

SANTA CRUZ • PUBLIC
LIBRARIES
A City County System

LIBRARY JOINT POWERS AUTHORITY BOARD

Monday, November 10, 2008
Community Meeting Room
224 Church Street, Santa Cruz

7:30 PM PUBLIC MEETING

1. ROLL CALL
2. APPROVE AGENDA
3. APPROVE MINUTES OF October 6, 2008

4. ORAL COMMUNICATIONS

5. CONSENT AGENDA

NO ITEMS

6. WRITTEN COMMUNICATIONS

7. REPORTS OF ADVISORY BODIES

A. Friends of the Santa Cruz Libraries, Inc.

8. MEMBER REPORTS

A. Felton Library Task Force (Gerdt)

9. STAFF REPORTS

- A. Review and Discuss Financial Report of Assistant County Administrator to Library Financing Authority.
- B. Hear oral report on Aptos Parking Lot Expansion Project
- C. Review and Discuss Final Report on Public Relations Contract by Mike Wallace, News Consulting

10. OTHER BUSINESS

A. Library Director's Surprise Farewell Party

11. NEXT MEETING TOPICS

The next scheduled meeting is Monday, December 8, 2008. It will convene at 6:30 pm for a closed session to meet with the Santa Cruz City Manager and Recruitment Consultant June Garcia.

12. ADJOURN

The Library Joint Powers Authority Board will adjourn from the regularly scheduled meeting of November 10, 2008, to the next regularly scheduled public meeting on December 8, 2008 at 7:30 p.m. in the Community Meeting Room of the Central Branch Library.

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 6, 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, Councilmember Cynthia Mathews, Citizen Leigh Poitinger, Councilmember Michael Termini, Supervisor Mark Stone

Absent:

Excused: Citizen Barbara Gorson, Councilmember Jim Reed, Councilmember Mike Rotkin

Staff: Anne Turner, Director of Libraries

II. APPROVAL OF MEETING AGENDA OF OCTOBER 6, 2008

Supervisor Stone moved, seconded by Supervisor Beautz

that the Board approve the agenda of October 6, 2008.

UNAN

III. APPROVE MINUTES OF SEPTEMBER 8, 2008

A. APPROVE MINUTES

Supervisor Stone moved, seconded by Councilmember Mathews

that the Board approve the minutes of September 8, 2008 with the following correction: substitute Termini for Poitinger in the vote for abstention.

UNAN

Absent: Gorson, Reed, Rotkin

IV. ORAL COMMUNICATIONS

None

V. CONSENT AGENDA

None

VI. WRITTEN COMMUNICATIONS

None

VII. REPORTS OF ADVISORY BODIES

Mary K. Simpson, President of the Friends of the Santa Cruz City-County Library System reported the following Friends' activities:

- Recognizing Friends Volunteers in the Library
 - FY 07-08
 - *438 Volunteers
 - *16,000 volunteer hours were donated to the library
 - *Friends Volunteers regularly work with organizations whose volunteers are physically or mentally disabled allowing them an opportunity to be engaged in their community
 - *Outreach Volunteers work primarily in the Book Buddy Program
 - match volunteer with homebound patrons
 - form an important bond and relationship
 - 700 hours
 - *Young Friends
 - children ages 12-18 years old volunteer at their neighborhood branch library
 - 173 Students volunteered last year
 - *Friends of the Library Events
 - 500 hours donated
 - *Book Sorters
 - 1530 hours donated
 - *Friends Leadership
 - 16 Board of Directors & 23 Committee Members governor strategy on how to accomplish goals
 - 1,000 hours donated

Rich Riley, Member of the Felton Library Friends reported the following activities:

- September 15th 2nd Annual Felton Library Festival @ future building site
 - *Food and Events
 - *\$4,000 was raised

VIII. MEMBER REPORTS

A. Felton Library Task Force

Citizenmember Gerdt postpone this report until next month.

IX. STAFF REPORTS

A. Review and Discuss Annual Safety Report

Laura Whaley, Safety Committee Chair, presented the Annual Safety Report for FY 2007-08. She answered questions pertaining to the Felton Library Branch carpet cleaning. The Felton Library Branch experienced unsatisfactory carpet cleaning from the current City contracted custodial service company. The company cleaned the carpets but failed to extract excess moisture and accommodate for circulation needed at the branch. When the staff came into the branch the following day the staff was struck by the smell and the excess moisture left from the cleaning.

Also the Aptos staff work space design was rejected since the plan did not accommodate the delivery staff. They did not plan adequate space to accommodate a direct delivery path or room for the hydraulic safety carts.

B. Boulder Creek Branch Young Adult Room Improvements

Laura Whaley, Boulder Creek Branch Manager, reported to the board the Carol Anicka Mihalik grant received in the amount of \$4,500 to improve the young adult room at the Boulder Creek Branch Library. There was \$850 left in the budget to augment the young adult and children's media collection. The space has been really popular and widely used since its implementation. There will be a celebration held to formally thank the grant organization as well as introduce the space to the public.

The fifth Eagle Scout project in seven years, Boy Scout Troop 632, came to Boulder Creek. The troop created a native California plant garden and other troops are interested in building off of this garden.

C. Library Web Page and ILS Updates

Library staff members, Janis O'Driscoll and Ann Young, updated the board on the development of the new library web page. All levels of library staff have been involved in the development of the website.

The website is projected to be released the first part of next year.

D. Budget Update by Director of Libraries

Director postponed update until November's meeting when the first quarter data is available.

X. OTHER BUSINESS

A. Aptos Parking Lot Additional Appropriation

Supervisor Beautz moved, seconded by Councilmember Rotkin

That by Resolution #2008-19 the Library Joint Powers Authority Board appropriate \$38,000 in available Kemme Trust funds for the expansion of the Aptos Branch parking lot.

UNAN

Absent: Gorson, Reed, Rotkin

B. Adopt Resolution Honoring Library Volunteers

Supervisor Stone moved, seconded by Citizenmember Poitinger

That by Resolution #2008-20 the Library Joint Powers Authority Board salutes all the people who volunteered time to the Library during FY 2007-08, and thanks them most sincerely for their efforts.

UNAN

Absent: Gorson, Reed, Rotkin

XI. NEXT MEETING

November 10, 2008

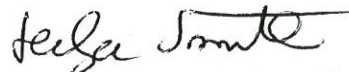
XII. ADJOURN

The regular meeting adjourned at 8:35 p.m.

Respectfully submitted,



Kira Henifin, Clerk of the Board



Helga Smith, 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

November 3, 2008

TO: Each Member of the Board of Directors of the Library Financing Authority

RECEIPTS FOR THE LIBRARY SALES TAX

At its January 10, 2005 meeting the Library Financing Authority requested that this office provide the members of the Authority with a report on the quarterly receipts from the Library Sales Tax Measure. The purpose of this letter is provide you with a report on the first quarter of 2008-09 and background information on what we might expect for the remainder of 2008-09.

The First Quarter of 2008-09

Attachment 1 is a table which provides quarterly and annual data for the Library Sales Tax for the period 1997-98 through 2008-09. Attachment 2 is a graph which shows the quarterly estimates for sales tax receipts and actual receipts to date for the 2008-09 fiscal year.

In summary, for the first quarter of 2008-09 net sales tax receipts, i.e., actual sales tax receipts adjusted for the cost of the June 2008 Election, were \$6,635 above the June 2008 estimate. With respect to the component parts of the first quarter result:

- ✓ sales tax receipts before the adjustment for the cost of the election were \$70,098 lower than the same period in the previous fiscal year; and
- ✓ the cost of the June election was \$76,733 lower than budgeted.

The Remainder of 2008-09

At this time we are facing the possibility of a rather severe economic downturn. The first quarters sales tax receipts were down 3.2% and that was before the global credit crisis in mid September. The turmoil in the credit markets adds a new level of uncertainty to the months ahead.

The table below shows the revenue loss to the Library Financing Authority and to the Santa Cruz City/County Library System and the Watsonville Library for a decrease in sales tax revenue ranging from 3% to 9% for the remaining three quarters of the 2008-09 fiscal year.

Library Sales Tax for 2008-09			
Potential Loss		Share of Loss	
% Below Estimate for the Remaining Three Quarters of 2008-09	Resulting Revenue Loss for 2008-09	Santa Cruz City/County Library	Watsonville Library
-3.00%	(\$186,508)	(\$144,376)	(\$42,132)
-4.00%	(248,677)	(192,501)	(56,176)
-5.00%	(310,847)	(240,626)	(70,220)
-6.00%	(373,016)	(288,752)	(84,264)
-7.00%	(435,185)	(336,877)	(98,308)
-8.00%	(497,355)	(385,002)	(112,352)
-9.00%	(559,524)	(433,128)	(126,397)

Attachment 1 of this letter shows the history of sales tax receipts for the Library Financing Authority. During the last recession which commenced in 2001-02 sales tax receipts decreased by \$392,470 from the previous year. The current recession may be deeper and longer than the last recession.

2009-10

With respect to the next fiscal year, we think it is unlikely that sales tax revenue will recover for 2009-10. Additionally, we do not anticipate that growth in property tax revenue will partially offset reductions in sales tax revenue. At this time we anticipate little or no growth in property tax revenue available to the County Library Fund.

Conclusion

In conclusion, we will have better information at the end of the December quarter on the economy and the effects of the recession on the revenues available to the Library Financing Authority. If you have any questions regarding the attached material, please give me a call at 454 3401.

Very truly yours,



Pat Busch
 Assistant County Administrative Officer

Attachments

Each Member of the Library Financing Authority
November 3, 2008
Page 3

cc: Director of Libraries, Santa Cruz City/County Library System
Library Director, Watsonville Library
County Administrative Officer
Auditor-Controller
County Counsel
Clerk of the Board
Each City Manager

Attachment 1

Receipts for the Library Sales Tax for the Period 1997-98 through 2008-09

Library Sales Tax Receipts - Quarterly and Annual

Year	Quarter	Quarterly Actual	Current Estimate	Annual		
				Actual	Change	% Change
1997-98	1	\$1,460,903				
1997-98	2	1,533,628				
1997-98	3	1,582,188				
1997-98	4	1,358,294		\$5,935,013		
1998-99	1	1,623,813				
1998-99	2	1,690,893				
1998-99	3	1,525,948				
1998-99	4	1,561,793		\$6,402,447	\$467,434	7.88%
1999-00	1	1,741,273				
1999-00	2	1,862,384				
1999-00	3	1,859,563				
1999-00	4	1,756,389		\$7,219,609	\$817,162	12.76%
2000-01	1	1,986,572				
2000-01	2	2,051,736				
2000-01	3	2,035,286				
2000-01	4	1,789,860		\$7,863,454	\$643,845	8.92%
2001-02	1	1,940,315				
2001-02	2	1,978,436				
2001-02	3	1,787,984				
2001-02	4	1,764,249		\$7,470,984	(\$392,470)	-4.99%
2002-03	1	1,826,867				
2002-03	2	2,032,714				
2002-03	3	1,833,704				
2002-03	4	1,686,660		\$7,379,745	(\$91,239)	-1.22%
2003-04	1	1,843,988				
2003-04	2	1,986,815				
2003-04	3	1,787,501				
2003-04	4	1,712,421		\$7,330,725	(\$49,020)	-0.66%
2004-05	1	1,969,607				
2004-05	2	1,911,909				
2004-05	3	1,983,125				
2004-05	4	1,800,041		\$7,664,682	\$333,957	4.56%
2005-06	1	1,912,226				
2005-06	2	2,298,069				
2005-06	3	2,060,642				
2005-06	4	1,878,281		\$8,149,218	\$484,536	6.32%
2006-07	1	2,124,038				
2006-07	2	2,318,897				
2006-07	3	2,098,577				
2006-07	4	1,998,430		\$8,539,942	\$390,724	4.79%
2007-08	1	2,182,266				
2007-08	2	2,182,896				
2007-08	3	2,035,609				
2007-08	4	1,953,174		\$8,353,945	(\$185,997)	-2.18%
2008-09*	1	1,913,901	1,907,266			
2008-09	2		2,182,896			
2008-09	3		2,035,609			
2008-09	4		1,998,430			

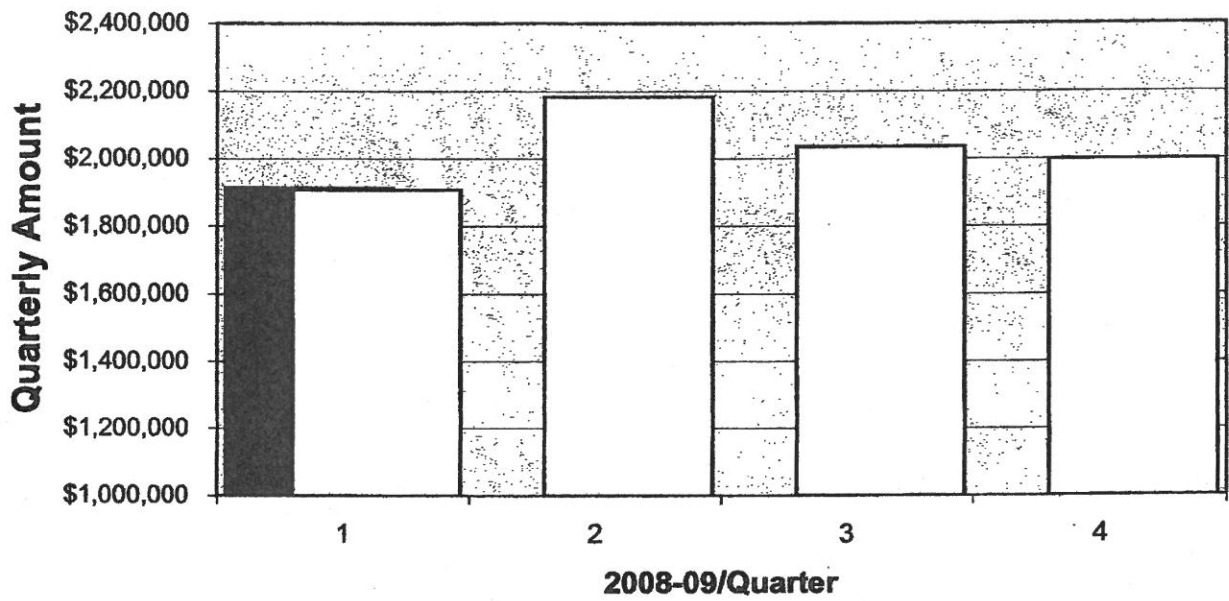
* Both Estimated and Actual amounts for the 1st quarter are net of the cost of the Measure R Election. Estimated cost of the election was \$275,000. Actual cost of the election was \$198,267.

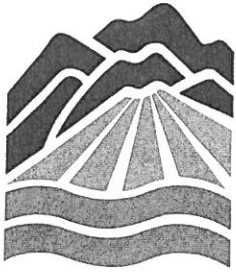
Attachment 2

Estimated Receipts by Quarter for 2008-09 and Actual Receipts for the First Quarter

Library Sales Tax - Quarterly Receipts


■ Actual □ Estimated Quarterly Receipts





SANTA CRUZ • PUBLIC
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November 4, 2008

TO: LIBRARY JOINT POWERS AUTHORITY BOARD
FR: DIRECTOR OF LIBRARIES 
RE: PUBLIC RELATIONS CONTRACT REPORT

Last fiscal year we contracted with Mike Wallace, News Consulting to review the Library's public relations and make recommendations for improvements and an on-going program. We also contracted with Gene Bregman and Associates for polling data about the public's perception of the Library System.

The outcome of the poll was so positive that the decision was made to go to the voters in June 2008 to make the sales tax permanent. We won the vote, but the campaign had a substantial impact on the job that Mike Wallace was attempting to do.

Fortunately, he was able to be flexible in his approach. Building on the Bregman polling results he surveyed Friends and Board members to assess public perceptions, and then worked seriously with the staff committee developing a new Library Web Site. He believes we can use the Internet more effectively to provide better information about the library.

His recommendations in his July 15, 2008 report make sense, and the staff will work on implementing them. I also asked him to provide follow-up information on how much it would cost to hire a professional such as himself to produce the kind of "feature articles" he proposes for the website. I wanted my successor and the Board to be able to budget these services. He provides that information, as well as three sample articles. I am not sharing these with the Board at this point, since the staff hopes to use them on the web site in the future.

JWALLACE.TRS

Mike Wallace News Consulting

720-D Capitola Avenue, Capitola, California 95010
www.wallacepr.com

FINAL REPORT ON PUBLIC RELATIONS CONTRACT

July 15, 2008

Ms. Anne M. Turner, Director
Santa Cruz City-County Library System
1543 Pacific Avenue
Santa Cruz, CA 95060

Dear Anne:

This letter, with attachments, constitutes the final report called for under my contract to do a public relations evaluation for the library system. It was an assignment where the scope of work, (for a variety of reasons) changed as the job went along. Significantly, my inquiry found no serious public relations problems for the system, and the principal minor problems identified are currently being addressed. Accordingly, this will be a brief final report, though I will be happy to expand upon it if so desired.

The first part of the work done consisted of a detailed assessment. This involved reviewing library materials (particularly the web site), visiting each branch of the library, and conducting a detailed telephone survey of friends and library board members to get a sense of what they are hearing about the library — both good and bad.

Results of the survey (attached) along with polling information collected by Gene Bregman and Associates for past and current ballot measures, provided a clear and consistent picture of how the public views the library — very favorably in most cases. That was further borne out by the 75 percent approval of the sales-tax extension in a down economy. Based on decades of experience in the news and public relations business, I would say this is an uncommon (though certainly happy) occurrence. It is probably largely due to the fact that the library system delivered on the promises made before the 1996 sales-tax election and has acted to resolve problems (e.g. excessive worker-compensation claims several years ago) as they arose so that they did not become festering public-perception issues.

Two issues did turn up in specific areas of the county: the inability to get a new branch library built in Felton and the shortage of parking at the Aptos branch. The library board has made a commitment to resolve the Aptos parking issue, and administration has been addressing the more complicated Felton branch issue and working to let friends and community members know this is happening. Unless something goes sideways, it can be said that reasonable progress is being made on both fronts.

That left one other issue, on which I have been working the past few months. Both the Bregman polling results and my survey of friends and board members turned up a common thread in public perception, which was a lack of general public knowledge of what the library does, and, in some cases, what its mission is. Early on in my evaluation process, it became clear to me that the library web site was designed to help people find things, but had been seriously under-utilized as a tool for promoting and informing the public about library programs and for talking about the library's mission and place in the community. Given the increasing dominance of the internet as an information medium, and given that the library was doing a major reworking of its web site, this provided a true opportunity. Therefore, the major focus of the second part of my work under the contract has been on working with Ann Young on developing this aspect of the web site and in providing content for it. The attached articles on outreach at Project HOPE, the Aptos branch chess club, and the use of reading kits in Scotts Valley are examples of the sort of mini-features that will be livening up the web site, and illustrating what the library does and why it matters. They should serve as templates for ongoing future web site content.

Given all this, my two recommendations for the future are modest and based on the idea of maintaining and building on the public goodwill you already have. They are

1. *Establish a system that will ensure that the web site continues to address the library's public relations concerns.* This means putting an appropriate person in charge of this responsibility with a reporting process providing accountability that it is being carried out, and also budgeting either staff or freelance time to ensure that new content is constantly being generated and added, and outdated content is being weeded out.
2. *Put into place an annual outreach program, in which the library offers speakers to service clubs and community groups.* This will build goodwill, enable you to provide the public with good information, help you determine what you need to do a better job of talking about, and, with any luck at all, enable you to hear about and act on problems and concerns before they get out of hand. As with the above, it means having someone responsible for doing this and having a reporting process to make sure it happens.

As mentioned earlier, I would be happy to answer questions or elaborate further if so requested. Thank you for calling on me to take on this investigation.

Sincerely,



Mike Wallace

AUG 25 2008

Mike Wallace News Consulting

720-D Capitola Avenue, Capitola, California 95010
www.wallacepr.com

August 25, 2008

Ms. Anne M. Turner, Director
Santa Cruz City-County Library System

Dear Anne:

Per your request, this letter is submitted as an addendum to the final report on my public relations contract, dated July 15, 2008. It is in response to your request for an estimate for continuing to write, on a regular basis, the sorts of human-interest features I did for the library web site under the contract.

The typical time involved in doing one of these features is about three hours. This includes setting up the interview, doing minimal background research, drive time to the interview one-way, the interview itself, writing the article, making revisions, reviewing photos, and writing captions and headlines. That would come to \$270 at my hourly rate, plus mileage at the federal rate. Under the current rate, that would be less than \$20 if I go anywhere other than Boulder Creek. Some of these came in a bit under, but probably \$250-300 per article is a good range for estimating purposes. That figure is based on the assumption that library staff or a photographer would take the photos and send one or two to me for captions. If I need to take pictures myself, I can do that, but it will add in the neighborhood of \$50-75 to the bill for the time needed to do that and sort through them all later.

Over the course of a year, there would probably be one or two articles that will take significantly longer owing to a variety of factors, including but not limited to: longer travel time; longer time needed to arrange an interview; more extensive material review needed before interview; overly long interview owing to garrulous subject; and extensive revisions demanded by subject and/or library staff. In a "perfect storm" situation where all the above applied, a job could take as much as six hours to do, coming in at around \$550. I stress, however, that this should be an occasional anomaly.

I hope this provides the information you need; if not, please let me know and I'll be happy to amend it. Copies of three articles done for the web site are attached for reference purposes.

Sincerely,



Mike Wallace

SURVEY OF LIBRARY FRIENDS AND BOARD MEMBERS

October 2007

For the purpose of this survey, I attempted to interview all members of the Friends of the Libraries Board and all members of the Joint Powers Board, all but one of whom (Kathy Hatfield, on an extended trip to Washington and Canada) were eventually contacted. A complete list of those interviewed is included at the end of this report.

All interviews were conducted by phone and operated from a basic script, but I used my discretion to ask follow-up questions as seemed appropriate. Before completing the interviews, I made sure all subjects had my phone number and were told to call me later if they thought of something relating to public impressions of the library that we hadn't covered in the interview.

The scripted questions were as follows:

1. Over the last two years, have the comments you've heard about the libraries been generally more positive, less positive or about the same?
2. Based on what you hear from people and what you see when you visit the libraries, what services do you think people use and/or particularly value?
3. What criticisms or complaints do you hear about the library and its services?
4. Are you hearing of any issues of local concern relating to the branch or branches in your area, or to the Central Library?
5. The library from time to time gets caught up in controversy around larger political issues, such as compliance with the Patriot Act, Internet filtering for children and the like. How much do you hear people talking about such issues, and when they do, what is your sense of the general feeling?
6. Are there any issues relating to the way the libraries are perceived in the community that weren't covered by any of these questions?

A brief summary of responses would be as follows:

Question 1: Nearly everybody said that what they're hearing about the library is overwhelmingly positive, and either has been so for some time or has been getting better. The exceptions were a couple of the people from the Felton/San Lorenzo Valley area and their reason for being less than completely positive had to do with the complaints about the Felton branch and the non-delivery of a new library facility. That was offset to some degree by extraordinarily positive response from Live Oak and Midcounty owing to the new Live Oak branch.

Question 2: A wide range of responses to this one, which was more or less in keeping with the poll results. Things mentioned most commonly were story hours, ability to order books online, the basic availability of books, place for kids to do homework, place to use computers, place to get tax information forms, books on tape, good juvenile book selection, community center, reference librarians. One running refrain in the commentaries was that probably a third to half the respondents said people don't realize the full range of services offered at the library and that we can do a better job of educating the public on that.

Question 3: This question generated no recurring responses relating to overall operations from the customer perspective. The negative comments repeated either anticipated question 4 by talking about concerns at specific branches (usually Felton) or by bringing up complaints about the library administration in general. The administration complaints generally related to either the worker comp issue stemming from the surge in claims a few years ago; to the administration renting office space on Pacific Avenue; to the complaints about staff morale based on employee complaints. Everyone who raised the staff morale question thought it reflected a few vocal but disgruntled employees who didn't have much of a case. The other two issues were brought up by several respondents (some of whom raised one issue, some the other, and some both), all of whom said they'd heard enough about it to feel it was something that should be addressed by getting the library's side of the story out better.

Question 4: The four most common responses were Felton, Felton, Felton and Aptos parking lot. A few people mentioned that at one branch or another they occasionally hear a desire for longer hours or more space/product, but nothing like a steady drumbeat. Shortage of parking at Aptos came up from everybody in that area and from several from elsewhere in the county.

Question 5: Nearly everybody said that to the extent that they hear about these issues the response has been positive and supportive. The only dissenting voices in that regard were from Jan Beautz and Randy Johnson, who represent slightly more conservative areas, and even they said that there were very few complaints.

I also asked the elected officials how much of their time is taken up dealing with public concerns about the library, and they all said very little, which they take as an indication that things are generally going smoothly and there's a general level of public satisfaction with the libraries as a whole. Mike Rotkin made the point that when he was first elected to the City Council in 1979, the libraries took up about 20 percent of his time because of budget problems/reduced hours/closures, but that since the 1996 tax measure passed, he hardly hears a peep.

Finally there were two political opinions worth passing on. Mark Stone said that in his opinion there are some people in Felton who are angry enough about not getting a new library that they would vote/campaign against a library tax measure, even though its failure could mean losing what they do have. Randy Johnson said that even though people are generally satisfied with a public agency, they'll vote against a tax measure if

they feel the agency isn't 100 percent on top of its money management, and that this could be a problem for the libraries because of the Pacific Avenue offices and Worker Comp.

PERSONS INTERVIEWED FOR THIS REPORT

JOINT POWERS BOARD MEMBERS

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

FRIENDS OF THE LIBRARY

Margaret Benedict
Robert Bickal
Bernard Bricmont
Diana Cooper
Jack Farr
Richard Gaughan
Glenda Hastings
Patricia Huntsinger
JoAnn Mattingly
Jann McCord
Teall Messer
Jere Newton
Mary K. Simpson
Lorraine Sintetos
Sharon Skold

