



MINUTES

Downtown Library Advisory Committee (DLAC)

Thursday, September 28, 2017
6:00pm Meeting Room, Downtown Branch
224 Church Street in Santa Cruz

1. ROLL CALL

PRESENT: Steve Blair, Linda Craighead, Martha Dexter, Rena Dubin, Martín J. Gomez, Elise Granata, Yolanda Henry, Nikolara Jansons, Tera Martin, and Teresa Thomae
ABSENT: Yolanda Henry
STAFF: Director of Libraries Susan Nemitz and Administrative Assistant Ivan Sumano-Vargas

2. ADDITIONAL MATERIALS

Downtown Library Advisory Committee Communications Subcommittee Review of Community Input Phase One, Features
Draft Downtown Library Program Accomplishments as of September 28, 2017
Draft Program submitted by Penny Hummel

3. ADDITIONS AND DELETIONS TO AGENDA

None

4. APPROVE MINUTES OF SEPTEMBER 13, 2017 MEETING

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| RESULT: | APPROVED MINUTES OF SEPTEMBER 13, 2017 MEETING |
| MOVER: | Martha Dexter |
| SECONDER: | Linda Craighead |
| AYES: | Blair, Dubin, Gomez, Granata, Jansons, Martin, and Thomae |
| ABSENT: | Yolanda Henry |

5. REPORT BY THE LIBRARY DIRECTOR

None

6. MEMBER REPORTS

None

7. GENERAL BUSINESS

A. Review of Community Input – DLAC Subcommittee on Communications

The Communications Subcommittee gave an overview of the results of their survey. Over 2,200 people completed the survey and 96% of those identified as SCPL users. There was an overwhelming amount of comments about homelessness, security, and feeling safe pertaining to the library. There were many traditional feature requests such as, more quiet spaces and collections.



Steve – Surprised about seeing dedicated library parking so highly requested due to the constant opposition for a combined parking garage from the public at the meetings. Wonders if the request is more for a drive through window pick up or for short free parking spaces to quickly drop and pick up books.

Was not surprised about seeing the genealogical research center scoring low because it's not something that most people use, but the people that make use of it are very passionate about it.

Wi-Fi use is important to pay attention to but it's also important to control its expense.

Martha – Confirmed the age of the survey takers were evenly spread and believes it was very significant because during the professional polling of Measure S most of the respondents were over 55.

Pointed out how computers were overwhelmingly ranked as the highest priority and that it was interesting how low print collections placed.

The term print collections was confusing but once it was explained that it meant books, most responded positively to it.

The used book store was another feature that scored fairly low, but is unsure of what to make of this result and is concerned.

Teresa – Believes it's a marketing perception and that the public might not correlate the used book store to the Friends of the Library. If the question was worded differently, the results would have been different.

Nikolara – Didn't feel surprised with the results for dedicated library parking and believes it is a very normal request.

Elise – Surprised about the disinterest in the café. Once this is all done, it will be important to have a clear communication plan about what will be staying in the library.

Martín – The survey results are very dependent on what questions are asked, not asked, and on their interpretation. The hard part will be determining how to prioritize these functions with a limited space.

Tera – Struck by the repetition of requests for more young adult and adult Spanish language books and signage. Wants to be really conscious of the ways that some social bias can creep in with the comments about homelessness, mental health, addiction, cleanliness, and fear.

B. Program Input – Susan

Susan reviewed qualitative statements and preliminary design considerations: intuitive way finding, user friendly service points (service desk, book drops, check-outs, etc.), environmentally friendly, lots of natural lights (windows), warm and comfortable, natural ventilation (air conditioning), art throughout, plenty of technology, flexible/adaptable, safe, streamlined work flows, wow factor, welcoming entrance, more bathrooms, family bathrooms, changing tables, and water fountains, physical accessibility (shelving, technology, ADA), managed acoustics, ample, dedicated parking and secure bike racks, abundant outlets for technology devices/charging stations, outside reading spaces, clean/easy to maintain, and cost effective.



- Elise – Bilingual English/Spanish signage incorporated into intuitive way finding.
- Martín – Orientation towards connectivity.
- Martha – Better sight lines.
- Teresa – Increased communication within the library system, like a telephone with a directory available to both the public and staff.
- Martín – Require staff to be part of the floor by walking the stacks to provide more immediate support to the public.
- Rena – Different places to use laptops or access the computers available.

Susan reviewed what would be accomplished if the currently written draft program were to be implemented. She also reviewed the site criteria: Accessibility – public transit, walkable, bike friendly, parking. Location – visible, vistas, density. Connectivity – civic, cultural, commercial. Cost, expandability, single story, physiography, opportunity for external features, safety.

C. Planning Questions – Janis

Janis wanted to check in with the committee on the work plan and other aspects of this process.

Rena – Asked if there would be time to discuss the square footage of the draft program before it would be sent to the architect.

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| RESULT: | EXTENDED MEETING TO 8:30PM |
| MOVER: | Martín Gomez |
| SECONDER: | Rena Dubin |
| AYES: | Craighead, Dexter, Granata, Martin, and Thomae |
| NAYS: | Blair and Jansons |
| ABSENT: | Yolanda Henry |

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| RESULT: | START PUBLIC COMMENTS AT 7:30PM |
| MOVER: | Martín Gomez |
| SECONDER: | Steve Blair |
| AYES: | Craighead, Dexter, Dubin, Gomez, Granata, Martin, and Thomae |
| ABSENT: | Yolanda Henry |

Discussion on this item ended to begin public comment at 7:30pm.

8. PUBLIC COMMENT

Robert Charlton read an email from John Laird - I am writing with regard to the planning for a new Downtown Library, as I understand that the Santa Cruz Public Library System's citizen Downtown Library Advisory Committee is seeking additional community input on the downtown library's future. I am writing not just as a local resident who is a regular consumer of the library, but also as a former Mayor and City Councilmember who was a member of the library's governing body during my Council tenure. Of particular interest to me is the Genealogy and Local History Room in the downtown branch. It is my understanding that a recent survey showed that this use is near the bottom of those surveyed. This is the wrong way to think about this. There are many



library uses that probably wouldn't poll high - whether its local history, branches in lightly-populated areas, or another unique interests. Yet each of those things draws people into the library, and makes the library strong as a whole. If you start cutting back different pieces of the library because they don't score well in a survey, you will gradually be dismembering the community consensus that makes the library the sum of different parts.

I am a regular consumer of the downtown genealogy room, am in the process of donating books, and find it's a convenience and useful function. In fact, I've been doing this so long, that I patronized the room when it was in the Branciforte Branch library over thirty years ago. It became so cramped, and such a distraction to a small neighborhood library - that it was moved to the downtown branch for accessibility, and the chance to grow. That's exactly what's happened.

When I was in the state legislature and was the budget chair, there were similar analyses made for "low priority" programs. Think of it as a body - people would not prioritize the lungs, the legs, or even the arms, because of the importance of the heart and brain - yet a fully functional person needs all those things. Everything has its place. You have a dedicated corps of volunteers, there are hundreds of people that come to the library for no other purpose, and archival and historical materials are drawn to the collection that wouldn't be any other way. As a genealogist, I visit countless libraries across the country. Each one is the repository of local history that is incredibly valuable to local residents and those whose family once lived in those locations. It is a unique and important public service.

Don't prioritize this use out of existence. It would be a major misjudgment. I appreciate your attention, and as someone who spends each work day balancing differing interests - I appreciate your task and your challenge. Good luck in your work.

Jean Brocklebank – Supports the Genealogical and Historic section. Every single person will get older, so that section serves all patrons. Live Oak library has two 10 minute parking spaces. The City of Santa Cruz has a climate action plan, so does not want to encourage patrons to leave their car idling because 1 minute of idling consumes the same amount of fuel and produces the same amount of pollution as driving 1 mile. Opposed to any vending machines in or near the library. Food and liquids harm materials. Concerns about the work plan because the committee failed to approve siting criteria at the September 13th meeting. Requests the work plan delineate what the outcome of the meetings are going to be.

Susan Alland – Good evening. My name is Susan Alland, and I am the book cataloger for the genealogy society. When our library first began, it was determined that since our subject range is focused on genealogy, an acquisition system would be preferable to Dewey decimal. I am the society volunteer who gives each book a call number, and maintains the acquisition numbering system.

Our collection covers a wide range of topics. Historical periods include Colonial America, through the Civil War. We have books on every state: our largest state collection is California, and within that – we have six or more shelves devoted just to Santa Cruz. We have a foreign section with books from many different countries. Last, we have a family section, where 600 books are devoted to the ancestry and descendants of specific families.



We have many How To books, such as How to Find your German Ancestors; How Old Photographs, Clothing and Hat Styles can help you find your ancestors; Guide to DNA Testing and Genetic Genealogy, and many more.

Our library contains several unique collections. First, the Tina Brayton collection contains information on families in primarily the upper southeastern United States, and is currently housed in 560 binders on a wall of our library. Volunteers are currently working on scanning and digitizing this collection so that we will be able to put it onto our website and eliminate the binders.

Next, we have the Faye Ellis collection. She was a genealogy society member and resident of the San Lorenzo Valley, who kept records on people and businesses in that area. This collection, mainly between 1870-1920, is indexed on a CD.

We also have the enormous Santa Cruz County Folks File, which is an indexed database of thousands of Santa Cruz County people and events from Boulder Creek to Watsonville.

Last, we subscribe to about fifteen scholarly, genealogical journals, which are not yet available online.

Our collection, housed in the Californiana Room of the downtown library, holds over 8,000 volumes. We have acquired these books either by donation or by purchase. Each year the society budgets \$1,500 for new books, and our Acquisitions Committee determines which books we will add to our collection. Recently we tried to order through SCPL so that we could receive the library discount. However, only 1 out of our 22 books was available through a library vendor. Many of our books are specialized, and are only available through genealogical publishing houses. Our collection is insured for \$280,000. Volunteers staff our library in two shifts daily. They are trained in how to operate the microfilm and microfiche readers, and in how to use the genealogy search engines available at the library so they can assist researchers. Our library provides a variety of services to the community and to library patrons – because of our dedicated volunteers.

Janine Charlton – The GSSCC is a tax exempt 501 (c) 3 non-profit organization that began in 1972. Our membership is 220 and we meet once a month in this meeting room. All of our presentations and workshops are free and open to the public. None of our volunteers get paid. We house our outstanding genealogical reference collection of 8,000 volumes downstairs.

Our organization consists of 50 volunteers and we staff the genealogy desk at the downtown branch every day. According to the “Independent Sector”, the value of volunteer time is \$24.14 per hour. We averaged approximately 400 volunteer library hours per month. That amounts to an estimated \$9,656 per month that we donate to the library system in volunteer hours. Annually, that extends to \$115,872 in library volunteer time.

We provide nine professional speaker presentations at our general meetings with no charge. In October, Stephen Morse, recipient of the “Excellence Award” from the Association of Professional Genealogist, will be our speaker.

We hold workshops at all 9 library branches. We teach library patrons how to use Ancestry.com Library Edition. So far this year we held this workshop at the following branches: Aptos, Branciforte, Scotts Valley, and the Garfield Branch. Our next workshop will be at La Selva Beach branch.

Every spring we hold a 3 hour “Beginners Genealogy Workshop” in this room.

We actively promote the Newspapers.com Library Edition subscription.



We have a GSSCC Indexing group, who, over the years, has spent thousands of volunteer hours indexing the Santa Cruz Sentinel. We share our databases with the library.

We hold DNA workshops and other special interest groups once a quarter.

This year we donated \$1,135 to the library towards the purchase of the online library subscriptions.

We have a query service for anyone needing information on their Santa Cruz County ancestors.

We provide inter-library loan services for films and fiche.

We maintain the display case in the Californiana room.

Thank you for allowing us to house our 8,000 volume collection valued at approximately \$280,000 at the downtown branch.

Laurie Reinhart – Was here to support the Genealogical and Historic section.

Kate Clark – Supports the Genealogical and Historic section.

Judi Grunstra – Happy to hear about rebuilding or renovating the current site of the library. Looking forward to seeing some sketches from Noll & Tam. These meetings raise a lot of questions. There is no way to have an exchange and get answers to questions from the committee and seems like the dialogue is getting passed over.

Dan Spelce – Former president of the California Genealogical Society, Ellen Fernandez-Sacco, once explained that “genealogy is the democratization of history.” In her Puerto Rican Spanish, she admonishes, “Busca sus raices, encuentra su gente” (search for your roots; find your people). Democracy and genealogy make essential companions because the genealogist finds and validates every person’s belonging in a family and community. Family history, the fellow traveler of genealogy, seeks out the experiential context of one’s ancestors. Context that affords reflecting on what one encounters in life and what one can glean from life’s everyday glories and cumulating challenges.

Most people picture a user arriving to a public library to quench a momentary thirst.

Once the book is read, the user goes on to their next quest of individual intrigue.

By contrast, every genealogist, every family historian, works with a wide circle of others in mind. We imagine who will read, hear, or experience the research we carry out. How best will we circulate the information we find? A newsletter article? A book? A movie? A web site? A Scout merit badge? A presentation to an organization? A ballad? A family tree painting? An elder’s story entrancing young listeners? All of these expressions draw on the personal research of individual genealogists, formal and informal, working with many others in mind.

The resource collection of the Genealogical Society of Santa Cruz County developed over five decades. Local journalist Bruce Bratton has visited our Genealogy Room, exploring his own family history. Mr. Bratton turns to local history to understand the implications of unfolding behavior. Local authors, including Geoffrey Dunn, John Laird, Stan Stevens, Judy Steen, and, most recently, the Heritage Food Project Team, among many others, draw on the Society’s resources in the library to find, construct, and publish individual and family stories that shape people’s sense of self.

Visitors from beyond our county use these resources to research family members who lived in Santa Cruz, and the places from which they migrated. Visitors such as Connie



Ross, of Port Townsend, Washington. During stays with family in Santa Cruz, such family guests make determined trips to the Downtown Branch to learn about ancestors and deceased relatives precisely because of the presence of the Society collection. A reading public engaged in a library teeming with vitality is your honored charge from the city council and the wider community. In carefully weighing the allocation of resources to serve community interests, please value the contribution of the Genealogical Society of Santa Cruz County, which supports researchers whose use of the space and materials benefits many residents beyond individual endeavor. Their stories in myriad formats are essential to the well-being of our community.

Ed Poser – Need to get more young people into Genealogy. This is a logical place for people to use the Genealogy services in regards to other locations like San Jose and Salinas.

END OF PUBLIC COMMENTS

CONTINUATION OF GENERAL BUSINESS ITEM B. Program Input

Rena – The café is not a huge priority and is willing to let that one go. The genealogy's square footage should stay as is and find other creative ways to make it work such as combining it with others. Wants to see more kid space. Feels the community could use more bathrooms or different types of bathrooms to provide more safety, so would like to see the square footage upped.

Elise – Likes talking about what the circulation reflects and building out spaces from that. Incorporating that with the media collection.

Martín – Agrees about the café not being a high priority and neither is the outdoor patio area. Would rather see that space incorporated into the interior. The reference collection's has a big footprint and would like to see that shrunk. Same with the media collection due to the move to the streaming services. Don't need as many meetings rooms, could do with just a large one for board meetings. Maybe more quality meeting rooms over quantity and in a location where they can be easily monitored. If possible could the Telephone Information room be moved off site or even done from home like tele commuting.

Tera – Would like a general big space in the center and then smaller spaces around without giving them a set designation to extend the use as far ahead as possible. Follow the idea of how to multipurpose a space. Would like to make sure the server room has adequate space to allow for future technological trends.

Martha – Agrees on the café being off the table. It's clear that we are endorsing the Genealogy room but we may not be able to expand it as much as we had originally intended. Likes the idea of dedicated small group spaces as long as they can be made flexible. Willing to go smaller on the collection spaces.

Steve – Wants more of the children's area, about 2,000 sq. feet more. Can cut the media space in half or place it on a wall, floor to ceiling to create more space. Reference collection space can be decreased as it's far more easily accessible online. A lot of



space is being put into technology but suggests to put the money into laptops instead save space.

Nikolara – Keep flexibility and adaptability in mind. The next few years it may be different so it will be important to be able to change the space. Additional space allocation for women’s restrooms. Let there be changing rooms for both male and female restrooms.

Terasa – Emphasize the importance of a community meeting room. Have it be flexible and be large enough. Provide a kitchen facility with running water.

Linda – Flexible as we can stay. Don’t cut back on the meeting spaces or small group study rooms. Supports the extra space for the Genealogy space. The café can be eliminated and it’s not necessary for the library. Not a vending machine proponent and would rather not have any food in the library at all. Can combine lots of the tech areas, but we will still need public access computers even if we get laptops.

FINAL NOTES

Linda Craighead will be the chair next meeting. 30 minutes has been added to the next meeting with a scheduled end time of 8:30pm.

9. ADJOURNMENT

Final Adjournment of the Downtown Library Advisory Committee (DLAC) at 8:30pm to the next Regular Meeting to be held on Wednesday, October 11th at 6:00pm at the Downtown Branch Meeting Room located at 224 Church Street, Santa Cruz, CA 95060

Respectfully submitted,
Ivan Sumano-Vargas, Clerk of the Committee