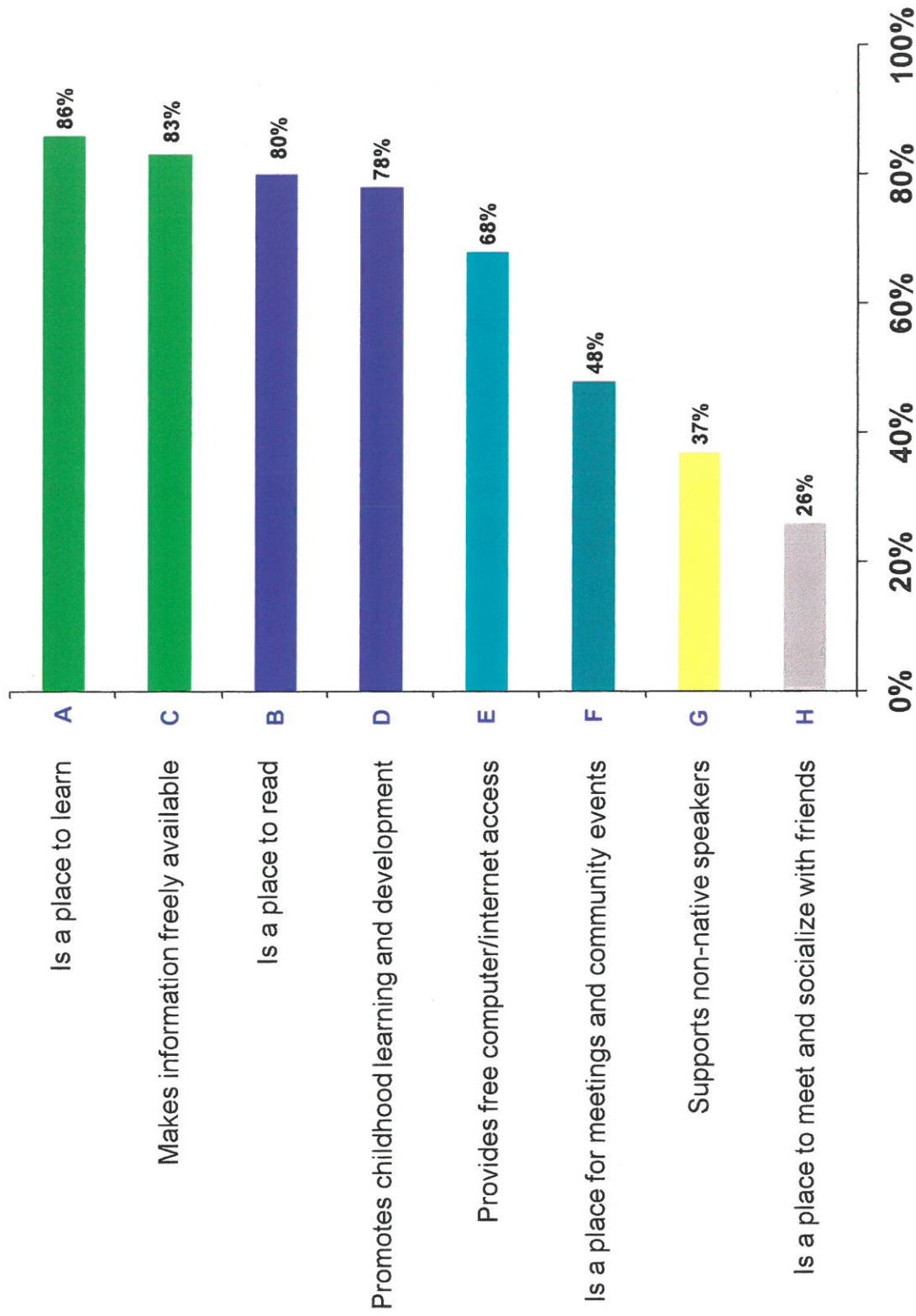
**500 INTERVIEWS
SEPTEMBER, 2007**

**CONDUCTED BY
GENE BREGMAN & ASSOCIATES**

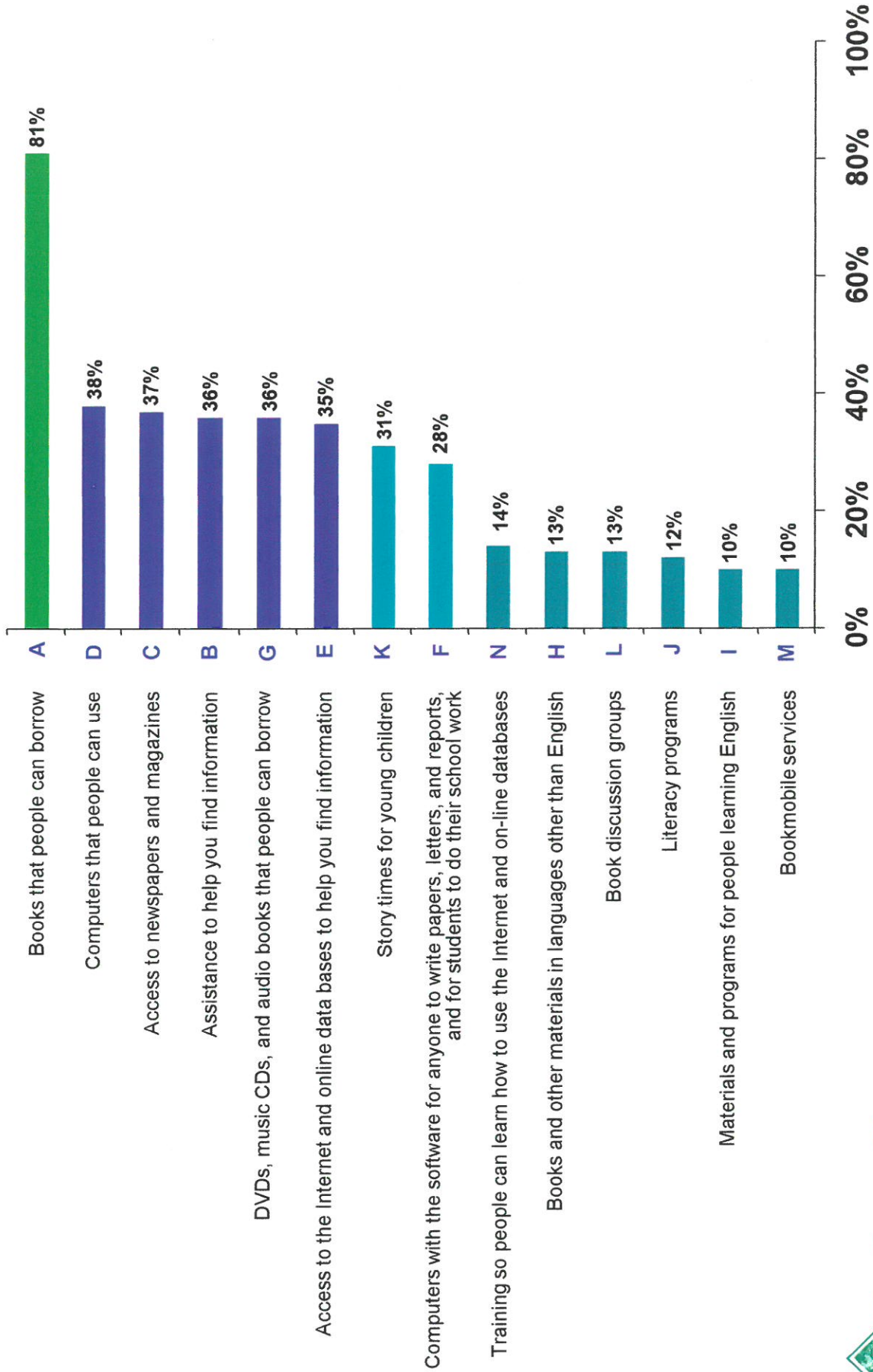
Importance of Local Libraries to Quality Of Life in Santa Cruz County: May, 1994 vs. September, 2007



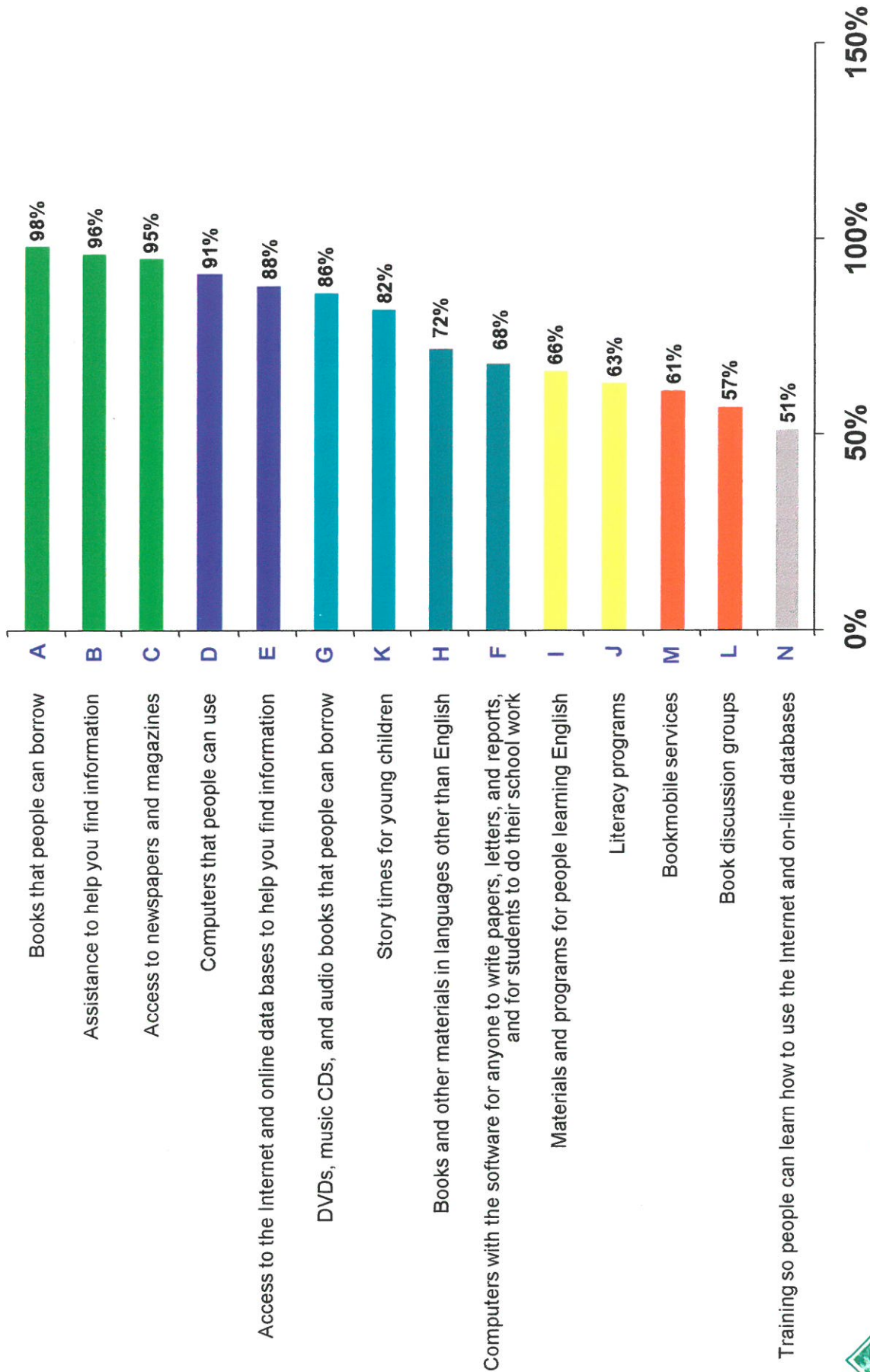
Proportions Strongly Agreeing With Descriptions of Libraries



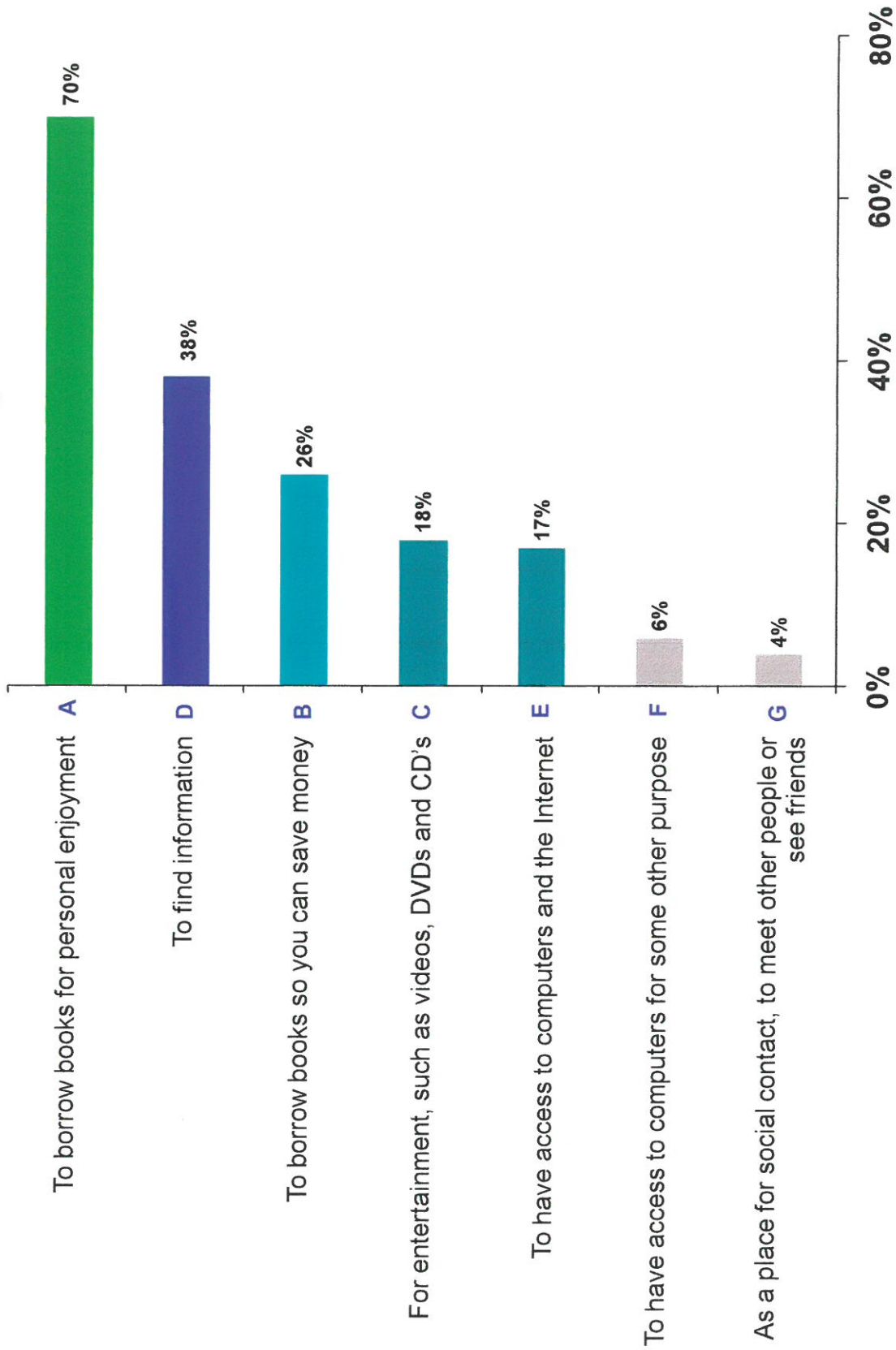
Services and Programs Offered by Libraries: Open-Ended Question



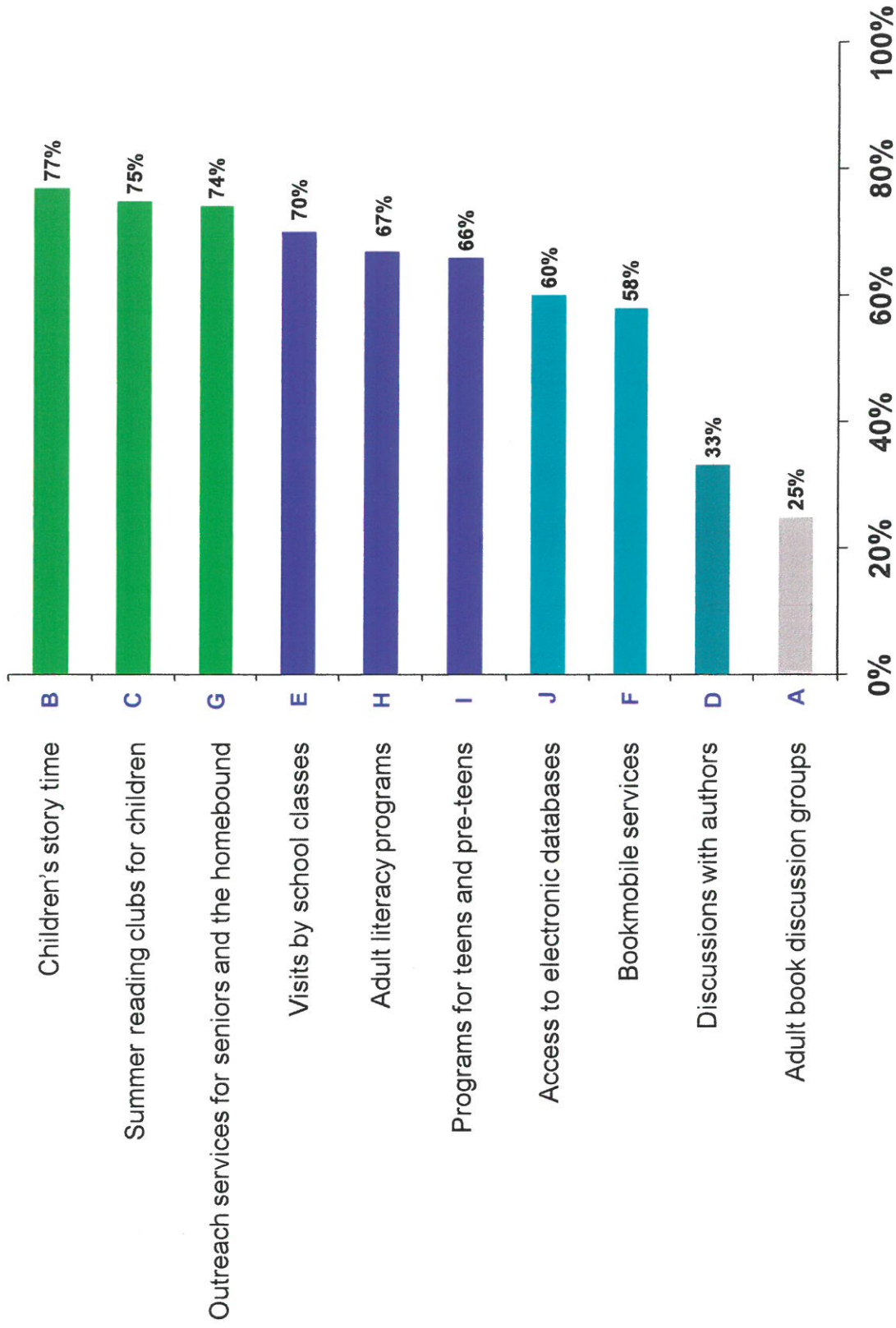
Awareness of 14 Library Programs and Services



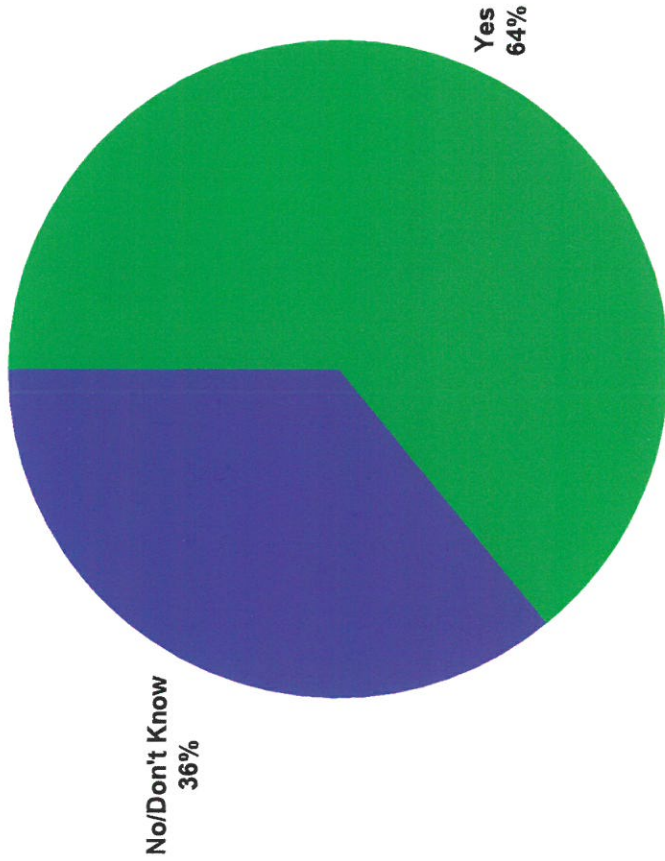
Two Main Reasons For Using Local Public Library



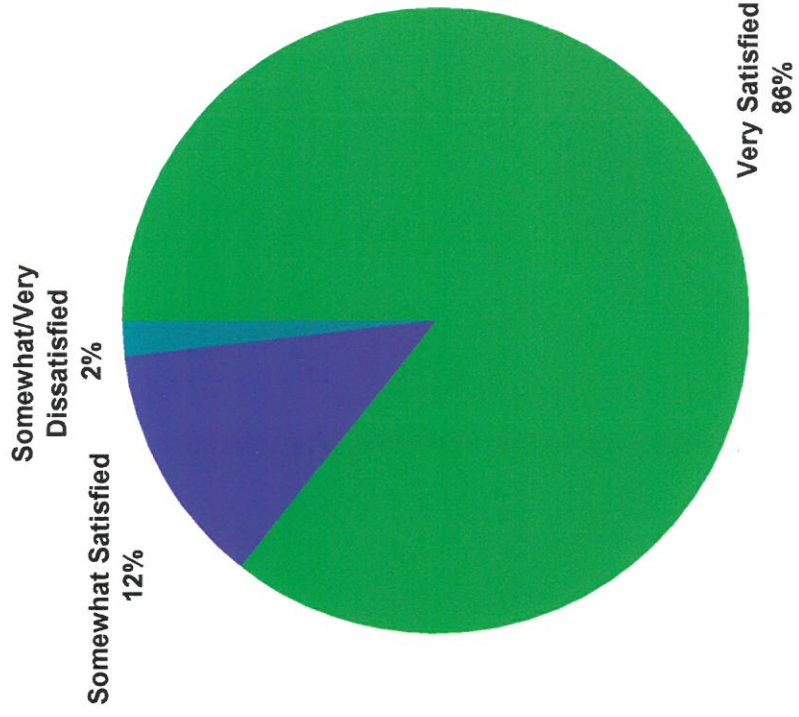
Library Programs/Services Rated as 'Very Important' To The Community



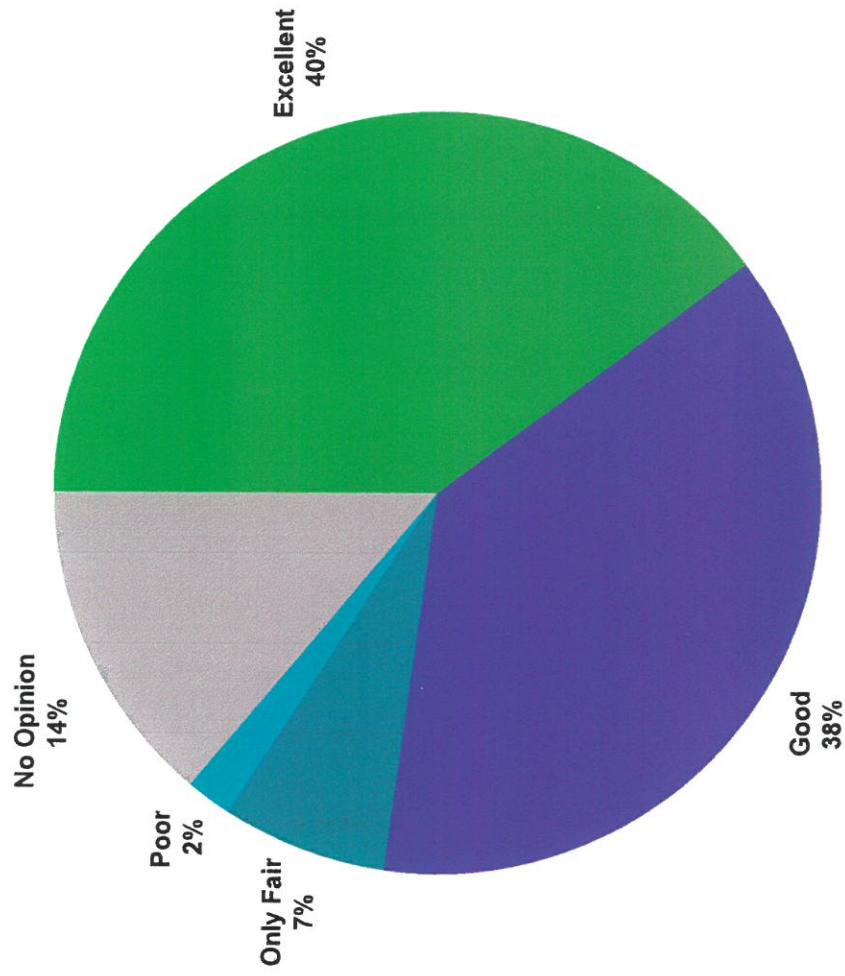
Respondents Having Direct Contact With Library Staff Person In Previous Year



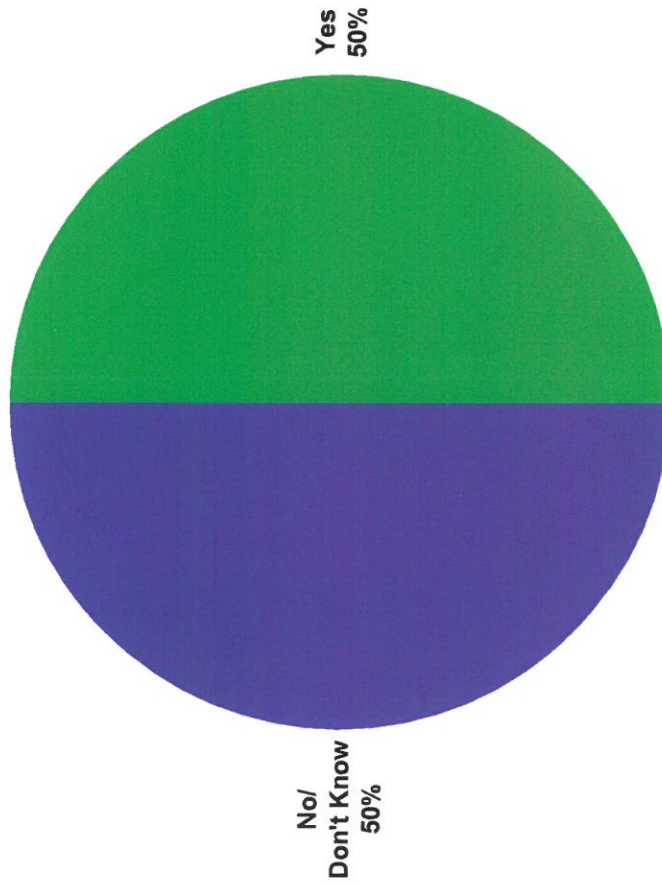
Satisfaction With Service From Library Staff Person



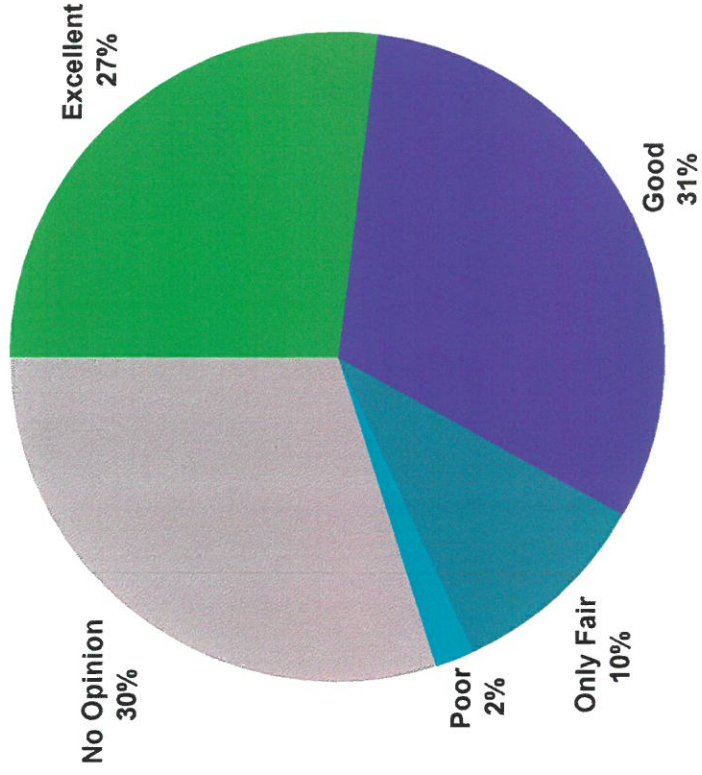
Rating Management of Our Public Library System



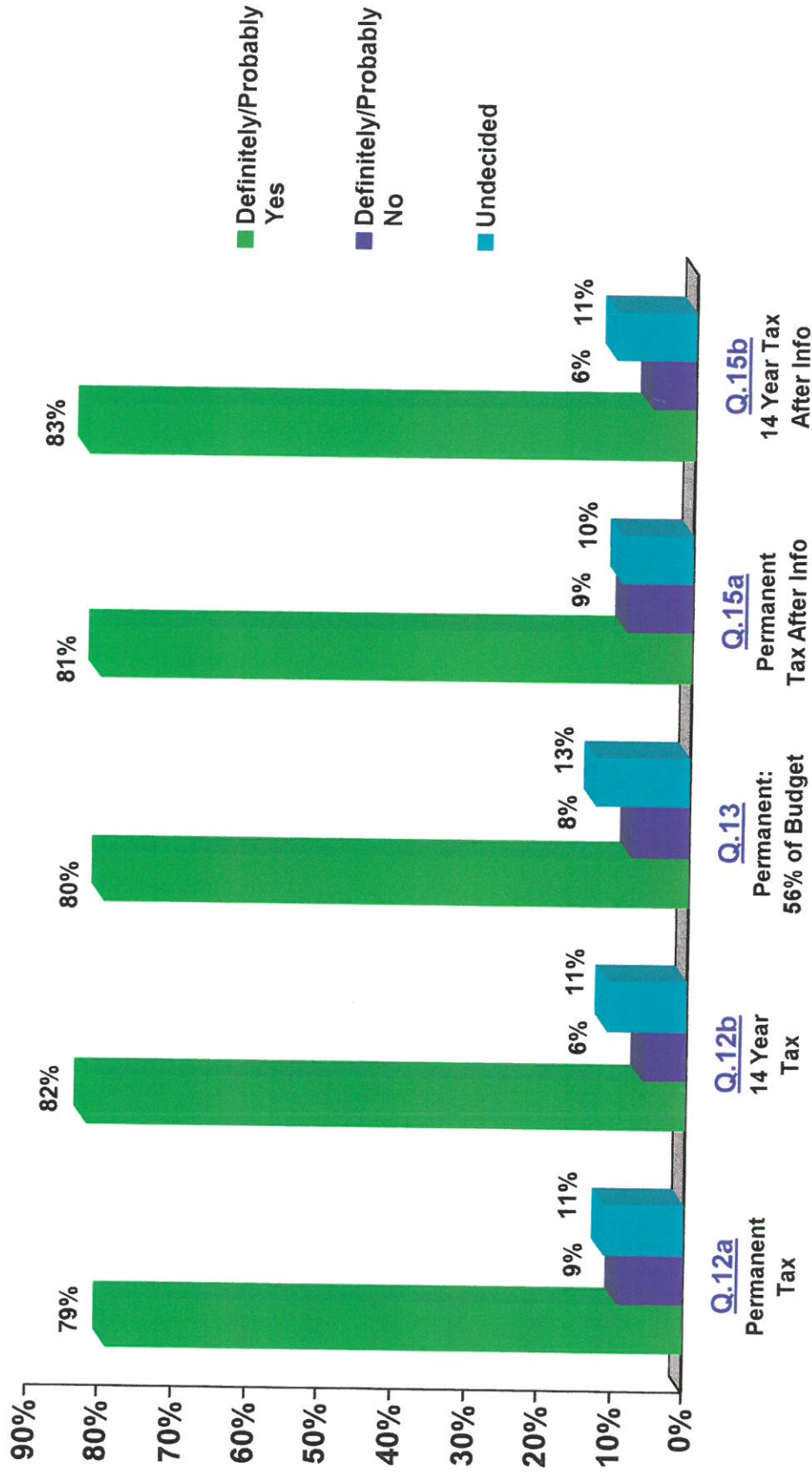
Awareness of 1996 Sales Tax Measure



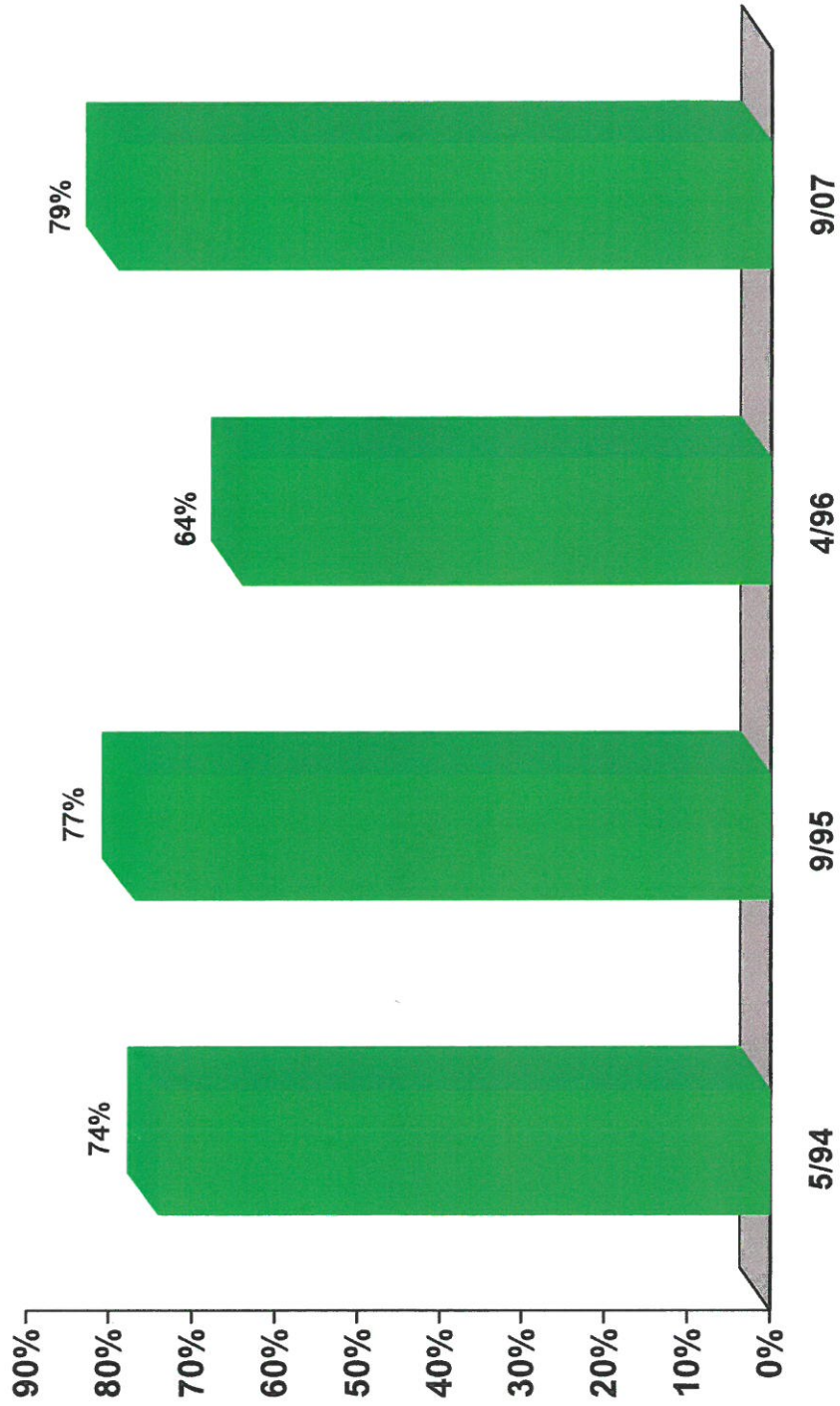
Job Libraries Are Doing Spending Sales Tax Money



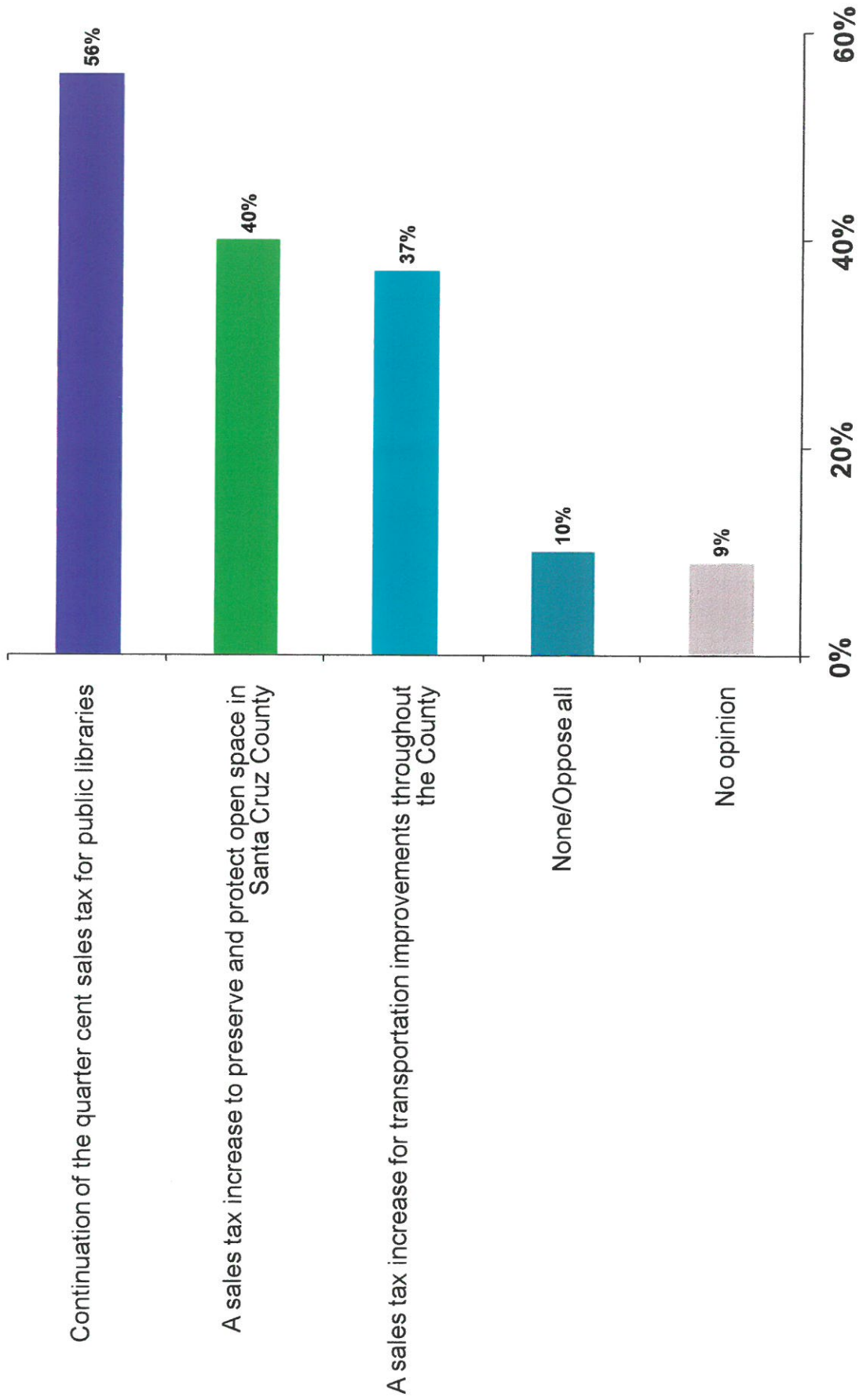
Five Votes on Sales Tax Measure For Santa Cruz Libraries



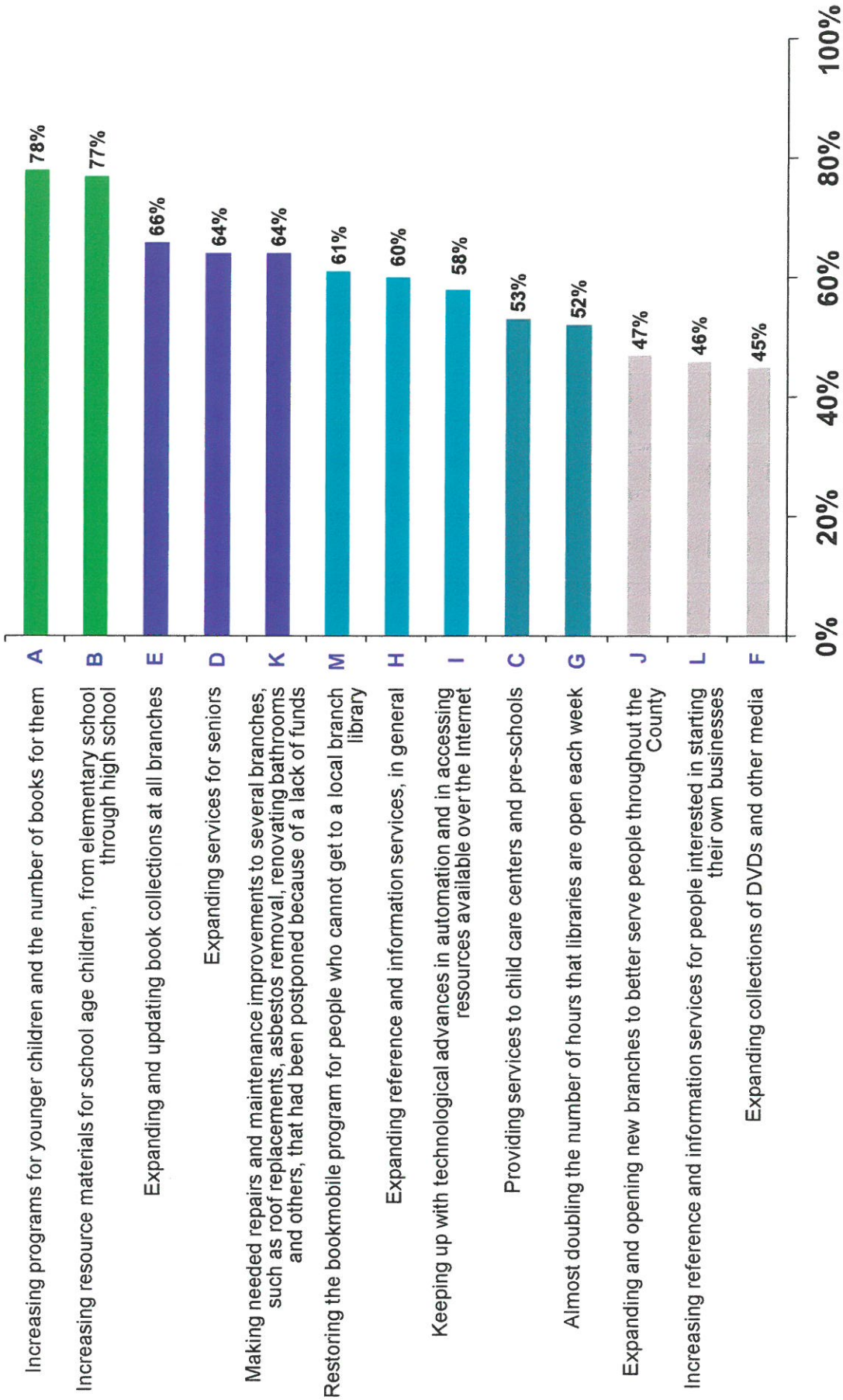
Comparison of Initial "Yes" Votes On Sales Tax Measure with Previous Polls



Votes with Three Measures on Ballot



Very Important Ways Sales Tax Money Has Been Spent



LIBRARY JOINT POWERS AUTHORITY BOARD

Monday, October 15, 2007 at 7:00 PM
Community Meeting Room
224 Church Street, Santa Cruz

7:00 PM PUBLIC MEETING

1. ROLL CALL
2. APPROVE AGENDA
3. APPROVE MINUTUES OF OCTOBER 1, 007
4. ORAL COMMUNICATIONS
5. CONSENT AGENDA
6. WRITTEN COMMUNICATIONS
 - a. Letter from Pat Busch re: Library Tax Measure
7. REPORTS OF ADVISORY BODIES
8. MEMBER REPORTS
9. STAFF REPORTS
 - A. Supervisor Stone to report on meeting with San Lorenzo School District
10. OTHER BUSINESS
 - A. Timing for Sales Tax Renewal Vote
11. SCHEUDLE OF NEXT MEETING

The next meeting is scheduled for Monday, November 5, 2007. Budget revisions based upon the conclusion of collective bargaining negotiations and other needs will be on the agenda.

12. ADJOURN

The Santa Cruz City-County Library System does not discriminate against persons with disabilities. Out of consideration for people with chemical sensitivities, the Library requests that you attend fragrance free. The Central Branch Library is a fully accessible facility. If you wish to attend this public meeting, and you will require special assistance such as sign language or other special devices in order to attend and participate, please call (831) 420-5600 or TDD: (831) 420-5733 seventy-two (72) hours prior to the event to make arrangements for assistance. Upon request, agendas for public meetings can be provided in a format to accommodate special needs.

SANTA CRUZ PUBLIC LIBRARIES
A CITY-COUNTY SYSTEM

LIBRARY JOINT POWERS BOARD

MINUTES

October 1, 2007

Central Branch Community Meeting Room
224 Church Street, Santa Cruz

7:30 PM PUBLIC MEETING

I. ROLL CALL

Present: Citizen Nancy Gerdt, Supervisor Jan Beautz, Councilmember Cynthia Mathews,
Councilmember Michael Termini, Citizen Barbara Gorson, Citizen Leigh Poitinger,
Councilmember Randy Johnson, Councilmember Mike Rotkin, Supervisor Mark Stone

Absent:

Excused:

Staff: Anne Turner, Director of Libraries
Susan Elgin, Assistant Director of Libraries

II. APPROVAL OF MEETING AGENDA OF OCTOBER 1, 2007

Councilmember Rotkin moved, seconded by Citizenmember Gorson

that the Board approve the agenda of October 1, 2007.

UNAN

III. APPROVE MINUTES OF SEPTEMBER 10, 2007

Councilmember Rotkin moved, seconded by Citizenmember Gorson

**that the Board approve the minutes of September 10, 2007 with the following
correction on Pg. 3 #9 it should say "staff task force".**

UNAN

IV. ORAL COMMUNICATIONS

Councilmember Mathews reported on her attendance at Library Staff Day. Staff Day was also joined by UCSC and Cabrillo College.

V. CONSENT AGENDA

None

VI. WRITTEN COMMUNICATIONS

None

VII. REPORTS OF ADVISORY BODIES

Susan Heinlein, Managing Director of the Friends of the Santa Cruz City-County Library System reported the following Friends' activities:

- Sending out this month to 6,000 library card holders-Friends Membership and letter encouraging people to join the Friends
- October 26 & 27 Civic Sale
- Traveling display of the "Princess & the Pea" chair at the branches to support Shakespeare Santa Cruz's winter pantomime production. Inside the chair will be a "pea" and children are encouraged to sit on it to guess where it is. Branches can have events surrounding it. The first event will be at the Civic Book Sale.

Felton Library Friends, Michelle Mosher, reported the following activities:

- Ice Cream Social was held to honor the Verutti family who has donated the land where the new branch building will be built.
- Workshop with the capital campaign staff from San Francisco Friends. This workshop is "stage 1" of the Community Foundation grant requirements.

Looking for a consultant to help with the next phase of the Community Foundation grant

VIII. MEMBER REPORTS

A. Councilmember Termini thanked Director for attending recent Capitola City Council Meeting.

B. Citizenmember Gerdt reported on the Felton Library Replacement Project.

- a. January 2007 LJPB appropriated \$30,000 from the reserve fund for architectural design and technical services
- b. January 2007 decided to focus on the Verutti site
- c. February 2007 Community Design Workshop with Teall Messer
- d. March 2007 Felton Friends Task Force met with Tom Burns, Planning Department, talked about a pre-application consultation.
 - i. Looked at 2003 plans that were drawn up and the items that have changed since.
- e. July 2007, finally got the Biotic Report that had been done in 2003.
- f. August 2007, Geotechnical Report done 2003 that needed to be re-certified, nothing has changed.

- g. September 2007, Teall Messer and Citizenmember Gerdt, meet with Andrew Brownstone from Biosphere Consulting and talked about the waste water situation.
- h. Met with John Ricker, Environmental Health, concerning the plan that Andrew Brownstone has devised.
- i. October 2007-install pedometers for winter water percolation testing
- j. Currently-working on the "green" application process

IX. STAFF REPORTS

The Director made the following reports:

- A. Workers Compensation Claims for FY 2006-07; A City of Santa Cruz Report
- B. Attended Capitola and Scotts Valley City Council Meetings
- C. New Service is the online Calendar of Library Events
- D. Jeanne O'Grady, Outreach Librarian
 - First 5 Read to Me Project collaboration CD now available
 - i. Family and community group contributors recorded: songs, stories and saying's
 - Reinstate Provider Visits
 - Publishing of a Periodic Newsletter
 - i. First Edition went out September 28, 2007
 - Family Place
 - i. Parent Child Workshops
 - ii. Family Place Electronic Newsletter (to come shortly)
 - LJPB Members are invited to a Youth Services Meeting, Friday, October 12th at 9am in the Central Branch Meeting Room
 - i. Learn more about Family Place and Youth Services will be receiving official Family Place Banner
- E. Introduced, Juliana Rousseau, League of Women's Voters Observer for the Library

X. OTHER BUSINESS

- A. Timing of Sales Tax Renewal Vote

Supervisor Stone moved, seconded by Councilmember Rotkin

That by motion the Board will meet to discuss the timing for the Sales Tax Renewal Vote Monday, October 15, 2007 at 7:00 p.m.

UNAN

Julie Haff, Superintendent of San Lorenzo Valley Schools, spoke regarding the rebuilding of the San Lorenzo High School Library that was burnt down last September. The district has been trying to put together a plan for the past 8 months and have surveyed 400 residents in an effort to introduce a Bond measure.

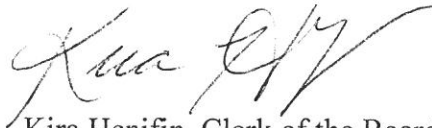
XI. SCHEDULE NEXT MEETING

The next meeting is scheduled for Monday, October 15, 2007 at 7:00 p.m. The Board will be meeting to discuss and vote on the possible Sales Tax Renewal.

XII. ADJOURN

The regular meeting adjourned at 9:00 p.m.

Respectfully submitted,



Kira Henifin, Clerk of the Board



Sheila Fraser, Substitute Clerk of the Board

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



County of Santa Cruz

COUNTY ADMINISTRATIVE OFFICE

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

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

SUSAN MAURIELLO, J.D., COUNTY ADMINISTRATIVE OFFICER

October 10, 2007

Susan Elgin, Assistant Director
Santa Cruz City County Library System
1543 Pacific Avenue
Santa Cruz, California 95060

LIBRARY TAX MEASURE

Dear Susan:

In 1996 the Board of Supervisors established the Santa Cruz County Public Library Authority (the "Authority") and then as the Board of Directors of the Authority adopted an ordinance imposing a quarter of one percent transaction and use tax for public library purposes subject to approval by two-thirds vote of the voters. Extending the term of the tax would require that the Board of Supervisors in their capacity as the Board of Directors of the Authority amend the existing ordinance subject to approval by two-thirds vote of the voters. Amending the ordinance requires two readings.

Regarding the matter of the cost of submitting the measure to the voters, the County Elections Department indicated that there would not be a significant difference in cost if the matter were on the February 2008 ballot or June 2008 ballot. In either case, Elections estimates that the cost will be between \$2.00 and \$3.00 per registered voter. There are currently approximately 130,000 registered voters. The cost to the Library would depend on the number of parties sharing the cost of the election. For this reason the November 2008 ballot would have the lowest cost. County Counsel has indicated that the cost of the Election is an appropriate charge to the revenues available to the Authority.

If you have any questions regarding this matter, please call me at 454-3521.

Very truly yours,

Pat Busch
Assistant County Administrative Officer

September 23, 2007

TO: LIBRARY JOINT POWERS AUTHORITY BOARD

FR: DIRECTOR OF LIBRARIES 

RE: TIMING TAX RENEWAL VOTE

RECOMMENDATION: That by motion, the Library Joint Powers Authority Board request the Santa Cruz County Board of Supervisors to place a measure permanently extending the quarter cent sales tax for library services on the ballot for the election to be held on February 5, 2008.

BACKGROUND

The library contracted with polling consultant Gene Bregman to conduct a poll of active voters in order to learn the level of current knowledge about the Library System and the services we offer. We need this information in order to create a communications plan for the future, which is one of our FY 2007-08 objectives.

The polling results demonstrate an extremely high level of library support. The topline results are attached, as is a series of Power Point slides, graphing the same information.

The consultant suggested that the Library strongly consider going to the voters immediately for a permanent renewal of the sales tax. Members of the Subcommittee working on the poll questionnaire and reviewing the results with Bregman (Chair Termini, Councilmember Mathews, Citizen Gerdt, and Consultant Mike Wallace), apparently agree. They will discuss this at the Board meeting.

To be on the February 5, 2008 ballot the Board of Supervisors will need to complete action by November 6, 2007. An ordinance will need to be amended, requiring two readings, so Supervisor action must commence on October 23, 2007.

JBALLOT.MMM