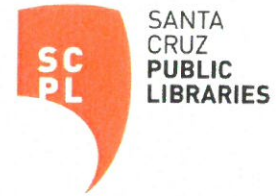


Chair Martin Bernal  
Vice Chair Jenny Haruyama  
Board Member Carlos Palacios  
Board Member Jamie Goldstein



**SANTA CRUZ CITY/COUNTY LIBRARIES  
JOINT POWERS AUTHORITY BOARD  
REGULAR MEETING**

**[IMMEDIATELY FOLLOWING THE SANTA CRUZ LIBRARIES  
FACILITIES FINANCING AUTHORITY (LFFA)]**

**JANUARY 18, 2018**

**9:00 A.M.**

**DOWNTOWN BRANCH LIBRARY  
224 CHURCH STREET, SANTA CRUZ, CA 95060**

**CLOSED SESSION –  
IMMEDIATELY FOLLOWING THE REGULAR MEETING**

*An announcement regarding the items to be discussed in Closed Session will be made prior to the Closed Session. Members of the public may, at this time, address the Board on closed session items only. There will be a report of any final decisions during the next Open Session Meeting.*

Public Employee Performance Evaluation  
[Cal. Govt. Code §54957 (b)]  
Joint Powers Authority Board's Performance Evaluation of the Library Director

**1. CALL TO ORDER / ROLL CALL**

Board Members Jamie Goldstein, Jenny Haruyama, Carlos Palacios, and Chair Martin Bernal

**2. PRESENTATIONS**

**3. ADDITIONAL MATERIALS**

*Additional information submitted after distribution of the agenda packet.*

**4. ADDITIONS AND DELETIONS TO AGENDA**

**5. ORAL COMMUNICATION**

*Any member of the audience may address the Board on any matter either on or off the agenda that is within the Board's jurisdiction. Note, however, that the Board is not able to undertake extended discussion or act on non-agendized items. Such items can be referred to staff for appropriate action which may include placement on a future agenda. If you intend to address a subject that is on the Agenda, please hold your comments regarding that item until it is before the Board so that we may properly address all comments on that subject at the same time. In general 3 minutes will be permitted per speaker during Oral Communication; A MAXIMUM of 30 MINUTES is set aside for Oral Communications at this time.*

**6. REPORT BY LIBRARY DIRECTOR**

A. Library Director's Report – January 2018 (PG.5-6)

**7. REPORT BY FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES**

A. Friends of SCPL – Report January 2018

**8. REPORT BY LIBRARY ADVISORY COMMISSION (LAC)**

A. Commissioners' Report – January 2018

**9. COMMENTS BY BOARD MEMBERS**

**10. CONSENT CALENDAR**

*All items listed in the "Consent Calendar" will be enacted by one motion in the form listed below. There will be no separate discussion on these items prior to the time the Board votes on the action unless members of the public or the Board request specific items to be discussed for separate review. Items pulled for separate discussion will be considered following General Business.*

- A. Receive Minutes of December 7, 2017  
RECOMMENDED ACTION: Approve Minutes. (PG.7-9)
- B. Articles about Santa Cruz Public Libraries.  
RECOMMENDED ACTION: Receive Articles. (PG.10-29)
- C. Accept Sole Source Vendor Purchasing Approval  
RECOMMENDED ACTION: Accept Sole Source Vendor Purchasing Approval (PG.30-31)
- D. Receive and Approve FSCPL Grant Monies  
RECOMMENDED ACTION: Receive and Approve FSCPL Grant Monies (PG.32-33)

- E. Approve Library Volunteer Policy  
RECOMMENDED ACTION: Approve Library Volunteer Policy (PG.34-35)
- F. Accept Annual Board Meeting Schedule 2018  
RECOMMENDED ACTION: Accept Annual Board Meeting Schedule 2018 (PG.36-37)

**11. GENERAL BUSINESS**

*Other Business items are intended to provide an opportunity for public discussion of each item listed. The following procedure is followed for each Business item: 1) Staff explanation; 2) Board questions; 3) Public comment; 4) Board deliberation; 5) Decision.*

- A. Annual Election of Board Chair and Board Vice-Chair  
RECOMMENDED ACTION: Elect Board Chair and Vice-Chair (PG.38-39)
- B. Approve Mid-Year Personnel Changes  
RECOMMENDED ACTION: Approve Mid-Year Personnel Changes (PG.40-42)
- C. Approve Friends of SCPL Proposal  
RECOMMENDED ACTION: Approve Friends of SCPL Proposal (PG.43-48)

**12. SCHEDULED UPCOMING MEETINGS**

<b>March 1, 2018</b>	<b>Aptos Branch Library</b>	<b>Upcoming Agenda Items:</b>
<b>6:00 PM</b>	<b>7695 Soquel Drive</b>	2 <sup>nd</sup> Quarterly Updates FY 17-18
	<b>Aptos, CA 95003</b>	2018-19 Budget Process
		Technology, Acceptable Use Policy

**13. Adjournment to Closed Session:**

*An announcement regarding the items to be discussed in Closed Session will be made prior to the Closed Session. Members of the public may, at this time, address the Board on closed session items only. There will be a report of any final decisions during the next Open Session Meeting.*

Public Employee Performance Evaluation  
[Cal. Govt. Code §54957 (b)]  
Joint Powers Authority Board's Performance Evaluation of the Library Director

LJPA  
January 18, 2018

Adjourned to a Closed Session of the Library Joint Powers Authority Board immediately following the public meeting and then to the next regular meeting of the LJPA to be held on Thursday, March 1, 2018 at 6:00 p.m. [immediately following the LFFA meeting] at the Aptos Branch Meeting Room located at 7695 Soquel Drive, Aptos, CA 95003.

The Santa Cruz City-County Library System does not discriminate against persons with disabilities. Out of consideration for people with chemical sensitivities, we ask that you attend fragrance free. Upon request, the agenda can be provided in a format to accommodate special needs. Additionally, if you wish to attend this public meeting and will require assistance such as an interpreter for American Sign Language, Spanish, or other special equipment please call the Library Administration Office at (831)427-7706 at least five days in advance so that we can arrange for such special assistance, or email [library\\_admin@santacruzpl.org](mailto:library_admin@santacruzpl.org).

# January 2018

## Library Director's Report

### Happy New Year!

#### Important Dates

All libraries will be closed on January 15 for the Martin Luther King holiday and February 19 for Presidents Day.

#### Library Operations

A staff committee has been developed to review the Library Innovation Grant proposals. Twenty-six proposals were received requesting over \$100,000. Sixteen grants have been selected to move forward distributing \$50,000. Selected grantees will be notified in the next two weeks. Grants were prioritized by their ability to advance strategic goals of the Library. An evaluation of the program will be submitted as part of the budget process.

The City of Santa Cruz will launch their FY 2018-19 budget process on January 25. More information will be available at the March Library JPB meeting.

The Library has begun a process to rewrite its five primary job descriptions.

Shelley Bodamer, Division Manager for Collection Management Services (CMS) has announced her retirement as of March 9, 2018. Shelley has worked in libraries over thirty years and has been a strong leader in the SCPL libraries over the last five.

SCPL has partnered with the Monterey Bay Aquarium to offer a Shelf to Shore program. The program offers low income families the ability to check out free passes to the Aquarium with their Santa Cruz Public Libraries card.

SCPL received a grant providing a HTC Vive virtual reality system. Programming began in December and is proving to be widely popular.

We had a pipe break on January 1 at the Downtown Branch. The Library was closed for a half-day for repairs.

Congrats to the Library Information Technology department who did a wonderful job this year on the SCPL submission to the Citywide Gingerbread Challenge. This year's theme was "Sustainable Gingerbread Housing." The Library won the People's Choice Award!

## **Library Building Projects**

The Capitola and Felton library project staff have begun developing construction documents. Interior choices are being finalized. Capital campaigns are underway.

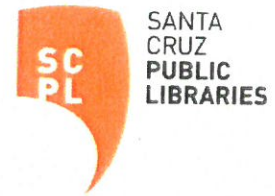
The RFP for an architect for the Live Oak Library Annex to be located in the Simpkins Swim Center complex has been issued. Several interested architectural firms did tours of the site on January 3.

On December 13, The Santa Cruz Downtown Branch Library Advisory Committee voted to recommend co-locating the branch on a multiuse site. A written report should be finalized on January 25. The City Council will likely review the proposal in late March or early April.

An assessment of the La Selva Beach library has been drafted.

Cost escalations in construction for the Bay area continue to have a major impact on all projects.

Chair Martin Bernal  
Vice Chair Jenny Haruyama  
Board Member Carlos Palacios  
Board Member Jamie Goldstein



**SANTA CRUZ CITY/COUNTY LIBRARIES  
JOINT POWERS AUTHORITY BOARD  
(LJPA)**

**REGULAR MEETING MINUTES**

**THURSDAY, DECEMBER 7, 2017  
9:00 A.M.**

**1. ROLL CALL**

**PRESENT:** Martin Bernal (Chair), Jamie Goldstein (Board Member), Jenny Haruyama (Vice Chair), Nicole Coburn (Alternate Board Member)

**STAFF:** Library Director Susan Nemitz

**2. PRESENTATIONS**

None

**3. ADDITIONAL MATERIALS**

None

**4. ADDITIONS AND DELETIONS TO AGENDA**

The Agenda of December 7, 2017 was approved by consensus.

**5. ORAL COMMUNICATIONS**

Judi Grunstra commented on the Live Oak Annex.

**6. REPORT BY LIBRARY DIRECTOR**

None

**7. FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES REPORT**

Vivian Rogers, Executive Director, reported on the activities and accomplishments of the Friends of the Santa Cruz Public Libraries.

**8. REPORT BY LIBRARY ADVISORY COMMISSION (LAC)**

Cindy Jackson reported on the LAC.

**9. COMMENTS BY BOARD MEMBERS**

Jamie Goldstein reported on the upcoming ground breaking in Spring of the new Capitola Library. Collections and staff will be moved to Live Oak and Aptos. There still is \$ 1 Mil deficit. Nicole Coburn mentioned a Town Hall meeting where interior design plans were discussed. Feedback received was very helpful.

Martin Bernal reported on the Branciforte and Garfield Park plans. The Downtown Library Advisory Commission will meet again on January 13.

**10. CONSENT CALENDAR**

- A. Receive Minutes of November 2, 2017  
ACTION: Approved Minutes of November 2, 2017
- B. Articles about Santa Cruz Public Libraries.  
ACTION: Received Articles.

**RESULT:           APPROVED CONSENT CALENDAR, ITEMS 10.A and 10.B.**

**A. Approved Minutes of November 2, 2017**

**B. Received Articles about Santa Cruz Public Libraries**

**[UNANIMOUS]**

**MOVER:**           Jenny Haruyama (Vice Chair)

**SECONDER:**       Nicole Coburn (Alternate Board Member)

**AYES:**            Bernal, Haruyama, Goldstein, Coburn

**11. GENERAL BUSINESS**

- A. Use of SCPL Fund Balance  
ACTION: Continued Discussion on Use of SCPL Fund Balance and Friends Fundraising Proposal presentation by Vivian Roger and Aaron Brandt. No decisions were arrived at.
- B. Library Internet and Wireless Access Policy  
ACTION: Approved Library Internet and Wireless Access Policy.



<b>RESULT:</b>	<b>APPROVED LIBRARY INTERNET AND WIRELESS ACCESS POLICY #317 [UNANIMOUS]</b>
<b>MOVER:</b>	Jamie Goldstein (Board Member)
<b>SECONDER:</b>	Jenny Haruyama (Vice Chair)
<b>AYES:</b>	Bernal, Haruyama, Goldstein, Coburn

- C. Library Volunteer Policy  
ACTION: Reviewed Draft Library Volunteer Policy
- D. Determine Annual Meeting Schedule  
ACTION: Determined Annual Meeting Schedule

<b>RESULT:</b>	<b>DETERMINED ANNUAL MEETING SCHEDULE 2018 FOR JANUARY, MARCH, MAY, JUNE, AUGUST, OCTOBER AND DECEMBER WITH 2 NIGHT MEETINGS DIVIDED BETWEEN DOWNTOWN, APTOS, BOULDER CREEK AND SCOTTS VALLEY.</b>
<b>MOVER:</b>	Nicole Coburn (Alternate Board Member)
<b>SECONDER:</b>	Jenny Haruyama (Vice Chair)
<b>AYES:</b>	Bernal, Haruyama, Goldstein, Coburn

**12. CLOSED SESSION POSTPONEMENT**

Performance Evaluation of the Library Director was postponed to the next LJPA Board meeting on January 18, 2018 immediately following the regular meeting.

**13. ADJOURNMENT**

Final Adjournment of the Library Joint Powers Authority Board (LJPA) at 10:10 a.m. to the next Regular Meeting Thursday, January 18, 2018 at 9:00 a.m. [immediately following the Libraries Facilities Financing Authority (LFFA) meeting] at the Downtown Library, Upstairs Meeting Room located at 224 Church Street, Santa Cruz, CA 95060.

ATTEST: \_\_\_\_\_  
Helga Smith, Clerk of the Board

All documents referred to in these minutes are available in the Santa Cruz Public Libraries – Library Headquarters Office, 117 Union Street, Santa Cruz, CA 95060.



SANTA CRUZ  
PUBLIC LIBRARIES  
CONNECT | INSPIRE | INFORM

## In the News and Media:

November 30 – December 30

### Santa Cruz Sentinel

Santa Cruz's downtown farmers market may soon relocate



Blue Heron Farm's booth at the farmers market in downtown Santa Cruz is a busy stop for shoppers on Wednesday. (Shmuel Thaler -- Santa Cruz Sentinel)

By [Jessica A. York](#), Santa Cruz Sentinel POSTED: 11/29/17, 7:32 PM PST | UPDATED: 4 HRS AGO [7](#)  
[COMMENTS](#)



The farmers market in downtown Santa Cruz fills two parking lots along Cedar Street between Lincoln and Cathcart streets. (Shmuel Thaler -- Santa Cruz Sentinel)

SANTA CRUZ >> The Downtown Farmers Market may soon relocate, gaining a public bathroom and pavilion plus reassurances of long-term stability.

Relocation of the market's weekly Wednesday event from two conjoined city parking lots between Pacific Avenue and Cedar Street was prompted last year during consideration of a new combined parking garage-library project for the site. The concept raised alarm bells for some community members, and a downtown library advisory committee was formed to review all library project concepts.

The conversation with Farmers Market organizers, however, has continued independently of the parking garage talks, City Manager Martín Bernal said.

"When we started those discussions, we learned, or at least I learned, the Farmers Market had had an interest for a long time in putting together a permanent market," Bernal said. "I think they've known for some time that at one point or another, there's going to be development there, whether it's a library mixed-use project or some other project into the future."

On Tuesday, Bernal updated the Santa Cruz City Council on developing design plans for the move, proposed for city-owned lots at Front and Cathcart streets, behind Kianti's Pizza and & Pasta Bar, Assembly and Pizza My Heart. Though the Farmers Market board of directors have not signed off on their favored design concept for the site, the San Lorenzo River-adjacent property could include a public plaza area with pavilion roof-top solar panels, Bernal said. Separately, the once-a-month Antique Faire would likely be able to continue in its same general location if the city moved forward with a parking garage project, he said. Currently the event shuts down a block of

Lincoln Street and spreads partially into the same lot used by the farmers market. An adjacent lot on the other side of Lincoln Street could be used instead, Bernal said.

The permanent home for the Farmers Market remains two or three years in the future, Bernal said, and could cost the city approximately \$5 million to \$6 million for the new infrastructure.

Meanwhile, the Downtown Library Advisory Committee will host a community meeting from 1-3 p.m. Sunday in the upstairs meeting room at the Downtown Public Library to draw public input on four construction options, including partial renovation of the existing 224 Church St. site, full renovation of the existing space, new construction on the current site or a new shared space with a parking garage, commercial use and/or housing.

#### IF YOU GO

What: Downtown Library Advisory Committee meeting.

When: 1-3 p.m., Sunday.

Where: Upstairs meeting room, 224 Church St.

At issue: Public input on four proposed downtown library development concepts.

## Workshop about future of downtown library elicits public concerns

By [Calvin Men](#), *Santa Cruz Sentinel* POSTED: 12/03/17, 8:25 PM PST | UPDATED: 2 WEEKS AGO

SANTA CRUZ >> Discontent and concern filled the meeting room of the downtown Santa Cruz Public Library on Sunday afternoon during a workshop about options for the branch's future.

With more than 100 people crammed into the room, many stood leaning against the wall during the presentation while others sat on the floor. In June 2016, voters passed Measure S, a bond that gave the city of Santa Cruz about \$25 million in funding for the library branch.

Since June, the advisory committee has met publicly to discuss recommendations about what to do with the funds. Early concepts for the design were met with challenges from at least two grassroots groups.

That tone was apparent on Sunday afternoon. After the options were read to the crowd, the room broke out into small groups to discuss the merits of each plan, write down their concerns and voice them out loud.

Brett Garrett, a 54-year-old Santa Cruz resident, came because of his concern for the environment and future of transportation. Garrett said he does not like the idea of the parking garage, let alone the idea of combining the garage with the library.

“I feel like in some senses, the powers that be want to build a parking garage and I feel like it’s going to be a continual struggle,” he said. “I’m advocating better transportation, meaning no parking garage. But also making sure that people can get around without a parking garage.”

While much of the discussion focused on the future of the library, many who spoke touched on other areas. The debate of whether to integrate the library into a parking structure spilled into Sunday’s discussion. People expressed concern and skepticism about the idea, saying that the roughly \$25 million expected from the bond measure should be more than adequate for the project.

Sally Wittman, an author in Santa Cruz, said the discussion and the committee did not address concerns she thought were important to the room.

“They said a vast majority of the people answering this online survey about the future of the library were seniors. But they underestimated the feistiness and the strong interest of the seniors in this community,” she said. “So the room was too small. They already divided it up into tables and focus groups. My experience with seniors is they want to get their opinions out there and they can’t stand or sit for very long. And so then they need to leave. So sitting around at a table for several hours is not a good option for a lot of people.”

Of the four proposals outlined by the committee — which were available by handouts to the crowd — three had a budget over the roughly \$25 million allotted, which stirred discontent in the room. Some criticized the committee for moving forward too quickly with plans for what to do with the downtown branch.

“There’s definitely a lot of trust issues and I feel that there’s plenty of things for the library to work on,” Nemitz said.

Regardless, Nemitz and committee members were thrilled that the turnout for the meeting.

“A lot of very active people in the community with a lot of strong opinions. I don’t think that the job of the advisory committee is going to be easy in making a recommendation,” she said.

The committee is expected to meet again at 6 p.m. Dec. 13 to discuss the options and possibly make a recommendation to the Santa Cruz City Council. From there, Nemitz said she expects the city council to debate and discuss the topic at length before making a final decision.

“Because there will be tons of discussion at the city council level because they’re going to have to approve the direction and the funding. So that will take a very long time,” she said.

Downtown Library advisory committee meeting

Where: Downtown Meeting Room, Santa Cruz Public Libraries Downtown Branch, 224 Church St.

When: 6 p.m. Dec. 13

Info: [santacruzpl.org/measure\\_s/about/](http://santacruzpl.org/measure_s/about/)

## Panel advises city council to pair new Santa Cruz library with parking garage



Coral Brune of Santa Cruz addresses Santa Cruz’s Downtown Library Advisory Committee with her concerns about the controversial option of combining a new downtown library with a multi-level parking garage on the site of the weekly Farmers Market. (Dan Coyro -- Santa Cruz Sentinel)

By [Jessica A. York](#), *Santa Cruz Sentinel* POSTED: 12/13/17, 10:00 PM PST | UPDATED: 4 DAYS AGO

SANTA CRUZ >> Santa Cruz should consider using [\\$23 million in library bonds](#) to build a new downtown branch and parking structure, a community panel has recommended.

The proposed library project moves the downtown facility five blocks south, to Cedar and Cathcart streets.

The 10-member Downtown Library Advisory Committee’s unanimous vote Wednesday night which will serve as a recommendation for the Santa Cruz City Council, came after six months of [at-times contentious talks](#), research and analysis.

Committee member Linda Craighead said that the committee could not address issues such as transportation, homelessness and safety. Rather, she said, the group's charge was to determine the library's future location.

"Within that \$23 million, what we all want is the very best that we can have for this community," Craighead said. "Yes, we are an older population; we are a younger population — my grandchildren are here in Santa Cruz. Wherever we are on that continuum, we're looking at now, but we're looking at the future and we have to be able to provide the best possible library that we can provide."

Fellow committee member Elise Granata echoed Craighead's sentiment, saying the city is building the "library for the future."

"It seems irresponsible to sink this money into a space that won't be viable in 30 years," Granata said.

Two community groups, the [Campaign for Sensible Transportation](#) and [Don't Bury the Library](#), actively organized against the combination of a new library and city parking garage. The transportation group [didn't want to encourage more vehicle traffic downtown](#) and the other wanted to keep the existing city plaza.

Susan Martinez was one of several dozen audience members. She aired concerns about library patrons' and employees' exposure to harmful vehicle emissions and said the library was being used as a "carrot to sell an unwanted garage."

Steve Blair, a member of the library committee, asked Santa Cruz City Manager Martín Bernal, a member of the library system's governance board and in attendance at Wednesday's meeting, if he believed a mixed-use parking facility would be built at Cathcart and Cedar streets, even if the library component were removed.

"The library doesn't subsidize at all the project, so parking is not necessarily contingent on the library being involved, whatsoever," Bernal said, adding that it would be [up the City Council to decide](#). "Actually, it's the other way around: It provides an opportunity to construct a state-of-the-art library in a much more cost-effective way. It really benefits the library more than it benefits the parking."

The four primary library options, ranked in order of the committee's preference, included:

- \$26.7 million: Library-garage proposal at Cathcart and Cedar streets.
- \$37.8 million: Full renovation on-site at 224 Church St.
- \$24.6 million: Partial renovation on-site.

- \$49.3 million: Full rebuild on-site.

Were the proposed library project to move forward, the Santa Cruz Public Libraries System has fewer than eight years to begin spending its bond dollars, library system Director Susan Nemitz said. Bernal estimated the City Council realistically could make a final project decision within the coming six months and begin construction by 2020.

More information on the proposed library project and taxpayer-supported library bond Measure S is available online at [santacruzpl.org/measure\\_s/about](http://santacruzpl.org/measure_s/about).

Editor's note: This article has been updated to correct an error.

## Newsmakers 2017: Santa Cruz's homelessness problem comes to a head in benchlands

By [Jessica A. York](#), Santa Cruz Sentinel POSTED: 12/27/17, 8:04 PM PST

*SCPL was mentioned in one paragraph of this article:*

The benchlands camp, due to be disbanded in mid-January and relocated to a city-owned gravel parking lot in the industrial Harvey West neighborhood on River Street, began as a symptom of at least two earlier major city encampment breakups during 2017. The first dispersal was from around [the grounds of the City Hall](#) and Downtown Library complexes in May, after years of protest-style encampments, and later from outside [the downtown post office](#) in October.



## 2017: The Year in Review

**All the Santa Cruz County news that confused, amused, inspired and terrified us this year**

BY [GT STAFF](#) POSTED ON DECEMBER 20, 2017

### **BECAUSE IT'S WAY MORE FUN TO ARGUE ABOUT PARKING THAN LIBRARIES**

In June, the city's advisory committee began public meetings to discuss the future of the downtown library, after local voters passed the \$25 million bond Measure S. A proposal for a [mixed-use parking garage slash library](#) on Cathcart and Cedar streets caused a stir, including

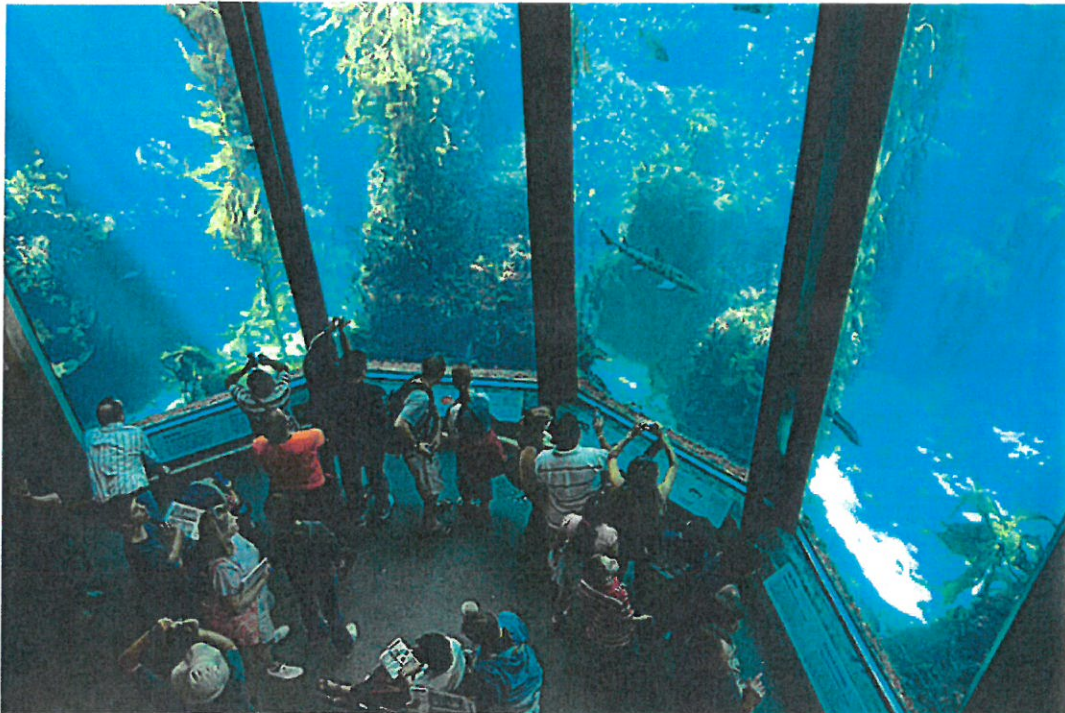


from a few local businesses who don't like the idea of living in the new shadow of a looming six-story building. If the plan goes through, several heritage Magnolia trees, which currently offer bird habitat and a shade canopy over the downtown Farmers Market, would have to be cut down. No word on whether they would be made into books that could then be checked out from the new library.

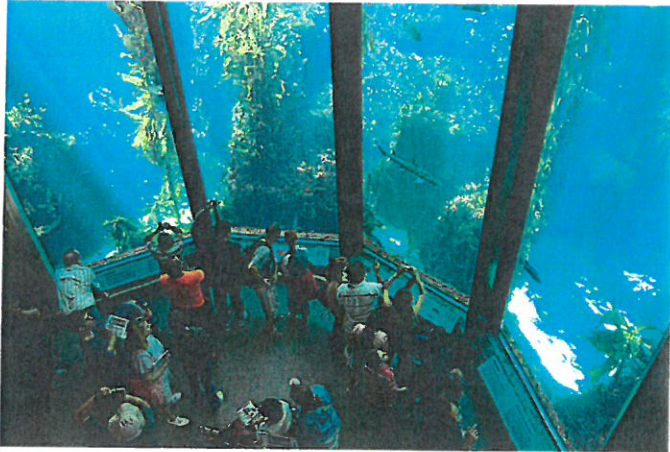


## Shelf to Shore Program

By [Michael Oppenheimer](#) on November 28, 2017



Santa Cruz Public Libraries and the Monterey Bay Aquarium Bring Free Aquarium Passes to Low Income Residents Through May 25, 2018



The Santa Cruz Public Library System (SCPL) and the Monterey Bay Aquarium Shelf to Shore Program provides low-income families a free pass to the aquarium during winter and spring.

To provide access to families who could not afford to go, adults 18 and over with a valid SCPL library card are eligible for 1 pass per year. Typically, families who qualify for Free School Lunch, WIC, SNAP, Meals on Wheels,

Medi-Cal, Healthy Families, Healthy Kids, or other similar services are eligible for a pass.

To request a Shelf to Shore Pass, visit the service desk at any SCPL branch library or the Bookmobile. For free admission to the aquarium, you must present the free ticket with your matching library card at the Aquarium's main entrance. Passes are valid up until May 25, 2018, except for holidays and the Community Open House Week.



## **Monterey Bay Aquarium**

conservation efforts.”

According to Library Director Susan Nemitz, “The library is a natural partner in connecting families to these learning experiences. We hope it inspires kids of all ages to get involved with science and

For those families not eligible for the program, visit during the annual Community Open House, which is the first full week of December for all residents, regardless of income, from the Tri-County region (Monterey, Santa Cruz, San Benito). There is also a new Locals Programs with special admission pricing for locals. For more information, please visit [www.montereybayaquarium.org/visit/hours-and-tickets/locals-only](http://www.montereybayaquarium.org/visit/hours-and-tickets/locals-only).

For those who want to visit the aquarium more frequently, Consider Membership in the aquarium. An aquarium membership gives unlimited access for 1 year to 2 adults and all children or grandchildren up to age 21. Individual and student memberships are also available.

# Operation Gratitude

Area Libraries to Send Letters to Deployed Troops, Veterans, New Recruits, and First Responders

**SANTA CRUZ** — The Santa Cruz Public Library System (SCPL) is partnering with Operation Gratitude to provide letters and drawings to deployed troops, veterans, new recruits, and first responders. Letters and drawings by people of all ages will be collected at all branch libraries

and at the Veterans Information Center at the Downtown Library from now until the New Year, and will be included in care packages sent to service members by Operation Gratitude.

Operation Gratitude sends 200,000+ Care Packages each year to our service members. Of all the items included in these packages, the most cherished are the personal letters of appreciation. Every Operation Gratitude Care Package



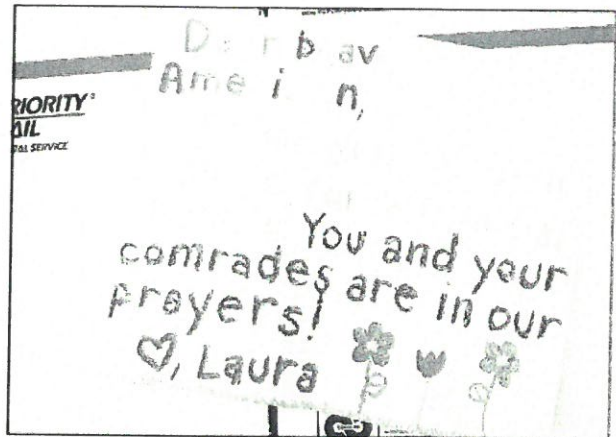
includes a bundle of these letters and drawings. Care packages raise the spirits of our service members and include a variety of items, from toiletries and treats to handmade art and stuffed animals.

## SANTA CRUZ PUBLIC LIBRARIES

Susan Nemits, Director of Libraries says, "As we've served more and

more veterans at our Veterans Information Center, we have learned how important it is to create personal connections... We need to let veterans and active duty members know they are valued and we're here for them." Writing a letter is a meaningful way for Americans to show support for all who serve. It only takes five minutes of your day, but will bring lasting joy to the recipients.

All branches of the Santa Cruz Public Libraries will have pens, pencils, art supplies, paper, and inspiration available for letter writing and drawings. Children are especially encouraged to participate. Library staff will gather letters beginning



now and continuing through January 1. After the New Year, we will send all our letters and art to Operation Gratitude. ■

For more information about Operation Gratitude, visit: [www.operationgratitude.com](http://www.operationgratitude.com).

## Santa Cruz Sentinel Coastlines

**Holiday parade steps off at 10 a.m. Dec. 2 in Santa Cruz**

POSTED: 11/30/17, 3:54 PM PST | UPDATED: 2 WEEKS, 4 DAYS AGO [0 COMMENTS](#)

SANTA CRUZ

### DOWNTOWN HOLIDAY PARADE IS SATURDAY

The downtown parade will kick off the holidays 10 a.m. to 12:30 p.m. Saturday on Pacific Avenue. There will be bands, dancers, classic cars, synchronized librarians, perhaps even a "root beer float."

Of course, Santa Claus will be on hand.

The parade will march rain or shine.

Afterward, two crafts fairs will open at the Boys & Girls Club and The Vets Hall, with a holiday book sale at the downtown library.

Parking in any downtown garage will cost \$5 for the whole day.

### **Input sought Dec. 3 on downtown Santa Cruz library options**

POSTED: 12/02/17, 9:00 AM PST | [0 COMMENTS](#)

#### **SANTA CRUZ**

#### **INPUT SOUGHT ON DOWNTOWN LIBRARY OPTIONS**

The Downtown Library Advisory Committee, which formed to assist the Santa Cruz Public Library and the city, invites the community to explore four options for building a new downtown library 1-3 p.m. Sunday at 224 Church St.

This is one of the projects to be funded by the voter-approved Measure S. Visit [santacruzpl.org/measure\\_s](http://santacruzpl.org/measure_s).

Since June, the committee has studied new public libraries, reviewed staff input and current use; gathered input with an online survey, approved program priorities for the downtown branch, and obtained a cost analysis.

The committee expects to make a recommendation to the Library Joint Powers Board in January.

### **Caterpillar puppets play library shows Dec. 16 in Santa Cruz, Scotts Valley**

POSTED: 12/09/17, 11:00 AM PST | [0 COMMENTS](#)

#### **SANTA CRUZ**

#### **CATERPILLAR PUPPETS PLAY LIBRARY SHOWS**

Two family friendly puppet shows are scheduled for Dec. 16 at the Santa Cruz Downtown Library and the Scotts Valley branch.

The event features a busy elf, some monkey business, a shy artist mouse and a caterpillar who identifies as a butterfly, according to a library website.

The show at the downtown library is scheduled for 1 p.m. The library's address is 24 Church St.

The show at the Scotts Valley branch is scheduled for 3 p.m. The branch's address is 251 Kings Village Road, Scotts Valley.

### **Coast Line: Library friends plan Dec. 9 book sale**

POSTED: 12/05/17, 12:00 AM PST | [0 COMMENTS](#)

CAPITOLA

### **LIBRARY FRIENDS PLAN DEC. 9 BOOK SALE**

The Friends of the Capitola Branch Library will have a big book sale 10 a.m. to 3 p.m. Saturday at 2005 Wharf Road to aid holiday shoppers.

Hundreds of donated books of all genres (fiction, non-fiction, children's, and more) plus lots of CDs. The price is \$2 for hardbacks, paperbacks \$1.

Attendees will be able to view the current architectural designs and pictures for the new library to be built on the current site.

## **Santa Cruz Sentinel** *Letters to the Editor*

### **Building a new library was not presented to voters**

POSTED: 12/16/17, 6:29 PM PST |

The Dec. 3 “public input” meeting concerning the library bond measure was well-attended, and the undeniable consensus was against the incredulous idea to place a new library inside a new parking garage two blocks from our existing library. Measure S bond issue was premised on the need for deferred maintenance on all the library branches (“modernize, upgrade, and repair local libraries”). The concept of abandoning the main library (in our civic center, if you will) and building a new one, was not even presented to the voters before election, but six months after! Therefore, I feel that this recommendation by the DLAC is an unintended deception of public trust and will be a misappropriation of public funds.

Furthermore, if the plan is to re-appropriate the existing main branch building into office rental (no shortage of that) or low-income housing, or whatever, the plumbing, electrical and roof repairs still have to be done.

— *Mary McGranahan, Santa Cruz*

### **Letter: Proposed library on Cedar St. a terrible idea**

POSTED: 12/11/17, 3:12 PM PST | UPDATED: 6 DAYS AGO

When we passed Measure S last year, it was on the premise that our libraries were in urgent need of repairs. The process of spending those funds was mandated to be a public process. The

cheapest option (\$1.6 million over budget) of partially renovating the existing building does not address the urgent repairs that were the entire premise for the bond measure. The leaky roof, the outdated elevator, the HVAC that doesn't actually have AC? The library needs to go back to the drawing board. The proposed option for the parking garage/library at the Cedar Street lot is terrible and we should be allowed input before it gets put in place as the least bad option from a list of options that don't meet our needs.

— Veronica Garrett, Santa Cruz

## New chapter for Felton library designs



Posted: Friday, December 8, 2017 11:01 am

By David Leland | [1 comment](#)

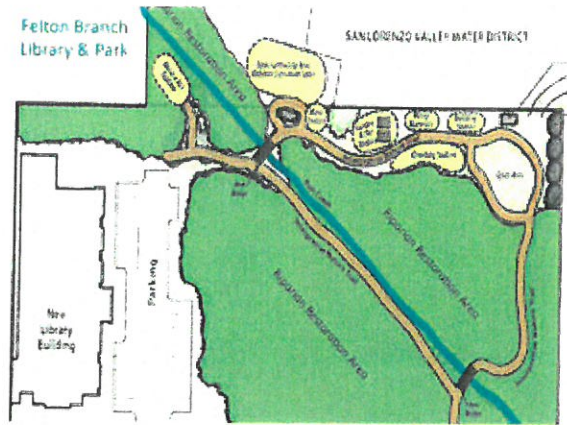
Though still about six months away from ground breaking, the new \$8.6 million Felton Library has entered into contract with a local artist to grace the walls with colorful hand-crafted butterflies.

The Santa Cruz County Board of Supervisors this week selected Lea de Wit, known for her both public and private venues, to create 170 wall-mounted and suspended butterfly sculptures. The county budget for the project is \$108,000.

“Pollination will (also) be one of the themes of the park,” said Jim Mosher, Felton Library Friends

The new library, a 9,300-square-foot modern facility, located across from the Post Office, will replace the current space, the 124-year-old former Presbyterian Church at Gushee Street and Empire Grade.





Money to construct the new library comes from Measure S, a \$67 million bond measure approved by Santa Cruz voters in 2016. Bond money will pay for furniture, fixtures, equipment, technology, design, and engineering.

The Felton Library Friends is also spearheading an effort to develop a 2-acre-parcel by Bull Creek into a nature exploratory area. Other organizations lending support include San Lorenzo Valley Water

District, Valley Women’s Club and Santa Cruz County Parks.

The open space parcel will encourage art, gardening and an innovative children’s’ play area.

Mosher said the area comes with a price tag of about \$600,000. His group has applied for a state grant that focuses on environmental education for \$395,000, which will be awarded sometime next June.

Fundraising activities kick into high gear next spring with a garden tour of Felton and Ben Lomond.

“We’ll get strong help from the community,” said Mosher, adding that 40 people attended a community meeting Dec. 4 at Felton Community Hall that examined plans for the library’s interior.

Detailed interior plans, created by Berkeley-based Noll & Tam, will be available this spring, according to Mosher.

One thing is sure, the interior of the library will in no way resemble libraries of the past with their floor-to-ceiling shelves of musty books.

Patrons of the library will enter a “wired” space, ideal for phone docking stations, and plugging in electronic devices.

“It’s going to be a huge asset to the community,” Mosher said.

The county planning department recently gave the green light for moving ahead with the construction documents, a precursor for putting out an requests for bids from contractors.

## Reviews

*Library branches are frequently reviewed and rated on sites like Yelp, Google+, and Facebook.*

### Google+ Reviews

La Selva Beach received a 4 Star review on November 30

this is such a cute little barn, er, I mean library. It's not swanky but you can work outside on the patio. WiFi is great out here and it's just a few hundred yards from the beach. Sunsets in #LaSelva are pretty from atop the cliffs that look out over Manressa State Beach.

Live Oak received a 3 Star review on December 14

The kids section is great, my son loves it because they have a train station to play with. In the adult side though the tables and chair smell like armpits.

Garfield Park received a 5 Star Rating with no review on December 11

### Yelp Reviews

Downtown received a 5 Star review on December 11

I am so thankful for the library system, here in Santa Cruz and everywhere lucky enough to have committed dedicated librarians.

## Email

## Social Media

**Twitter:** SCPL was mentioned a few times on Twitter this month.



**christina Horton**  @Ericfangrl · 31 Dec 2017

Just read the first issues of #BlueExorcist and #asilentvoice  
I recommend both series #manga thank you to the @SantaCruzPL for having  
manga for those of us who can't afford to buy it #gotoalibrary #Reading







**Corrina McFarlane** @planetweaver · Dec 16

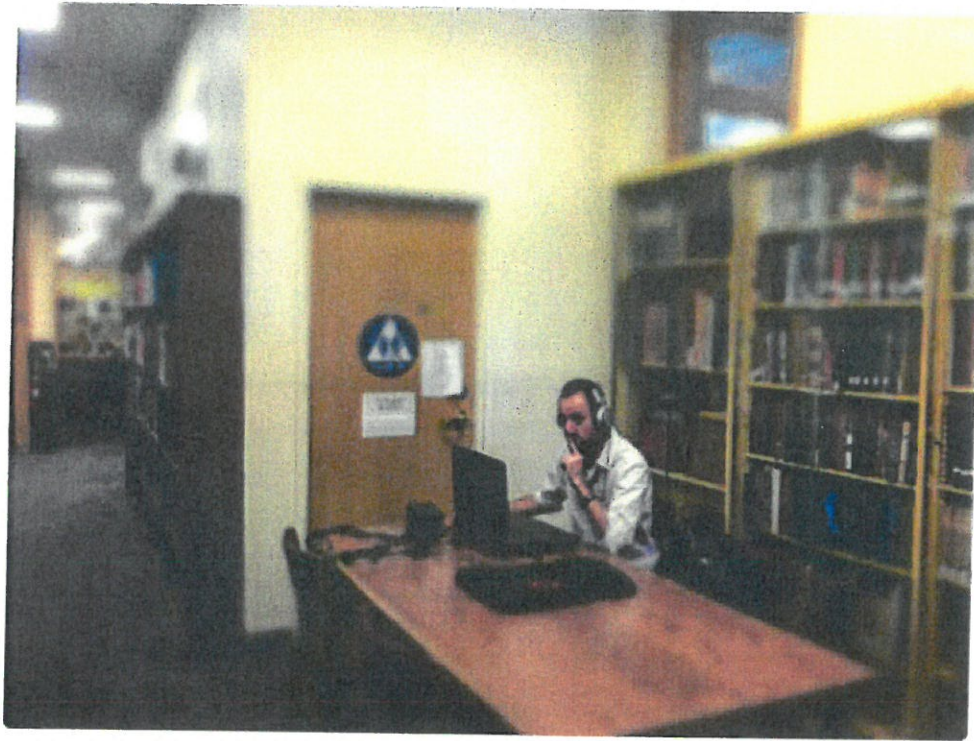
@santacruzpl holiday puppet show today was a delight. Thank You!





**Sonic Realms** @sonic\_realms · Dec 15

My hidden corner of the library where nobody ever thinks to go. @sonic\_realms wouldn't be possible without @SantaCruzPL #libraries #librariesofinstagram





**Santa Cruz Life** @santacruzlife · Dec 13

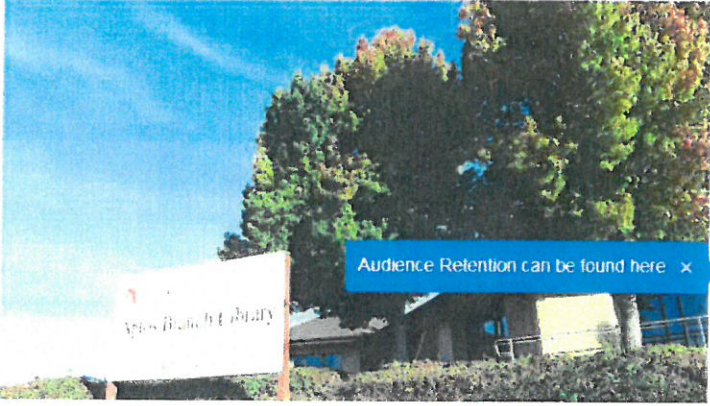
Enjoy the last weekend of fall with events for families, foodies, and everyone in between! Link in bio features include: @scbuttercupcakes @capitolavillage @gleaguewarriors @santacruzroundnet @santacruzpl @mutarichocolate @dreaminn\_santacruz @seymour\_mar... [ift.tt/2iZ42IS](https://ift.tt/2iZ42IS)



**Facebook:** Our SCPL 2017 video was popular on Facebook.

**Post Details**

Video    Post    Shares BETA    [See metrics for all videos](#)



**Santa Cruz Public Libraries: SCPL 2017**

2:14 · Uploaded on 10/26/2017 · [View Full Video](#)

**Performance for Your Post**

- 🕒 Minutes Viewed    **135**
- 👁️ Video Views    **297**
- 🕒 10-Second Views    **100**
- 🕒 Video Average Watch Time    **0:09**
- 👤 Audience and Engagement

This video is used in 1 other post    **Total views: 435**

**Instagram:** For some reason, the new “Open” sign at La Selva Beach was a big hit.



**santacruzpl**  
La Selva Beach, California

santacruzpl La Selva Beach Library has a new sign! We think it is beautiful. What do you think? #newsign #isawthesign #laselvabeach #beautifullibrary

luzl0ve Aww. I miss my work place 😊  
monicaweissich Haha great!!


94 likes

[View Profile](#)

[Add Comment](#)

Our Gingerbread House entry for the City of Santa Cruz Holiday Party was also well liked on Instagram.



 **santacruzpl**  
Santa Cruz, California

santacruzpl Congrats to our LIT department who did a wonderful job this year on our submission to the Citywide Gingerbread Challenge. This year's theme was "Sustainable Gingerbread Housing." We won the People's Choice Award!  
#gingerbreadhouse #sustainable #boomerang #cityofsantacruz #gingerbreadchallenge

irishrose46 And it smells really good, too! Congratulations to our Library IT Staff!  
springvillelibrary That's awesome!  
aslininasli\_ Amazing 🙌

innsbythesea Love it!

cathylmakes Not first place?!!! You was robbed!!!!

carmel\_plf Wow, now THAT is a



98 likes

DECEMBER 6, 2017

Add a comment...



Chair                 Martin Bernal  
Vice Chair         Jenny Haruyama  
Board Member     Carlos Palacios  
Board Member     Jamie Goldstein



SANTA CRUZ  
PUBLIC LIBRARIES

## STAFF REPORT

DATE:             January 11, 2018  
TO:                Library Joint Powers Authority Board  
FROM:             Kira Henifin, Management Analyst  
RE:                Sole Source Vendor Purchasing Approvals

### RECOMMENDATION

Approve sole source vendor list for purchases made which exceed \$100,000 annually.

### DISCUSSION

The City of Santa Cruz, Finance Department, has a policy that purchases made over \$100,000 need to be approved by the governing body. The limit is set at \$100,000 for one-time purchases and/or cumulative purchases throughout the fiscal year.

The following is a list of vendors who are considered a sole source vendor for the products they provide to the library system.

#### Baker and Taylor

Baker and Taylor provides high quality MARC catalog records which are superior to any other vendor.

#### Mid West Tapes

Midwest Tape provides content that is not available from other vendors due to exclusive rights with production studios and specific publishing houses. The fees associated with services provided by other vendors are lower at Midwest Tape for the same quality. Many other vendors use bibliographic records created by Midwest Tape due to the high quality of those records.

#### Recorded Books

Recorded Books holds exclusive rights with several authors and publishers to record printed material into an audio platform. Recorded Books is the largest independent publisher of unabridged audiobooks and provider of digital media to libraries. The library will also continue to purchase smaller amounts of audio material from other providers.

Gov Connection

GovConnection provides the Library with customized local government technology solutions. With GovConnection, we purchase technology solutions under the NASPO-WASC contract, ensuring the lowest possible prices. Purchasing with GovConnection also streamlines purchasing and reporting, in addition to cost-savings via government contracts.

Califa Group

The Library is a member of the Califa Group. The Califa Group is a nonprofit library membership consortium of more than 220 libraries and is the largest library network in California. Califa brokers and facilitates the procurement of library products, and manages master contracts and pricing agreements with publishers and vendors. Their mission is to provide cost effective delivery of services, program, and products through a membership network of California libraries.

Chair                 Martin Bernal  
Vice Chair         Jenny Haruyama  
Board Member     Susan Mauriello  
Board Member     Jamie Goldstein



## **STAFF REPORT**

DATE:             January 18, 2018  
TO:                Library Joint Powers Authority Board  
FROM:             Kira Henifin, Management Analyst  
RE:                Receive and Approve FSCPL Grant Monies

### **RECOMMENDATION**

To approve the FSCPL transfer in the amount of \$4,000 (see attached).

### **DISCUSSION**

FSCPL applied and was awarded a grant from Best Buy to help fund the Robo Sumo program at the library.

This grant award will help to enhance the Robo Sumo Program and we are very appreciate of their efforts.

Thank you to:

Friends of the Santa Cruz Libraries  
Best Buy



**City of Santa Cruz  
BUDGET ADJUSTMENT REQUEST**

<input type="radio"/> Council Approval .....	Resolution No. _____
<input type="radio"/> Successor Agency .....	Resolution No. _____
<input checked="" type="radio"/> <b>Administrative Approval</b>	

<input checked="" type="radio"/> <b>Current Fiscal Year</b>
<input type="radio"/> Prior Fiscal Year

TO: FINANCE DIRECTOR  
FROM: KIRA HENIFIN

DATE: 12/27/2017

<u>ACCOUNT</u>	<b>REVENUE</b> EDEN ACCOUNT TITLE	
951-36-00-0000-46309	FSCPL Donations	4,000
p360814-508-0-1094		
	TOTAL REVENUE	4,000

<u>ACCOUNT</u>	<b>EXPENDITURE</b> EDEN ACCOUNT TITLE	
951-36-51-3606-54990	Misc. Supplies	4,000
	TOTAL EXPENDITURE	4,000

NET: \$ \_\_\_\_\_ 0

Purpose:

REQUESTED BY	DEPARTMENT HEAD APPROVAL	ACCOUNTING APPROVAL	FINANCE DIRECTOR APPROVAL	CITY MANAGER APPROVAL
Kira Henifin <small>Digitally signed by Kira Henifin Date: 2017.12.27 11:31:18 -08'00'</small>  12/27/17				



## STAFF REPORT

DATE: January 18, 2018  
TO: Library Joint Powers Board  
FROM: Susan Nemitz, Library Director  
RE: Library Volunteer Policy

### RECOMMENDATION

Approve Volunteer Policy.

### DISCUSSION

This updated policy was reviewed at the December 7, 2017 meeting.

## Volunteer Policy

JPAB Policy #106

Adopted: 1980

Revised: 4/2013

Five-year Review Schedule: 1/2023

Santa Cruz Public Libraries (the Library) believes that volunteers play a vital role promoting the Library's mission, vision, and values. The Library volunteer program provides an opportunity for citizens to share their enthusiasm, talent, and dedication to the community.

The Library volunteer program is designed to expand and enhance library services by providing valuable support for library programs and activities. Volunteers support, but do not supplant, library staff.

Volunteer opportunities are open to community members who are at least 14 years of age, and who meet the qualifications and requirements relating to the specific volunteer role. Volunteers are provided with an orientation that describes the library's role in the community, its history, and mission. Once accepted, volunteers are trained for specific tasks, events, and/or programs, and work under the supervision of a designated staff member. Younger children may volunteer if accompanied by a parent/guardian volunteer.

Volunteers shall be recruited without regard to any individual's age, race, creed, color, national origin, religion, marital status, sexual orientation, gender, physical appearance, socioeconomic level, education level or any other legally protected characteristic.

Santa Cruz Public Libraries support expansive volunteer participation in library programs and services, and value citizen volunteers as central to its mission and vision. Volunteers deepen the Library-community connection by contributing skills and promoting public awareness of the Library and the services it offers.

### Related Documents:

Volunteer Handbook

Library Volunteer: Release of Liability, Assumption of Risk & Indemnity Agreement

SCPL Confidentiality Oath

Hourly Library Staff as Volunteers



## STAFF REPORT

DATE: January 18, 2018  
TO: Library Joint Powers Board  
FROM: Susan Nemitz, Library Director  
RE: Annual Meeting Schedule 2018

### RECOMMENDATION

Accept Annual Meeting Schedule 2018

### DISCUSSION

The Annual Meeting Schedule was approved at the December 7, 2017 meeting.

## 2018 Meeting Dates

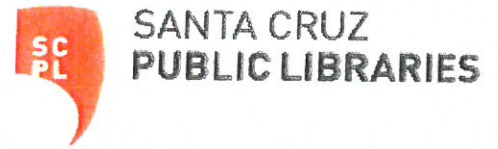
LFFA (Libraries Facilities Financing Authority)

Immediately followed by the LJPA (Library Joint Powers Authority) Board meetings:

**All are Thursdays**

<b>Meeting Date</b>	<b>Location</b>	<b>Time</b>
<u>January 18</u>	<u>Downtown</u>	<u>9:00 am</u>
<b><u>March 1</u></b>	<b><u>Aptos</u></b>	<b><u>6:00 PM</u></b>
<u>May 3</u>	<u>Downtown</u>	<u>9:00 am</u>
<b><u>June 7</u></b>	<b><u>Boulder Creek</u></b>	<b><u>9:00 am</u></b>
<u>August 2</u>	<u>Downtown</u>	<u>9:00 am</u>
<b><u>October 4</u></b>	<b><u>Scotts Valley</u></b>	<b><u>6:00 PM</u></b>
<u>December 6</u>	<u>Downtown</u>	<u>9:00 am</u>

Chair                 Martin Bernal  
Vice Chair         Jenny Haruyama  
Board Member     Carlos Palacios  
Board Member     Jamie Goldstein



## **STAFF REPORT**

DATE:             January 18, 2018  
TO:                LFFA Board of Directors  
FROM:             Susan Nemitz, Library Director  
RE:                Annual Election of Board Chair and Board Vice-Chair

### **RECOMMENDATION**

That by motion the Board elects the Calendar year 2018 Board Chair and Vice-Chair as the City of Scotts Valley and County of Santa Cruz respectively.

### **DISCUSSION**

Staff Report presented in 2016 by the former LFFA Interim Executive Director Marcus Pimentel is attached for reference.

Attachment:

Staff Report from January 14, 2016



STAFF REPORT

AGENDA: January 14, 2016  
DATE: January 5, 2016  
TO: Library Facilities Financing Authority (LFFA) Board of Directors  
FROM: Marcus Pimentel, Interim Executive Director  
SUBJECT: Item 6.a. –Annual election of Board Chair and Board Vice-Chair

**RECOMMENDATION**

That by motion the Board elects the Calendar year 2016 Board Chair and Vice-Chair as the City of Capitola and City of Santa Cruz respectively.

**BACKGROUND**

The LFFA agreement requires that at the first meeting of January the Board shall elect a Chair and a Vice-Chair. The Chair is the presiding officer and shall sign all contracts of the LFFA unless otherwise provided by a Board resolution.

**DISCUSSION**

At the LFFA's first meeting in January 2015, the Board established a rotation schedule that would set for 2016 the City of Capitola as the Chair and the City of Santa Cruz as the Vice-Chair. The rotation for 2016 and the next 4 years are as follows:

<i>Year</i>	<i>Chair</i>	<i>Vice-Chair</i>
2016	City of Capitola	City of Santa Cruz
2017	City of Santa Cruz	City of Scotts Valley
2018	City of Scotts Valley	County of Santa Cruz
2019	County of Santa Cruz	City of Capitola
2020	City of Capitola	City of Santa Cruz

Prepared and approved by:  
Marcus Pimentel  
Interim Executive Director

ATTACHMENTS:  
None

Chair                    Martin Bernal  
Vice Chair            Jenny Haruyama  
Board Member        Carlos Palacios  
Board Member        Jamie Goldstein



SANTA CRUZ  
PUBLIC LIBRARIES

## STAFF REPORT

DATE:                January 18, 2018  
TO:                    Library Joint Powers Authority Board  
FROM:                Kira Henifin, Management Analyst  
RE:                    Mid-Year Personnel Changes

### RECOMMENDATION

Approve attached mid-year personnel changes for FY18 which will take affect February 10, 2018.

### DISCUSSION

In order to better align individual staff workloads with job responsibilities and needs of the library, the following personnel changes are being proposed.

#### *Building Maintenance Worker I to Building Maintenance Worker II*

The Library's building maintenance division currently comprises three staff members: a Crew Leader, a Building Maintenance Worker II, and a Building Maintenance Worker I. This small division is responsible for the maintenance of all 11 facilities both inside and out. The work load for this division is steady and requires the knowledge of facility functions.

We are recommending the Building Maintenance Worker I position be deleted and that a Building Maintenance Worker II position be added in its place. This change would allow us to better meet the needs of our operation. The increase in duties would allow the library to rely on this position to perform more complex facility functions such as HVAC maintenance, electrical, and plumbing. This change would also increase our ability to perform these aforementioned job duties in-house rather than hiring outside contractors.



FROM: Building Maintenance Worker I (117-018) 1.00 FTE  
TO: Building Maintenance Worker II (118-xxx) 1.00 FTE  
FTE: No Increase in Overall FTE Count  
FY18 COST: \$6,420 pro-rated (\$15,288 annually)

Administrative Assistant II to Library Assistant II

The library recently had a resignation in the Administrative Assistant II classification. The position supported the Outreach/Programming Department. The Library has been temporarily staffing the position while studying the needs of the position's responsibilities.

We have concluded that this position should remain as a support function to the Outreach/Programming Department but in the Library Assistant II classification. This position would be instrumental in helping to carry out the marketing functions of the library system. Marketing is responsible for communicating the project statuses of the 10 construction projects happening in the next 8 years. More specifically, our need is to create a comprehensive process to keep the public informed and up to speed on the timelines for each project.

The Library Assistant II position will deliver the following support functions for the Outreach/Programming Department:

- Provide direct services to the public in finding information.
- Responsible for website content.
- Coordinate with other library staff for services and programs what will be sited at each branch.
- Provide constructive input and feedback within the library system concerning the needs of the public and the effectiveness of services and programs.
- Assist in providing reader services such as organizing book discussion groups, story hours, class visits, and book talks.
- Prepare flyers and displays under general content guidance from a professional.
- May deliver programs designed by professional staff for the audience of the specialized service.

FROM: Administrative Assistant II (106-056) .625 FTE  
TO: Library Assistant II (283-xxx) .625 FTE  
FTE: No Increase to Overall FTE Count  
FY18 COST: \$5,294 pro-rated (\$12,605 annually)

Management Analyst to Principal Management Analyst

The Library currently staffs a Management Analyst in the Administrative Department. This position has seen an increase in duties and responsibilities, specifically with regard to supervision of library departments and the library budget. Human Resources has studied the position and its duties and has recommended a reclassification to a Principal Management Analyst.

FROM: Management Analyst (702-011) 1.00 FTE  
TO: Principal Management Analyst (8xx-xxx) 1.00 FTE  
FTE: No Increase to Overall FTE Count

FY18 COST: \$11,941 pro-rated (\$28,432 annually)

*Division Manager of Collection Management Services to Librarian III*

The recent retirement announcement of the Library's Division Manager of Collection Management Services, has given the library the opportunity to streamline this position with the Librarian III classification. This will give the library more flexibility when staffing the position and more flexibility with job assignments.

FROM: Library Division Manager (798-003) 1.00 FTE

TO: Librarian III (831-xxx) 1.00 FTE

FTE: No Increase to Overall FTE Count

FY18 COST: \$-3,983 pro-rated (\$-9,483 annually)

The total costs of the proposed mid-year personnel changes for FY18 are estimated at \$19,672 (pro-rated). These costs can be accommodated for in the existing adopting FY18 budget due to cost savings from a few positions that have been vacant this past year.

In concert with the above recommendations, the City of Santa Cruz has requested that the Library receive Board approval to manage its position listing. The full position listing was approved by the Board as part of the FY18 budget adoption. This proposal would give administrative approval for the Library to manage its FTEs by overall job classification. This would allow the library to manage the work load of the system by increasing or decreasing FTE by classification without increasing or decreasing the total FTE by job classification. The motion to approve the mid-year personnel changes would also approve this administrative function.

Chair                 Martin Bernal  
 Vice Chair         Jenny Haruyama  
 Board Member     Carlos Palacios  
 Board Member     Jamie Goldstein



## STAFF REPORT

DATE:            January 18, 2018  
 TO:              Library Joint Powers Authority Board  
 FROM:           Susan Nemitz, Library Director  
 RE:              Friends of SCPL Proposal to the JPA

### RECOMMENDATION

Approve Proposal to the Joint Powers Authority

### DISCUSSION

The Friends request funding in the amount of **\$50,000** as start-up funds for a Building Campaign benefitting the ten branches of the Santa Cruz Public Libraries.

### DETAIL REQUEST TO THE JOINT POWERS AUTHORITY BOARD

Category	Cost	Total of First Year Expenses	Request to JPA
Campaign Consultant	\$21,500	\$21,500	\$ 21,500
Campaign Manager	\$40.00/hr. @ 30 hrs/week	\$62,400	\$ 28,500
Executive Director	\$46.00/hr @ 25 hrs/week	\$59,800	\$ 0
Office Expenses	\$74,000 total	\$18,500	\$ 0
Marketing	\$124,000	\$25,000	\$ 0
	<b>1<sup>st</sup> year total:</b>	<b>\$187,200</b>	<b>\$ 50,000</b>
<b>TOTAL REQUEST to JPA:</b>			<b>\$50,000</b>

**Documents Attached:**

- Request for Proposal: Capital Campaign Consultant
- Job Announcement & Description: Campaign Manager

**Friends of the Santa Cruz Public Libraries  
Capital Campaign Consultant  
Request for Proposals**

The Friends of the Santa Cruz Public Libraries is embarking on a four-year campaign to raise \$6 million for the construction of new or remodeled libraries in Santa Cruz County.

The Friends campaign is to raise funds for upgrades, amenities and features that have been identified through input from the public and library staff for the ten branches of the Santa Cruz Public Libraries.

As part of this Campaign, the Friends is seeking an experienced non-profit Campaign Consultant to begin immediately assisting with the Campaign organizational structure. The successful candidate will be a highly organized, self-motivated, detail-oriented, creative, strategic, professional and have the ability to advise on multiple facets of the campaign.

Candidates must have a high level of experience in nonprofit campaigns of this type, particularly in the area of development, fundraising and project planning. In addition, they must possess exceptional interpersonal skills and show an ability to work collaboratively with volunteers, prospective donors and community members.

There will be an established Building Campaign committee. The qualified candidate is not expected to run the campaign, rather, we see the Committee doing most of the work with the Campaign Consultant's advise in the initial planning stages. The Campaign Consultant will assist the Fundraising Teams with the following.

- Developing an overall campaign strategy, message, case statement,
- Developing a timeline, schedule and budget,
- Developing a communications and marketing plan and assist in its implementation,
- Training committee members to identify, cultivate and solicit prospective donors,
- And ongoing coaching and trouble-shooting

Candidates should consider their proposal to reflect the fact that most of their work will take place in the first four to six months of the campaign. Please submit a detailed proposal with compensation request.

If interested, please submit a proposal via email to [Vivian@fscpl.org](mailto:Vivian@fscpl.org) by DATE. Contact Vivian Rogers- 831-427-7716 for more information.

**FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES  
CAMPAIGN MANAGER  
JOB ANNOUNCEMENT & DESCRIPTION**

**OVERVIEW**

The Friends of the Santa Cruz Public Libraries (Friends) is embarking on a four-year campaign to raise \$6 million for the construction of new or remodeled libraries in Santa Cruz County. The Building Campaign will raise funds for upgrades, amenities and features that have been identified through input from the public and library staff for the ten branches of the Santa Cruz Public Libraries.

The Campaign Manager will work closely with the Campaign Consultant, the Executive Director, and Campaign Chairs to keep the campaign on schedule and progressing with a high level of visibility and momentum that engenders a sense of excitement, optimism and confidence in achieving the campaign goal.

The Campaign Manager will be a non-exempt staff member of the Friends of the Santa Cruz Public Libraries. Salary will include benefits and health insurance. The Campaign Manager will report to the Executive Director of the Friends.

**Major Donor Work**

- Make arrangements for meetings with major donors. Manager will work with the Executive Director and Campaign leaders to schedule meetings with prospective donors. This includes email and phone calls to all people involved. Once the donor has agreed to meet, Manager will be responsible for making the meeting happen.
  - Assist the Executive Director and other campaign leaders in keeping the momentum for arranging meetings with donors. Manager will suggest possible meetings/engagement opportunities and will encourage campaign leaders to be proactive in reaching out to donors.
  - Handle meeting responsibilities including making reservations, coordinating schedules with a staff person for a tour of the grounds, sending a confirming email or note the day before the meeting, sending any necessary information to the donor before the meeting.
- Prepare materials needed for major donor meetings: Manager will customize materials, keeping them updated and organized. Manager will prepare package of materials for donor meetings as directed by the Executive Director and solicitors.

- Follow up from major donor meetings: Manager will ensure the donor is thanked appropriately and receives the materials or follow up action promised at the meeting. Manager will ensure that records of the meeting are updated and filed and that follow up actions are noted.
- Conduct prospect identification and research. Manager will conduct prospect research to identify prospective donors and to gather information on new prospects and current donors.
- Work with the campaign committee. Manager will develop and execute a communication plan for donors.
- Plan and execute small campaign related events.

### **Campaign Committee Work**

- Work with the Executive Director and campaign leaders to schedule committee meetings and make sure that all of the necessary material is organized and available at the meeting. Manager will attend each meeting and keep accurate notes, especially noting who agreed to do what actions.
- Follow up with each campaign member, reminding (and clarifying with) them about what they have agreed to do and provide them whatever they need to get the task done.
- Coordinate other meeting follow ups, such as drafting notes for the Executive Director and campaign leadership to work with after the meeting.

### **Gift Acknowledgment and Tracking**

- Ensure that every campaign gift and pledge is managed seamlessly so that the donor is officially thanked within 48 hours of receiving the gift and thanked again by other members of the campaign teams.
- Ensure that each gift is credited appropriately in the accounting system, noting any on-going pledge payments and reminders.
- Update the campaign reports and has current campaign reports easily accessible.
- Maintain an updated list of naming opportunities.

### **Campaign Reporting and Coordination**

- Develop and maintain an accurate report of campaign progress to date.

- Coordinate with the other fundraising staff and volunteers to ensure that all contact with campaign donors is coordinated, so as not to conflict with annual funds or other operating fundraising and volunteer efforts.

**Communications and Public Relations Planning**

- Assist in developing and executing, with the campaign leadership and staff, a public relations/communications plan to keep the campaign in the public's eye and to maintain its momentum.

Please submit a resume and cover letter via email to [Vivian@fscpl.org](mailto:Vivian@fscpl.org) by DATE. Contact Vivian Rogers- 831-427-7716 for more information.