

SANTA CRUZ • PUBLIC  
LIBRARIES  
A City County System

LIBRARY JOINT POWERS AUTHORITY BOARD

Monday, April 7, 2008 at 7:30 PM  
Community Meeting Room  
224 Church Street, Santa Cruz

7:30 PM PUBLIC MEETING

1. ROLL CALL
2. APPROVE AGENDA
3. APPROVE MINUTES OF MARCH 3, 2008
4. ORAL COMMUNICATIONS
5. CONSENT AGENDA
  - A. Confirm Acceptance of California Council for the Humanities Grant.
6. WRITTEN COMMUNICATIONS
  - A. Letter of February 19, 2008 from Barbara O. Smith to Board of Supervisors re Central Branch disabled parking and reply from Chair Ellen Pirie
  - B. "Providing for Knowledge, Growth, and Prosperity—A Benefit Study of Of the Santa Francisco Public Library"
7. REPORTS OF ADVISORY BODIES
8. MEMBER REPORTS
  - A. CALTAC Workshop of March 1, 2008 (Citizen Members Gorson and Gerdt)
  - B. Measure R Sales Tax Continuation Campaign Report (Councilmember Mathews)

9. STAFF REPORTS

- A. Staff Political Activities—a Memo to All Staff from Director of Libraries

10. OTHER BUSINESS

- A. Library Facilities Master Plan
- B. Live Oak Branch Railing Replacement
- C. FY 2008-09 Budget Priorities
- D. Reschedule next meeting to May 12, 2008

11. NEXT MEETING TOPICS

The Board will consider a first draft of staff recommendations for the FY 2008-09 budget.

12. ADJOURN

The Library Joint Powers Authority Board will adjourn from the regularly scheduled meeting of April 7, 2008, to the next regularly scheduled meeting on May 5, 2008 at 7:30 p.m. in the Community Meeting Room of the Central Branch Library, unless the Board reschedules the meeting as requested.

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

March 3, 2008

Central Branch Community Meeting Room  
224 Church Street, Santa Cruz

7:30 PM PUBLIC MEETING

I. ROLL CALL

Present: Supervisor Jan Beautz, Citizen Nancy Gerdt, Citizen Barbara Gorson, Councilmember Jim Reed, Citizen Leigh Poitinger, Supervisor Mark Stone, Councilmember Michael Termini

Absent: Councilmember Mike Rotkin

Excused: Councilmember Cynthia Mathews

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

II. APPROVAL OF MEETING AGENDA OF MARCH 3, 2008

**Supervisor Stone moved, seconded by Citizenmember Gorson**

**that the Board approve the agenda of March 3, 2008 with the following changes:  
move item #10A & B to be considered after the Consent Agenda.**

**UNAN**

**Absent: Mathews & Rotkin**

III. APPROVE MINUTES OF FEBRUARY 4, 2008

**Supervisor Stone moved, seconded by Citizenmember Gorson**

**that the Board approve the minutes of February 4, 2008.**

**UNAN**

**Absent : Mathews & Rotkin**

IV. ORAL COMMUNICATIONS

Perry Hawkins, Bullseye Homes, presented the board with options when building a green building.

V. CONSENT AGENDA

A. Evaluation and Transfer of Local History Materials to New Website

**Citizenmember Gorson moved, seconded by Supervisor Stone**

**That Resolution #2008-03 the Library Joint Powers Board appropriate and transfer \$7500.00 in available income from McCaskill Trust for Local History to hire contract staff to assist with the evaluation of the Local History content of the existing library website, the migration of content to the new website, and creating new local history content.**

**UNAN**

**Absent : Mathews & Rotkin**

VI. OTHER BUSINESS

A. Aptos Branch Parking Lot Expansion

Supervisor Beautz reported that this project has been in the works for approximately 20 years. The Aptos library has no on street parking and the lot is full most of the time with some people parking in the red zones at times. Supervisor Beautz would like to see the project go forward and thinks it can be done for a reasonable price.

County Supervisor Pirie, spoke about how she is pleased to see this topic on the agenda and hopes the Board will move forward with the project. The current parking lot is a problem and the library holds an important place in the community. She stated that this is an important time right now before the election with the library tax measure going on the ballot to show the people of Aptos that the Board does care about the Aptos community and their library. She asks that the board move forward with this project.

Helen Belardi, Aptos library employee, spoke in favor of the Aptos Parking Lot Expansion. She also spoke in favor of again looking at changing the entrance to the parking lot which would help create a safer passage for patrons entering and exiting the library. She also spoke to the fact that not all the parking spaces are equally sized and that this also be of interest to the board when the parking lot is redesigned.

Supervisor Beautz stated that a Geotechnical Report (soil report) still needs to be done on the property before plans can begin.



Citizenmember Gorson would like to see what the budget looks like for next year before committing funds to this project.

Citizenmember Gerdt supports the expansion especially since the price has dropped from previous estimates.

**Supervisor Beautz moved, seconded by Citizenmember Gorson**

**That the Board appropriate \$300,000 in reserve funds to the Aptos Parking Lot Expansion and instruct staff to proceed with the bid process, with the understanding that staff may return at a later date with changed funding proposals.**

**UNAN**

**Absent : Mathews & Rotkin**

**B. Library 5 Year Financial and Capital Project Debt Service Projections**

Citizenmember Gorson passed out a correction to the Budget Projections. The numbers did not change but some of the wording changed including the wording under "funding sources". These should be changed from General Obligation Bonds to Bonds/Debt, it was not a proposal for choosing funding sources.

Citizenmember Gorson stated the purpose of this report was to look at the board's ability to fund capital projects or any other major project spending after the board has met the base line expenses. The Library Financial Projections show a projected deficit if the library continues to operate at the current service level.

Supervisor Stone stated that the library has a tough budget year ahead and thinks it is a little premature to build debt services into the budget. Supervisor Stone asked the board to be very clear about its priorities and prioritize Felton as the next capital project. Supervisor Stone referred to his letter addressed to the board members stating that he hopes the board will not spend any more capital funds until we have a solution to the new Felton Library Branch. Supervisor Stone does not think the board should commit to long term debt without the results of the sales tax measure that is on the upcoming June ballot.

Teall Messer, architect for the Felton Project, pointed out that the \$4.5 Million cost projection was given by the cost estimator. The estimator said that buildings like the one slated for Felton are being build for approximately \$450 a square foot, the difference in the price is the cost for the site preparation.

The following people spoke in support of prioritizing the Felton Project:

Alexis Crawston, Felton

David McMurty, Felton

Alicia Burton, Substitute Teacher

Sue Clevanen

George Wiley, San Lorenzo Valley School Board Member

Shawn Worton, Lompico  
Nels Helpie, Resident  
Mark Cheyenne, Resident  
Brent Gifford, Resident  
Sheila Delaney, Bonny Doon Resident  
Paul Machlis, Felton Library Friends

Citizenmember Poitinger is in support of making Felton a top priority.

Supervisor Beautz is also in support and thinks that resources should be fairly spread out.

Councilmember Reed commented that looking at the budget projections that Citizenmember Gorson put together there is going to be a structural deficit between 3-4.5% for the next 5 years. There have been promises made to build and staff future libraries in several county locations. When talking with the Director it seemed a way to go was through General Obligation Bonds. It would be best to identify several projects for bond funds and address, as a united board, the board's obligations to represent all the citizens of Santa Cruz County. This would be the best chance to have a united front as a board and a positive message that the elector could respond to. In response to putting off other capital projects until Felton is built, the question is what if monies are needed to respond to an emergency and the funds are tied up because of this resolution? This is a time to be creative and have maximum flexibility when the board is facing deficits in both operating and capital improvements. No one project should jump in front of the line at the expense of pushing other projects behind. Projects that involve particular jurisdictions and are prioritized as such could have a detrimental impact and could have implications that are not fully comprehended right now. Councilmember Reed cannot support this motion.

Supervisor Stone responded that Felton has been a project that has been consistently pushed to the back of the line for a number of years. He stated his agreement that General Obligation Bonds would help to fund a number of priorities but this funding source is speculative. The current prioritization is not acceptable to stay the way it is which is funding smaller projects with the monies that become available. The people of Felton need to hear that the Board is in favor of planning for a new Felton Branch Library and it is a top priority. This should be something the board should have to overcome before monies are spent on other things.

Citizenmember Gerdt commented that the Felton Library is not to serve the people of Felton but to serve the people of San Lorenzo Valley and Bonny Doon. The Felton project has been on the table for many years and has seen other libraries receive additional square footage added through other capital projects.

The Director spoke concerning the need to fund several emergency projects in the past such as the Central asbestos abatement and remodel of Garfield Park. These projects were done through short term loans that the budget was able to support. The board has spent money on the Felton project in terms of developing a plan. An architect has been hired and permits have been looked at. Felton has always been the next and best project. No other projects have concrete plans or numbers associated with them. In the capital project debt service

projections a number of projects have been listed in order to help support the current measure coming up on the ballot in June. The Director also commented that she has received 14 emails in support from people that could not be at the meeting tonight.

Citizenmember Gorson commented that currently built into the budget are maintenance capital projects, such as roof leaks. These types of emergencies have already been built into and accounted for in the budget.

Councilmember Termini commented that he came to the meeting expecting to oppose this motion but then realized that the proposal of a new Felton library does not benefit just the area it serves but the entire system as a whole.

**Supervisor Stone moved, seconded by Supervisor Beautz**

**That the Board move to set the Felton Library as the highest capital priority and that other capital project monies to start major new projects will not be spent until the Felton project is funded.**

**AYES: Supervisor Beautz, Citizen Gerdt, Citizen Gorson, Citizen Poitinger, Supervisor Stone, and Councilmember Termini**

**NOES: Councilmember Reed  
Absent: Mathews & Rotkin**

VII. WRITTEN COMMUNICATIONS

- A. Letter of February 20, 2008 from CAO Susan Mauriello to County Board of Supervisors re Continuation of Library Improvement ¼% Transaction and Use Tax.
- B. "Leaders Look for Solution to SV Library Disruptions." Scotts Valley Press-Banner, 02/15/08.

Councilmember Reed reported on a meeting held a couple of weeks ago with police and middle school representative concerning the Scotts Valley Branch Library. The days that seem to be a problem are Monday and Tuesday according to the library staff. The principal of Scotts Valley Middle School, Mary Lonhart, is putting together something for the PTA Newsletter that talks about appropriate behavior. She is also asking each of the middle school teachers to talk to their classes about appropriate behavior and representing your school whether you are on school grounds or not. The Police Chief is going to make sure that officers make foot patrols at the Scotts Valley Library Branch. It is hopeful that the combination of these things will help to address the problem.

The Director commented that the library is very thankful for the measures that have been taken to help the Scotts Valley Branch.

VIII. REPORTS OF ADVISORY BODIES



Teall Messer, Vice-President of the Friends of the Santa Cruz City-County Library System reported the following Friends' activities:

- Donated \$27,000 to the library sales tax campaign
- California Library Association sponsored Day in the District
  - Met with John Laird
    - Budget
    - Senator Joe Simitian's new library construction bond
- March 7, 2008 Munching with Mozart at 12:10pm
- Spring Civic Book Sale May 16th & 17th
- Sponsoring the *Farewell to Manzanar* "One Book, One Community" focusing on the Japanese internment during World War II. Two events:
  - February 25 author talk with Jeanne Wakatsuki Houston, author of *Farewell to Manzanar*, 7-9 pm, good turnout
  - March 12th film, "Snow Falling on Cedars," 2-4 pm
  - Documentary: Pilgrimage showing at La Selva Beach Club House at 10:30am

Michelle Mosher, Felton Library Friends reported the following activities:

- Applied for the Community Foundation Grant in the amount of \$21,000 over 2 years to begin planning fundraising campaign in community
- Current Community Foundation Grant
  - To engage Joe Kenny to do research on possible grants to provide supplementary funding
- 4<sup>th</sup> Annual San Lorenzo Valley Poetry Contest
  - Accepting entries now and until April 26<sup>th</sup>
  - April 26<sup>th</sup> Event to Conclude

## VIII. MEMBER REPORTS

### A. Felton Task Force

Felton Task Force, Citizenmember Nancy Gerdt, reported the following activities:

- Teall Messer, architect, reported
  - Very close to being able to design
    - General Planning Department
      - Re-zoning to be done
    - Parking
      - Good shape on the parking
    - Flooding
      - Did not do a full out hydrological study
    - Bionic
      - No endangered species found
    - Septic
      - 2 weeks should have results back
    - Drainage Regulations



- Regulations will have settled down by the time the Felton branch is ready to be built

IX. STAFF REPORTS

The Director made the following reports:

A. Young Adult Librarian Work Program

Sandi Imperio, Young Adult Librarian

- 1 Year Long Range Plan
  - i. Identify branch locations with the most potential for expanding services to teens
- Develop new Teen Web Page
  - i. Goal to be more interactive with teens
- Attending a Teen Job Fair at Teen Center
- End of March KAPLAN will come to do a practice SAT exam free of charge
- Awarded "How I See It Grant" from the California Council of Humanities
  - i. \$1,000 plus equipment (digital camera and printer)
    - 1. document local history through the eyes of teens

X. NEXT MEETING

April 7, 2008

The Board gives preliminary guidance to the staff on preparation of the FY 2008-09 budget via a discussion at its April meeting. The Board will also be asked to accept a grant from the California Council on the Humanities for a teen photography project.

XI. ADJOURN

The regular meeting adjourned at 9:15 p.m.

Respectfully submitted,

Sheila Fraser, Substitute Clerk of the Board



Kira Henifin, Clerk of the Board





**LIBRARY JOINT POWERS BOARD  
SUSPENSE LIST**

4/1/08

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



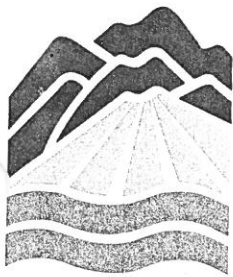




20	Adopt final budget	Jul-08
21	Review quarterly revenue reports	Nov, Feb, May, Aug
22	Review quarterly expenditure reports	Nov, Feb, May, Aug
	<b><u>Personnel Issues</u></b>	
23	Hear report on Staff Reclassification Process	COMPLETE
24	Hear report on Staff Hiring Procedures	COMPLETE
25	Receive Annual Staff Safety Report	COMPLETE
	<b><u>Legislation/Advocacy</u></b>	
26	Adopt Annual Legislative Program	COMPLETE
27	Expand Public Information Program	FY 2007-08
28	Consider date for Sales Tax Renewal	COMPLETE
	<b><u>Headquarters Move</u></b>	
29	Approve move to Locust/Union site	COMPLETE
30	Approve HQ lease amendment	COMPLETE
31	Hear periodic reports on move progress	Sep 07 - May 08
	<b><u>Felton Branch</u></b>	
32	Hear report from Felton Task Force on community discussions/architectural plans for Verutti Site	May-08
	<b><u>Aptos Parking Lot</u></b>	
33	Appropriate funds to secure plans and specs for project	COMPLETE
34	Secure funds to complete project See #1 Above	
	<b><u>Financial Planning Process</u></b>	
35	Review/Modify <i>Standards for Library Services/Facilities, and Facilities Master Plan</i>	Jul-08
36	Develop estimates for Capital and other Projects	PENDING
37	Determine if Library structural changes are required	PENDING
38	Prioritize Implementation of Capital Projects	COMPLETE







SANTA CRUZ • PUBLIC  
LIBRARIES  
A City County System

March 17, 2008

TO: LIBRARY JOINT POWERS AUTHORITY BOARD  
FR: DIRECTOR OF LIBRARIES  
RE: CONFIRM GRANT ACCEPTANCE

**RECOMMENDATION:** That the Library Joint Powers Authority Board adopt a resolution confirming acceptance of a grant from the California Council for the Humanities in the amount of \$1,000 plus equipment, and amending the FY 2007-08 Budget to include these funds.

#### DISCUSSION

The Library applied for and has received a grant from the California Council for the Humanities for a project called "How I See It: My Place." The grant is a ten-week project for teens, aimed at engaging them in thinking in a new way about the places where they live. To quote the grant material,

Program activities will enable youth to actively explore their surroundings, document their observations through digital photography and writing, conduct additional research and investigation, and share their discoveries about local history, environment and culture with peers and community members. Public program formats may take various forms, from exhibits and tours to digital, multimedia, and web-based presentations.

The grant includes a training and orientation workshop for staff, a packaged program guide, equipment including digital cameras, supplies, technical support from the Council staff, and a \$1,000 cash discretionary grant to be used for programs, additional supplies, or any grant-related activity we wish.

Our library system is expected to match the \$1,000 with in-kind support such as staffing, which will not be difficult to do: 64 hours of staff time at \$27.2942/hour more than meets the match requirement.

Although we were notified in February that we were one of twenty libraries selected for the program, we did not receive the grant paperwork in time for the

CONFIRM GRANT ACCEPTANCE  
March 17, 2008

Board's March meeting. Believing that it would be wise to get the grant documents signed and back to the Council for the Humanities as expeditiously as possible, I asked Chair Termini for permission to sign the documents in advance of Board approval. He agreed.

Staff is now asking the Board to confirm that grant acceptance action.

GCCHTEENS.JPB



**RESOLUTION # 2008-04**

**RESOLUTION OF THE SANTA CRUZ LIBRARY JOINT POWERS  
AUTHORITY BOARD TRANSFERRING FUNDS AND AMENDING THE  
FY 2007-08 BUDGET TO ACCEPT A GRANT FROM THE CALIFORNIA  
COUNCIL FOR THE HUMANITIES**

WHEREAS: The California Council for the Humanities has awarded the Santa Cruz Library System a grant in the amount of \$1,000 plus equipment and other materials to conduct a project called "How I See It: My Place,"

NOW THEREFORE, BE IT RESOLVED that the Library Joint Powers Authority Board confirms acceptance of the grant and transfers funds and amends the FY 2007-08 budget in the amount of \$1,000 for grant activities.

PASSED AND ADOPTED this 7<sup>th</sup> day of April 2008, by the following votes:

AYES: Board Member:

NOES: Board Member:

ABSENT: Board Member:

DISQUALIFIED: Board Member

ATTEST: \_\_\_\_\_  
Board Clerk





# County of Santa Cruz

## BOARD OF SUPERVISORS

701 OCEAN STREET, SUITE 500, SANTA CRUZ, CA 95060-4069

(831) 454-2200 FAX: (831) 454-3262 TDD: (831) 454-2123

JANET K. BEAUTZ  
FIRST DISTRICT

ELLEN PIRIE  
SECOND DISTRICT

NEAL COONERTY  
THIRD DISTRICT

TONY CAMPOS  
FOURTH DISTRICT

MARK W. STONE  
FIFTH DISTRICT

WRITTEN CORRESPONDENCE AGENDA  
3-11

February 28, 2008

Barbara O. Smith  
3550 Marilyn Street  
Santa Cruz, CA 95062

Dear Ms. Smith:

I am writing in response to your letter dated February 19, 2008, concerning parking for people with disabilities in the vicinity of the Central Library in downtown Santa Cruz. A copy of your letter has been circulated to each member of the Board.

As you correctly surmised, it is not within the Board's authority to compel the owner of privately held property adjacent to the Central Library to make that property available for public use. However, in response to your request for the name of the current owner, County records indicate this property is owned by FPA Sentinel Associates LP, c/o Alliance Tax Advisors, 433 Los Colinas Boulevard, #980, Irving, TX 75039.

By a copy of this letter to the Library Joint Powers Board and the Director of Libraries, I am taking the liberty of alerting library officials to your concern about the diminished parking currently available in the vicinity of the Central Library. It may be possible for them to explore whether any options exist to increase parking in this area specifically for people with disabilities.

Again, thank you for bringing your concerns to our attention.

Sincerely,

ELLEN PIRIE, Chairperson  
Board of Supervisors

EP:ted

cc: Clerk of the Board  
✓ Library Joint Powers Board  
Anne Turner, Director of Libraries

4323A6

Feb 19, 2008

Board of Supervisors  
701 Ocean 5th fl.  
Santa Cruz CA 95060

Subject: Parking lot next to Central Library

Dear Board Members -

I am an elderly, disabled person who found it very helpful to park in the lot adjoining the Central Library in downtown Santa Cruz.

I now find this lot blocked off by the owners of the property across the street formerly occupied by the Sentinel.

As you undoubtedly know, public libraries are an immense help to our community. We should do all we can to encourage their useage.

Especially in view of the fact that the huge parking lot adjoining the building formerly used by the Santa Cruz Sentinel is NOT blocked off at all - I would request that - for the benefit of our citizens, the parking lot next to the library be unblocked and made accessible to all.

If such action is not within your jurisdiction perhaps you will kindly give me the name of the current owner who had the unkind nerve to make life harder for many by blocking off the Central Library parking lot.

Thank you,

Sincerely,



Barbara O. Smith  
3550 Marilyn St.  
Santa Cruz CA 95062 (462-0503)



# Providing for Knowledge, Growth, and Prosperity

## A Benefit Study of the San Francisco Public Library



San Francisco is a city rich with legend and history, whose beloved icons, including the Golden Gate Bridge, cable cars, steep hills, and colorful homes, are imprinted on our national consciousness. This city in the mind's eye is inhabited by a diverse population including the bohemians of the 1960s cultural revolution; recent immigrants creating a new future for themselves; members of the gay, lesbian, bisexual, and transgender population asserting and celebrating their rights and culture; and the knowledge workers of the high-tech economy.

Embedded in this brew of postcard images and cast of imaginary characters is a true sense of San Francisco's identity. This is a dynamic and forward-looking city of dense urbanism and vibrant neighborhoods, populated by residents who value diversity, democracy, equality of access and opportunity, and an active intellectual life.

The San Francisco Public Library (SFPL) is both a symbol of San Francisco and a direct contributor to what makes San Francisco the place that it is. SFPL has evolved to be a characteristically San Franciscan institution uniquely suited to serve this city and its inhabitants. This is most evidenced in SFPL's specialized services for entrepreneurs and job seekers; the library's exceptional partnering with the San Francisco Unified School District and the early literacy community; the support and resources the institution provides for the city's most vulnerable populations; and the library's role in helping define and celebrate San Francisco's diverse populations and distinct neighborhoods



This report describes and — when possible — quantifies the value which the library system provides to the San Francisco community. We approach this task with a broad perspective and consider the many different roles the library plays, attempting to describe community benefits stemming from the direct provision of services, including the circulation of materials, the availability of public access computing, meeting room space, and other functions, and the library's more indirect impacts on the San Francisco community.

*The San Francisco Public Library's contributions to the health and vitality of our city are essential and vast. SFPL is an extraordinary civic institution, unique in its consistent ability to reach and serve diverse populations with great impact and longevity.*

*The library not only perfectly represents the principles of our community, it answers the needs of each and every San Francisco citizen. It is public in the very best sense of the word: of and for all people.*

Mayor Gavin Newsom, City of San Francisco



## Enriching Personal Learning & Recreation

Along with its coffee shops, book shops, and institutions of higher learning, San Francisco Public Library plays a key role in contributing to the intellectual vitality of the city. The library provides free and open access to more than 7.5 million printed and multi-media items, with more than 7 million items circulating annually, as well as a wealth of non-circulating reference materials, special collections, and more than 80 data-rich on-line databases.

To help patrons find the answers they need in this ever-growing and ever more complicated sea of information, SFPL employs more than 200 reference librarians who respond to questions in-person, over the phone, and by email—with some reference services now available 24 hours a day. Many librarians hold specialized and expert knowledge not only of the resources they provide, but of the subject matter itself.

SFPL provides free patron access to an array of technologies, including a total of 407 Internet computers; word processing terminals; children's computers; and computers equipped with enabling technology for people with disabilities, as well as DVD and CD viewing and listening stations. While the free availability of these tools may be of value to anyone, this benefit is of greatest importance to those members of the San Francisco community who might not otherwise be able to access these costly resources across the digital divide.

SFPL contributes to San Francisco's image as a diverse community and a knowledge-oriented and ecologically-minded city. These attributes enhance its attractiveness to potential residents, workers, and employers.

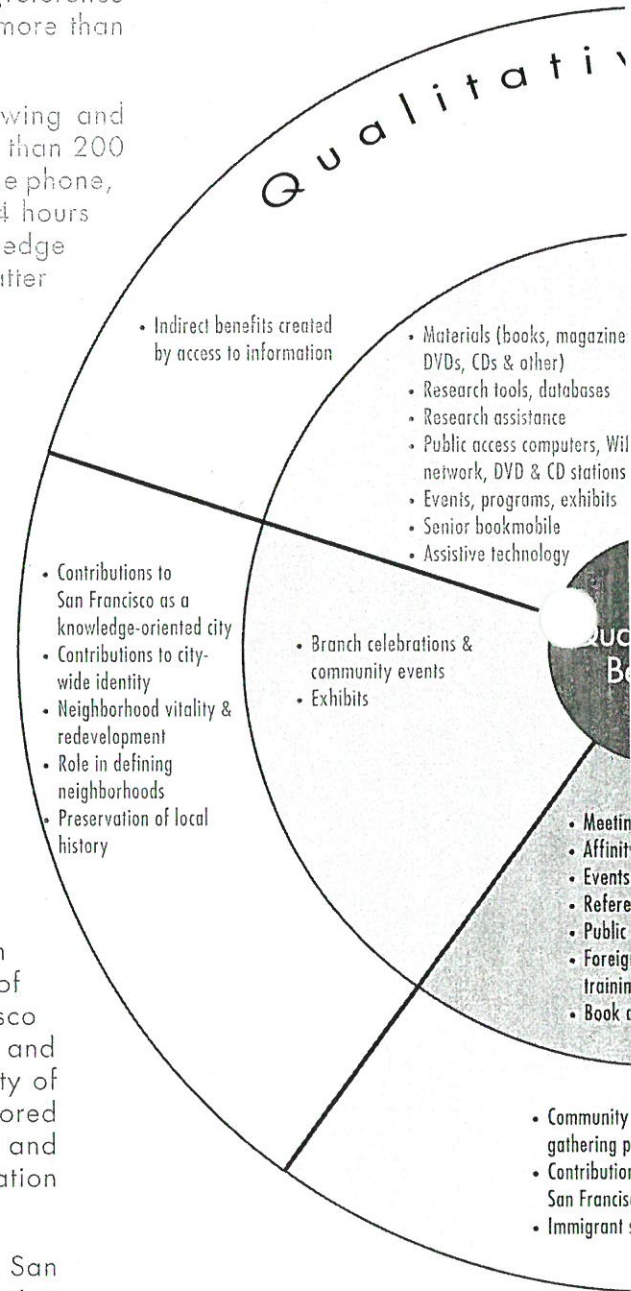
While the city is home to more than three quarters of a million people in only about 50 square miles, this dense population is dispersed into smaller scale neighborhoods and districts, each with its own personality and neighborhood feel. Twenty-seven of these neighborhoods have their own branch of the San Francisco Public Library, providing easy access to library resources and helping to define and reflect the unique character and identity of each neighborhood. Through specialized collections and tailored programming, each branch library caters to the specific needs and interests of the population that lives around it.

## Enhancing Image & Identity for San Francisco & its Neighborhoods

SFPL serves a vital San Francisco cultural destination providing many diverse cultural programs and exhibits. The library also actively records local history, being one of the few libraries in the country with on-staff archivists.

## Fostering Economic & Workforce Development

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## Creating & Strengthening Communities

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# Large Array of Benefits

San Francisco is home to a wide range of entrepreneurs and job seekers, from individuals seeking baseline employment under the umbrella of Silicon Valley's next hot technology start-up. These individuals benefit in particular from the library's specialized centers, such as the Business, Science, and Technology Center; the Small Business Center; and the Jobs and Career Center. The expert staff support and specialized resources of these centers are sought out by entrepreneurs seeking patents and conducting market research to develop business plans and attract investors; small business owners seeking San Francisco-specific market and competitive information; investors analyzing market opportunities; and job seekers needing help with resume development or access to on-line job postings.

SFPL's Government Information Center has served as a government documents depository since the 1800s, housing more than 2 million documents worth over \$20 million.

SFPL's strong partnership with the San Francisco Unified School District (SFUSD) is a defining characteristic of the library system, with SFPL serving as an extension of the district's resource-constrained libraries. SFPL's print collections and on-line databases augment SFUSD resources and library staff provide important support for students, both in the library and in the classroom.

SFPL plays both direct and supporting roles in encouraging early literacy and school readiness among San Francisco's youth. Recognizing the importance of these skills for individuals, families, and communities, SFPL has dedicated staff who actively partner with parents, caregivers, and other early literacy and early education professionals. The library provides a wide range of stimulating programming encouraging youth to read outside the classroom, explore cultural interests, and become lifelong learners. This programming includes book talks, storytelling, summer reading programs, art courses, and practical classes such as SAT preparation. SFPL also provides free on-line homework assistance in math, science, and English, and serves as a safe, supervised place for children to gather after school and on weekends.

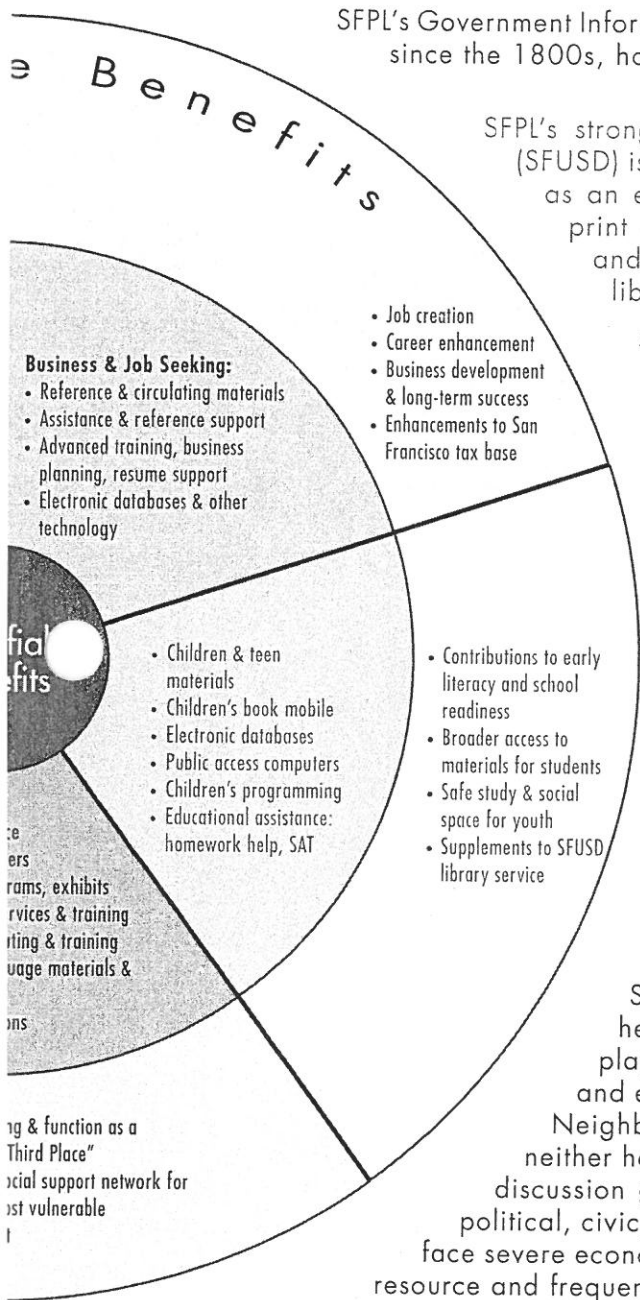
## Partnering for Education & Early Literacy

SFPL is a critical piece of San Francisco's vibrant cultural fabric, helping to make the city a dynamic and livable place. SFPL plays an important role supporting and enriching the ethnically and economically diverse populations that call San Francisco home.

Neighbors frequent the libraries as a familiar "Third Place" that is neither home nor work. They attend book readings, film screenings, and discussion groups and use the library's meeting rooms for gatherings of political, civic, and social groups. For families with children – many of whom face severe economic challenges to stay in San Francisco – SFPL is a valued free resource and frequent destination.

For the city's most vulnerable, SFPL is a place of refuge and connection. With the implementation of a database and dedicated training, library staff connect the city's neediest to social service agencies. For San Francisco's large immigrant population the library is a connection to their homelands, as well as an important resource in being successful in their new home. The library carries items in large quantities and library staff members speak a total of more than 20 languages.

Centers celebrate and serve as a focal point for many of the city's sub-cultures, including various ethnic groups and San Francisco's gay and lesbian communities.





CALTAC Workshop at City of San Mateo Public Library  
March 1, 2008  
New Views on Advocacy for Library Trustees  
Barbara Gorson and Nancy Gerdt Notes

Susan Hildreth, CA state librarian

- 10% reduction in 08/09 in PLF and TBR (ILL/Direct Loan)
- In order for state library operations to reduce 10%, they significantly reduced materials budget.
- SFPL Friends economic benefit study - \$1 investment = \$3.34 in value
- Working with Libraries for the Future [www.americansforlibraries.org/](http://www.americansforlibraries.org/) (a national org) to create initiatives in boomer services, health and early learning.
  - Getting boomers in to work for library
    - Need to get beyond current model of how we use volunteers
  - Libraries can be a hub for facilitating civic engagement and volunteerism in the community
  - Partnerships with consumer education health libraries in local medical facilities
  - Success in partnering with private supporters

Main speaker: Dr. Ken Haycock, Director of SJSU School of Library and Info Science: spoke about advocacy

- Libraries are in the “business” of advancing their mission and securing resources necessary to do so
- Libraries are in the community development “business” – making communities a better place to live and work
- Need to demonstrate the public value of libraries these days – how libraries improve the quality of life in the community vs. how libraries provide services
- Strongest support (top funders) is from people who never use the library
- Major issue for libraries: “curse” of high public satisfaction. Therefore, it can be a hard sell to explain why the library needs more funding.
- Need to move from PR and publicity focused on ourselves (e.g. the activities and services provided, the stats on circulation, reference services, etc) to advocacy and taking a place at the table in the community. Talk about the economic impact and literacy.
  - Be at the table when community problems are identified, not just wait until the solution is already crafted.
    - E.g. library as a community leader --- library management pulled together all the groups involved in child advocacy in the community to review strategies, agendas, goals, gaps and overlaps in services
- Advocacy definition: planned deliberate sustained effort to develop understanding and support incrementally over time.

- Do we hire staff with advocacy in mind? Do we ask what volunteer experiences they are involved in, etc.
- Advocacy is about stories as well as data.
- Deposits and Withdrawals – you have to make deposits before you make withdrawals with PR – sharing what you’ve done builds understanding and support.
- Libraries should have same mission as Hard Rock-Cafes: “Love all. Serve all. Save the Planet”.

Panel discussion of successful library campaigns:

- San Mateo Library:
  - 1994 Library Foundation formed to raise funds to launch capital campaign
  - 1997 – minimum support for ballot measure (42%); library initiative a campaign to inform the community about what was wrong with the current library and why the community needed a new one.
  - 1999 – passed the bond measure (71%)
  - received \$10M in private donations (Genentech, Templeton, and others)
  - Library opened 2006 and had 80% increase in visitors with NO increase in FTE staff
  
- San Francisco: Successful ballot measure Nov 07 for Library Preservation Fund (stable funding for operations)
  - Key messages they focused on from polling data: libraries as a safe welcoming haven (93%) and libraries “level the playing field” for residents (96%), Libraries are places that make the community great.
  - When talking with civic groups, they put their key messages in terms that people would understand
    - E.g. different when talking with police groups vs. chamber of commerce

Tour of the 18 mo old 90,000 sq ft. San Mateo Main Public Library (there are only 2 other small branches in San Mateo)

- Funding for new main library:
  - Obtained the 1<sup>st</sup> and largest grant from the California Library Construction Bonds (Prop 14)...\$20M
  - Voter approved Bond of \$35M
  - Local private fundraising of \$10M (including Genentech \$2M)
- Underground parking
- Green building
- RFID and automatic sorting (\$1.2M)
- Biotech Learning Center to support primarily high school biotech courses
- Business center (Templeton Finance gave \$500K)
- 80% increase in visitors since new library opened with no increase in staff.



- Self checkouts used for 80% of checkouts
- Public services staff at library when we were there (Sat afternoon):
  - 1 librarian in Childrens area (1<sup>st</sup> floor)
  - 2 staff on circ desk (1<sup>st</sup> floor)
  - volunteer at info kiosk in lobby
  - 2 at reference desk (2<sup>nd</sup> floor)
  - 1 librarian in fiction area (during week there is 1 additional librarian in teen center area) (3<sup>rd</sup> floor)
- Café on 3<sup>rd</sup> floor near teen center. Food allowed throughout library.
- Computer lab used for staff training as well as computer training programs for library patrons; some outside organizations reserve it as well to do training.
- A number of smaller group study rooms and a quiet reading area (enclosed with glass)
- Holds/Reserves are in lobby --- self help not behind the circ counter.
- 100 public computers
- First Year Stats:
  - 531K visitors
  - 580K items borrowed
  - 80K questions answered by library staff
- San Mateo city population is approx 90,000

Key takeaways from the meeting:


- Need to get beyond current model of how we use volunteers (Susan Hildreth talk and San Mateo library example)
  - Example: San Mateo – large volunteer force that works in the library (not associated with Friends organization).
- Libraries mission is to make their community a better place to live and work vs. delivering information services. Delivering information services and programs etc is “how” the library increases the quality of life in their community.
  - Public library value needs to be demonstrated (vs talking about the library services delivered
  - “San Mateo Main Library is a state-of –the-art resource center for literacy and ongoing learning; a destination that is inviting, comfortable and accessible; a place for families, community groups and people of all ages; and a vibrant bridge to multicultural understanding.”
- Active capital campaign needed, including solicitation of individual and corporate philanthropists. Perhaps a separate foundation?





SANTA CRUZ • PUBLIC  
LIBRARIES  
A City County System

March 11, 2008

TO: ALL STAFF  
FR: DIRECTOR OF LIBRARIES   
RE: STAFF POLITICAL ACTIVITIES

As I hope you all know, the Board of Supervisors has placed a continuation of the quarter cent sales tax dedicated to the Library on the June 2008 ballot. It is therefore important that all staff understand their obligations regarding advocacy for and against the measure. Based upon consultations with the City Attorney, here is the bottom line:

No staff member may express an opinion on the library sales tax measure (or any other ballot measure or candidate) during the staff member's working hours.

This means nobody wears buttons, and nobody talks with the public while they are on duty about the measure except in a neutral, information-giving way. Staff may refer interested patrons to the campaign materials prepared for the Keep Our Libraries Strong Committee or to the Friends of the Library.

Be straight forward with patrons: "I'm a public employee, so I can't comment on the measure. Why don't you ask the Friends of the Library about it?"

What a staff person does on her/his off duty time is his/her own business.

The law on public employee political activity is (not surprisingly) somewhat unclear. On the one hand, the right of any person to engage in political activities is protected by the First Amendment. And although local jurisdictions are authorized to make rules and regulations which reasonably restrict political activity during working hours, neither the City of Santa Cruz nor the County has done so.

However, public employees may not engage in activities that interfere with their work. While for many city workers wearing a button, for example, might not seem to interfere, my own belief is that as library workers it would. Our job is to

meet the information needs of the public in as open and neutral a way as possible. Wearing a button is not a neutral act. I have discussed this with the City Attorney, who agrees with me.

I do see information-giving during working hours as a suitable activity, although I think this must be handled extremely carefully. You may direct a person to the Library's website for information about sources of library funding and the library budget. The campaign committee is establishing a website, and you may give out that information (when we know it), but if the opposition establishes a website, you must **also** give out its name.

What a staff person should **not** do is fall into a discussion with a patron about the merits of a sales tax or a parcel tax, sales tax expiration dates, or the strategic advantages of the June vs. November elections.

Questions? Please don't hesitate to call or email me, or ask you Branch Manager to do so. Thanks for your careful attention to this matter.


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SANTA CRUZ • PUBLIC  
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March 11, 2008

TO: LIBRARY JOINT POWERS BOARD  
FR: DIRECTOR OF LIBRARIES   
RE: LIBRARY FACILITIES MASTER PLAN

**RECOMMENDATION:** That by motion the Board direct the Chair to appoint a subcommittee of members to consult with the Director of Libraries an updating the Library's Facilities Master Plan.

#### DISCUSSION

*The Library Facilities Master Plan FY 2001/02 – FY 2005/06* was adopted by the Board in September 2001. It is based upon another document, *Standards for Library Services and Facilities*, to which the Board (and staff) devoted considerable effort to create.

The *Master Plan* needs to be updated. The Plan Time Line is out of date, and it may be that certain of the standards should be reconsidered.

The staff can prepare a draft for consideration by the whole Board, but perhaps the Board would prefer to appoint a subcommittee to consult and advise staff on the revision and updating of these documents.

It would be my hope that we might complete the revision process by July 2008.

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SANTA CRUZ • PUBLIC  
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A City County System

March 25, 2008

TO: LIBRARY JOINT POWERS AUTHORITY BOARD  
FR: DIRECTOR OF LIBRARIES   
RE: LIVE OAK BRANCH RAILING REPLACEMENT

**RECOMMENDATION:** That the Library Joint Powers Authority Board adopt a resolution appropriating an amount not to exceed \$21,000 from available revenue to replace stolen railing caps at the Live Oak Branch Library.

#### DISCUSSION

Some months ago the Branch staff reported that the caps on the bronze railings at the Live Oak Branch had been stolen. The caps (which run along the whole length of the rail adjacent to the disabled access ramp) were screwed in place, and thus fairly easy to remove. The robberies (there were several) took place at night. Apparently there is a market for bronze, hot or otherwise.

The County Sheriff was notified, and discussions regarding increasing Branch security were conducted with both the Sheriff's office and First Alarm Security, which has been contracted to do periodic drive-bys through the parking lot. The parking lot and the main entrance to the Branch are not visible from the street. Among other things, it was agreed that better lighting was required, and this was installed. See below for more information on security at the Branch.

Staff investigated options for replacing the railing caps, discussing the matter with the staff at the County Redevelopment Agency. We consulted with Deitrich Iron Works, which installed the original railings. They estimated replacing the railings with simple galvanized iron pipe. The advantage of this option is that there is probably little market for pipe of this material. There are two disadvantages however: the pipe will rust in the sea air from the lagoon, which will require constant painting and re-painting. And all the existing railing would need to be removed and the new railing installed. The total cost of this option is \$19,700.

Deitrich recommended that we stick with bronze, replacing the caps, but this time weld them in place. Removing them would require acetylene torches, an activity

that would be fairly visible to neighbors and passing Sheriff's patrols. The cost of replacing the railing caps with bronze is \$19,650.

Staff recommends the "replace with bronze" option. We think the bronze railings integrate well with the architectural beauty of the building, and that painted galvanized iron will quickly come to look shabby. Welded in place, and with better security lighting, we think the bronze will be safe from predators.

Since the City is self-insured, no insurance funds are available to replace the stolen railing caps. Sufficient unappropriated revenue for the current fiscal year is available for this project.

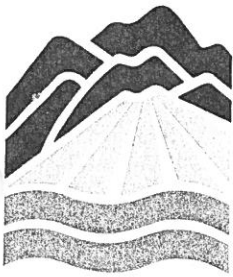
### Larger Branch Security Concerns

The Live Oak Branch robberies, as well as long term problems at the Branciforte Branch, have led staff to (regretfully) consider various options for upgrading security. These include:

- Installing gates across the driveways of the two branches. This would provide visual and perhaps physical security. At Branciforte, however, the problems are primarily from foot traffic, and a gate would not prevent entrance. At Live Oak, a gate would require installation of a book drop near the street, for which there isn't room. It would, however, prevent overnight car camping and other illegal uses.
- Installing video cameras which are monitored by a security firm. The Live Oak Branch would require four at a cost of roughly \$33,000. Probably Branciforte would require fewer. We would need to take on the cost of contract monitoring services. The City of Santa Cruz has been developing a master contract for camera security (which we will have at the Locust/Union building).

Staff intends to further investigate these options and make proposals as part of the FY 2008-09 budget process.





**SANTA CRUZ • PUBLIC  
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March 31, 2008

TO: LIBRARY JOINT POWERS AUTHORITY BOARD  
 FR: DIRECTOR OF LIBRARIES *[Signature]*  
 RE: NOTES ON THE FY 2008-09 OPERATING BUDGET

As the Board discusses budget priorities for the coming fiscal year, it may find the following information useful.

**ANTICIPATED REVENUES:**

In January the Library Financing Authority made revenue projections for 2008-09. These will be revised in June. In addition, we can anticipate money from the State Public Library Foundation Fund, and roughly \$315,055 in Fees, Fines, and Bequests,

SOURCE	FY 2007-08	FY 2008-09
Maintenance of Effort (County property tax and Cities of Santa Cruz and Watsonville contributions)	\$ 5,145,820	\$ 5,226,822
Sales & Use Tax	\$ 6,549,719	\$ 6,659,719
County Interest	\$ 30,960	\$ 30,960
<b>SUBTOTAL</b>	<b>\$ 11,726,499</b>	<b>\$ 11,917,501</b>
Public Library Fund (State)	\$ 79,005	\$ 79,005
Fees, Fines, Bequests	\$ 313,055	\$ 315,055
<b>TOTAL</b>	<b>\$ 12,118,559</b>	<b>\$ 12,311,561</b>
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3/31/2008		

Fund Balance revenues may be available at the end of the fiscal year.

The following special funds are available for appropriation to equipment and capital projects or other purposes:

Kemme Trust for the Aptos Branch:	\$ 50,000
Greta Bell Estate Gift to Branciforte Branch:	\$ 25,000
McCaskill Local History Accrued Income	\$ 20,000
McCaskill Visually Impaired Accrued Income:	\$ 10,000

### ANTICIPATED EXPENSES

The City Finance Department has made preliminary projections for Personnel , but these will not be complete or final until mid-April. At the moment the expected increase is approximately \$436,000. This is because of salary and benefit increases negotiated by the collective bargaining units that impacted the FY 2007-08 budget for six months or less.

The Finance Department recommendation is to budget an additional 3.4% increase for most Supplies and Services line items.

Staff will provide detailed expense information in the May Draft Budget presentation. The Board should, however, be aware of the following:

- Rents will increase by nearly \$50,000, due to standard CPI adjustments and the cost of the new facility at Locust/Union Street
- Another \$50,000 in new debt will be required to begin paying off the cost of tenant improvements at Locust/Union Street.
- The Watsonville Debt payment will be \$50,401.
- There will be some off-setting cuts in telecommunications, equipment under \$5,000, and moving expenses.
- The Board's policy is to spend 8% of the operating budget on books and library materials. In FY 2007-08 that amount is \$1,017,992. We won't know what it is in FY 2008-09 until we have a bottom line for both Personnel and Supplies and Services
- The Library pays the City of Santa Cruz 5.5% of the total budget for administrative, financial, personnel, and legal services. This amounts to over \$650,000.



SANTA CRUZ • PUBLIC  
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March 31, 2008

TO: LIBRARY JOINT POWERS AUTHORITY BOARD  
FR: DIRECTOR OF LIBRARIES *aw*  
RE: REQUEST TO RESCHEDULE MAY MEETING

REQUEST: That by motion the Board reschedule its regular meeting from Monday, May 5, 2008 at 7:30 pm in the Community Meeting Room of the Central Branch Library to Monday, May 12, 2008 at the same time and place.

#### BACKGROUND

The Director of Libraries will be away over the weekend of May 3-4. I plan to return to Santa Cruz on Monday, May 5. Barring unexpected emergencies, I can do so in time for the Joint Powers Board meeting, but it would be more comfortable for me if the Board did not meet that evening.

Delaying the meeting one week would also give the staff more time to work on the draft FY 2008-09 budget.

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