



Library Advisory Committee

Meeting, Wednesday, September 16, 2015, 10:00 AM

Cachuma Lake Recreation Hall

2225 Highway 154, Santa Barbara, CA

SANTA BARBARA COUNTY

LIBRARY ADVISORY COMMITTEE

Members

1st District Representative
Patricia Manuras

2nd District Representative
Claire B. VanBlaricum

3rd District Representative
Judith Dale

4th District Representative
Barbara Raggio

5th District Representative
Laura Selken

City Representatives

Carpinteria Representative
Gaby Edwards

CSA 3 Representative
Pamela Holst

Buellton Representative
Dan Baumann

Goleta Representative
Margaret Connell

Guadalupe Representative
Amelia Villegas

Lompoc Representative
Alice Down

Santa Barbara Representative
VACANT

Santa Maria Representative
Maureen Theobald

Solvang Representative
Shirley Stacy

Library Directors

Interim Lompoc Library Director
Molly Gerald

Santa Barbara Library Director
Irene Macias

Santa Maria Library Director
Mary Housel

Board of Supervisors Representative

3rd District Supervisor
Doreen Farr

County Staff

Community Services Director
George Chapjian

Executive Secretary
Marie Gensler

AGENDA

September 16, 2015
Cachuma Lake Recreation Hall
2225 Highway 154
Santa Barbara, CA
10:00 AM

ADMINISTRATIVE AGENDA

- I. Meeting Called to Order:** *by Chair, Supervisor Doreen Farr.*
- II. Roll Call:** *by Secretary*
- III. Public Comment:** *Public Comment period is set aside to allow public testimony on items not on today's agenda. The time allocated to each speaker will be set at the discretion of the Chair.*
- IV. Minutes:** The minutes of June 17, 2015 will be considered.

STANDARD AGENDA

- 1. Library Funding Project – For Discussion**
- 2. Goleta Library Special Tax Ballot Measure – For Action**
 - i. Recommendation:** Consider and support the City of Goleta in its efforts to move forward with concurrent City/County special tax ballot measures in 2016 to increase Library funding.
- 3. Library Directors Zone Updates – Receive and File**
 - i. Zone 1 – Irene Macias**
 - ii. Zone 2 – Molly Gerald**
 - iii. Zone 3 – Mary Housel**
- 4. Member Reports/Roundtable Discussions:**
Library Advisory Committee Members may present brief reports on library issues, such as seminars, meetings, events and literature that would be of interest to the public and/or Committee, as a whole.

Adjourn.

The next Library Advisory Committee Meeting will be held on Wednesday, December 16, 2015 from 10:00AM - Noon at the Cachuma Lake Recreation Hall, 2225 Highway 154, Santa Barbara, CA.

To place an item on the agenda, please contact Marie Gensler at (805) 568-2467 at least two weeks prior to the scheduled meeting date.

MINUTES

**APPROVAL OF THE MINUTES OF
JUNE 17, 2015**

SANTA BARBARA COUNTY

LIBRARY ADVISORY COMMITTEE

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Library Directors

Interim Lompoc Library Director
Molly Gerald

Santa Barbara Library Director
Irene Macias

Santa Maria Library Director
Mary Housel

Board of Supervisors Representative

3rd District Supervisor
Doreen Farr

County Staff

ACEO & Interim
Community Services Director
Renée Bahl

Administrative Professional
Marie Gensler

ACTION SUMMARY

June 17, 2015

Cachuma Lake Recreation Hall
2225 Highway 154
Santa Barbara, CA

Meeting officially convened at 10:10AM

Roll Call

Members Present: Supervisor Doreen Farr, Patricia Manuras, Judith Dale, Barbara Raggio, Laura Selken, Gaby Edwards, Pamela Holst, Dan Baumann, Margaret Connell, Amelia Villegas, Alice Down, Maureen Theobald, Shirley Stacy

Members Absent: Claire B. VanBlaricum, Laura Selken

Directors Present: Irene Macias, Mary Housel, Molly Gerald

County Staff Present: Renée Bahl, Marie Gensler

ADMINISTRATIVE AGENDA

I. Meeting Called to Order: *by Chair, Supervisor Doreen Farr.*

II. Roll Call: *by Secretary*

III. Public Comment: *None*

IV. Approval of Minutes of April 29, 2015

Action: A motion was made by Margaret Connell and seconded by Alice Down to approve the minutes of April 29, 2015. All approved. Motion passed.

STANDARD AGENDA

1. Update on Board of Supervisors action regarding Library funding

The Board of Supervisors approved a per capita amount of \$7.80 for fiscal year 2015 – 2016. The methodology for funding distribution will remain the same. The 2015 – 2016 Library Agreement has been updated and will go the Board of Supervisors and City Councils.

The City of Solvang will keep their contribution the same as last year at \$88,000. The City of Buellton will also keep their contribution the same at \$92,000 but will discuss further with Santa Barbara in coming weeks. The City of Carpinteria will again contribute an additional \$35,500 on top of their budgeted \$27,000. The City of Lompoc will meet with their Council next week to finalize their budget. The City of Santa Barbara gave final direction yesterday and will restore the librarian position that was requested for the Children's Library.

2. Update on Zone Boundary Adjustment

On June 2 the Board of Supervisors approved the recommended Zone Boundary Change to include Buellton in Zone 1. New Boundary lines were discussed, in particular the line at Campbell Road. The SYVHS District goes out to Drum Canyon Road; however students who live out to Campbell Road have traditionally gone to Buellton High School. The change is included in the 2015 – 2016 Library Agreement along with the new population numbers and funding allocations.

3. Approve FY 2015-2016 Library Agreement – For Action

The committee received the 2015 – 2016 Library Agreement. Several items were discussed and clarified which included donations made to a specific branch, fund reimbursement upon termination, the Library Advisory Committee terms and reappointments and the budget revenue and expenditure plan.

ACTION: A motion was made by Judith Dale and seconded by Margaret Connell to approve the 2015 – 2016 Library Agreement. All approved. Motion passed.

4. Summer/Fall Project

County staff agreed to look at different options to fund the countywide library system. This will include ways to apply funding as well as ways to get additional funding. A committee made up of Zone and County staff and LAC members will come up with different options to present to the LAC at the September meeting. The option pros and cons will be discussed, further refined and presented again at the December LAC meeting. The goal is to either make a recommendation to the Board of Supervisors or present an array of options for them to consider prior to the 2016 – 2017 budget workshop. Judith Dale, Maureen Theobald, and Patricia Manuras volunteered to participate in this project, along with county staff.

5. Receive Status Update from Heidi Aten, City of Goleta, on Consultant Report

The Goleta Library hired a consultant, Ruth Metz and Associates, to do an analysis and assess the economic feasibility of becoming a municipal library. The assumptions were that they

would continue with Black Gold and use the same service area. They looked at several budgets and determined that the way they're currently operating is not sustainable. The volume of the collection is not sufficient to meet demand, the building is too small to house the collection and the staff level is very lean. Should they move forward, a Library Director would need to be added in addition to increasing IT support. It was determined that a deeper analysis needs to be done. A community needs study was also recommended. This study will be brought to Goleta's City Council on July 21 for further discussion. The consultant's report will be available when the agenda is released prior to this meeting.

The City of Goleta currently does not contribute any General Funds to their library. They use the Measure L money which is between \$435,000 and \$450,000 per year. The consultant cost about \$17,000 which came from the City of Goleta, the polling report cost about \$25,000 which came from reserves.

6. Library Directors Zone Updates – Receive and File

i. Zone 1 – Irene Macias

The changes that will be made with the additional funding at the various branches are as follows:

- Montecito will have their hours decreased by nine hours instead of the scheduled thirteen. They will be open 36 hours 5 days per week down from 45 hours 6 days per week.
- Carpinteria will maintain their 47.5 hours 6 days per week. They were scheduled to go down to 37.5 hours 5 days per week. In addition to the increased county funding, the City of Carpinteria and the Friends of Carpinteria also increased their funding.
- Solvang will maintain their 38 hours 5 days per week instead of the scheduled 36 hours 5 days per week.
- Buellton will be open 35 hours instead of the projected 32 hours.
- Goleta has requested to keep their hours and service levels the same and use the additional funds to offset the use of reserves.

Jessica Cadiente is now the Central Library Manager.

ii. Zone 2 – Molly Gerald

The Village library had to decrease their hours from 41 to 28. The use of the extra funding has not been decided just yet but hopefully some of it will be used to add additional hours back to the Village library.

iii. Zone 3 – Mary Housel

While nothing has been decided yet as to what to do with the additional funding, below are Mary's thoughts on how to use it at each branch:

- The City of Santa Maria is projecting a \$50,000 deficit. The additional funding from the county will be used to offset that deficit and help fund positions that typically stay vacant.
- Guadalupe will have an additional \$7,000 which would be good for their collection.

- Cuyama and Los Alamos would receive additional materials.
- Orcutt would get a self-check machine although they would like to be open on Fridays. Mary will talk to the friends group to get their input.

The State Librarian came to the last Black Gold meeting and visited the Santa Maria Library the evening before.

The Los Alamos Library is still under construction. Vickie Gill is trying to keep the community excited during the construction delay. The project is costing 3 times more than estimated. Books and computers have already been purchased. They will be open 16 hours per week; three afternoons during the week and on Saturday. The library has received \$150,000 in grant money thanks to Vickie and all her hard work.

7. Member Reports/Roundtable Discussions

A future meeting item should be further discussion on funding for the libraries via ballot measures. We should look at options for a county wide measure or individual area measures.

There has been discussion of adding an additional library in Orcutt in partnership with the proposed new community center. Renée Bahl will look into any Quimby funds that might be available.

Adjourned at 11:33 AM

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To place an item on the agenda, please contact Marie Gensler at (805) 568-2467 at least two weeks prior to the scheduled meeting date.

ITEM NO. 1
LIBRARY FUNDING PROJECT

FOR DISCUSSION

ITEM NO. 2

GOLETA LIBRARY SPECIAL TAX BALLOT MEASURE

FOR ACTION



MEMORANDUM

DATE: September 16, 2015
TO: Library Advisory Committee
FROM: Heidi Aten, Senior Management Analyst, City of Goleta
SUBJECT: Goleta Library Special Tax Ballot Measure

Recommendation:

Consider and support the City of Goleta in its efforts to move forward with concurrent City/County special tax ballot measures in 2016 to increase Library funding.

Background:

The Goleta Library has faced budget challenges for a number of years, requiring the use of reserves and ongoing contributions from the Friends of the Goleta Library to fund operations. Over the years, attempts to balance the budget have not been sufficient to address the significant imbalance between revenues and expenditures. Given continued reserve contributions, without any significant cost reductions, revenue increases, or a combination of both, Library reserves may be depleted by 2018. Ongoing budget short-falls prompted the City of Goleta's Ad Hoc Library Advisory Committee to investigate a number of potential solutions.

At the Goleta City Council Meeting on July 21, 2015, Council heard a presentation from Ruth Metz and Associates, which was retained to evaluate Library operations. The study examined the Library's operating budget, staffing levels, cataloging and processing, collection, and service delivery to assess potential efficiencies and cost saving measures. The study also identified financial considerations associated with Goleta assuming management of the Library as a branch in the County-wide system and converting to a municipal library. In summary, the report concluded that current service levels are financially unsustainable without significant increases in additional funding regardless of whether the Library is operated as a branch, either by the City of Santa Barbara or the City of Goleta, or as an independent municipal library.

The City Council directed staff to explore options with the County of Santa Barbara to initiate concurrent special tax ballot measures for the November 2016 ballot. The Council also directed staff to determine the funding amounts necessary to sustain library operations in order to determine potential tax assessment amounts. In addition, staff was tasked with more thoroughly analyzing costs associated with the City assuming direct management of the library operations.

Discussion:

As the Committee knows, the Goleta Valley Library is a branch of the county-wide library system, operated by the City of Santa Barbara under contract with the City of Goleta, which assumed control of the Library upon incorporation in 2002. The Library’s service area includes the City of Goleta, the unincorporated areas of County Service Area 3 (CSA 3), and a small area of unincorporated County beyond CSA 3. Approximately 87,570 people are in the Library service area, of which 29,962 are City residents and the remainder are County residents.

Approximately 35% of the Library’s revenue is from Measure L, of which nearly half is generated by Goleta residents. The 2014 assessment was \$22.22 for a single family residence. The Library also receives 51% of its funding from the County’s General Fund based on the population served by the Library. The remaining 14% is derived from Library fees, fines, room rentals, interest earnings, development impact fees, and contributions from the Friends of the Goleta Library.

The Library’s expenditures have exceeded revenues in recent years, requiring the use of reserves to fund operations. The chart below summarizes the projected operating deficit for the Library according to the City of Santa Barbara’s recently adopted FY 15-16 budget.

	FY 13-14 Final	FY 14-15 Amended	FY 15-16 Proposed	FY 16-17 Proposed
Revenues	1,327,647	1,173,300	1,179,811	1,180,611
Expenditures	1,326,910	1,309,689	1,391,962	1,439,844
Net / Reserve Funding	737	(136,389)	(212,151)	(259,233)

Attempts to balance the budget have included lower staffing levels, reduced hours of operation, and a decrease in the book and material budget and contributions from the Friends to fund operations. Yet these efforts have not been sufficient to address the significant imbalance between revenues and expenditures. Given ongoing reserve contributions, Library reserves may be depleted by 2018.

The Library is heavily used and provides vital services to the residents within the broader Goleta Valley. Given the significant shortfall in revenue, the amount of deferred investment in the facility, collections, and service infrastructure, and the already reduced service levels, the City believes that additional tax revenue is critical to sustaining the Library’s operation long term.

The City seeks support from the County Library Advisory Committee and the County of Santa Barbara in its efforts to move forward with a ballot measure in 2016. The next step will be to submit a letter to the Board of Supervisors requesting that the County partner with the City to develop concurrent ballot measures and share costs associated with this action since the Library’s service area population includes the City of Goleta,

the unincorporated areas of County Service Area 3 ("CSA 3"), and a small area of the unincorporated County beyond CSA 3.

Concurrent ballot measures would need to be developed and would require a two-thirds vote in both jurisdictions to pass. If both ballot measures are effective, patrons in both jurisdictions using the Goleta Library would pay the same amount of tax. If only one ballot measure were to succeed, the Goleta Library could end up with increased revenues from only one jurisdiction or neither jurisdiction. To avoid this situation, language could be inserted into the ballot measures so that both measures would have to succeed in order for the special tax to be enacted, which would prevent unequal taxation of residents in the Library's service area.

In preparation of concurrent ballot measures there are certain services the City is requesting the County share cost and/or staff resources in order to affectively move forward with a library special tax. A Timeline of significant dates and actions associated with placing a measure on the ballot is provided in Attachment 1.

Public Polling

It is important to conduct public polling to reassess voter attitudes and determine if sufficient support exists for a ballot measure in 2016 to augment the Library's revenue so that a reduction in services is not necessary. Results from the public polling conducted in 2014 indicated that a measure would have a greater chance of success in 2016, coinciding with a national election due to increased voter turnout.

Consultant services to conduct public polling are estimated to range from \$12,000-\$25,000. The City and County shared these costs in 2014 that came to a total of \$22,750.

Tax consulting services

In order to determine the appropriate amount of tax that will be necessary to sustain library operations and resonate with voters it is important to validate the tax rates that were tested in the last public polling survey to ensure that they accurately reflect current and future needs of the Library. The amounts tested were \$11.01, \$13.74, and \$18.08. The survey revealed that the highest public support existed in the mid-fifty percent range for a special tax of \$18.08 per year per single family household with an annual CPI adjustment.

One option is to retain tax consulting services to reassess the previous analysis and make any needed adjustments. The cost to prepare a special tax analysis and rate structure formulation may range from \$7,500-\$12,500. Alternatively, the City requests that County staff work with Goleta staff and Santa Barbara Library staff to ensure that the appropriate tax rate is tested with voters.

Campaign Outreach and Education

A successful ballot measure will require a better understanding of community needs, a strong educational campaign, and community activism to carry the message. Professional consulting services for public education and outreach for a special tax

measure could be retained. The cost may range from \$35,000-\$50,000. It may be more cost effective and convenient to combine this component with an RFP for public polling services. Alternatively, the City requests that County staff work with Goleta City staff on a library education initiative. The tasks and timeline associated with these activities are provided in Attachment 2.

To summarize, the table below is an estimate of the low and high cost range the County and City could each expect to pay if the cost for these professional services were shared. Alternatively, the City requests that the County share staff resources if it is determined that the County only wants to proceed with public polling services.

Contracting for Professional Services	Low	High
Public Polling	\$6,000	\$12,500
Tax consulting	\$3,750	\$6,250
Campaign Outreach and Education	\$17,500	\$25,000
Total	\$27,250	\$43,750

Attachments:

Attachment 1-Special Library Tax Ballot Measure Actions/Timeline

Attachment 2-Library Education Initiative Timeline

Goleta Library Special Tax Ballot Measure Actions/Timeline

The following is a list of important dates and actions leading up to placing a measure on the ballot.

September-October 2015

- Present to Countywide Library Advisory Committee regarding special tax proposal.
- Send letter to the Board of Supervisors requesting the County partner with the City to develop concurrent ballot measures and share costs and/or staff resources associated with this action.

January 2016

- Release RFP for public polling survey and/or tax consulting.

March 2016

- If the survey supports the ballot measure going forward, City and County staff work on options for public outreach, including advocacy by interest groups, such as the Friends of the Goleta Library.

May 2016

- Staff/consultant craft ballot measure language.

June 2016

- June 21 (reports due June 7, 2016)
 - Resolution approving a Council-sponsored ballot measure be submitted to the voters.
 - Adopt Resolution Calling & Giving Notice of Election, pursuant to EC 10403.
 - Adopt Resolution Requesting consolidation with Santa Barbara County, Pursuant to EC 10403.
 - Determine if rebuttal arguments will be permitted and, if so, adopt Resolution Providing for the filing of rebuttal arguments for City measures submitted at Municipal Elections.
 - Adopt Resolution Directing City Attorney to Prepare Impartial Analysis of Measure to be placed for November 8, 2016, Presidential General Election.

July 2016

- July 7: Last day for Election Official/City Clerk to file with the Clerk of the Board of Supervisors original and seven (7) copies of the district board's resolution requesting consolidation with the election.
- Publication-Notice of Election & Notice to Submit Arguments: Direct arguments for and against the measure. 10 days after call of Election.
- Period for Submitting Direct Arguments: Written direct arguments for and against the measure are to be submitted within this time frame. 10 days after call of Election.

- Preparation of Impartial Analysis: Impartial Analysis prepared by legal counsel.
- Election Official/City Clerk must submit a calendar of events and deadlines to the Elections Office. No later than July 7, 2016.
- Period for Submitting Rebuttal Arguments: Written rebuttal arguments by the authors of the direct arguments are to be submitted within this time frame. No later than 10 days after arguments are due.

August 2016

- 10-Day Public Exam Period: Period of public examination of proposed measure, analysis and arguments (if any). 10 calendar days following the filing deadline.
- August 22: Election Official/City Clerk Deadline for Submission of Local Measure Information to Printer: Completion of submission of ballot/sample ballot material to printer by County Elections Official.

Library Education Initiative (DRAFT) - For Internal Use Only

	Fall 2015	Winter 2015/16	Spring 2016	Summer 2016	Fall 2016
Education					
Develop key messages on library offerings	█				
Revisit key messages & revise if necessary (after survey)			█		
Create articles/education pieces - work with library staff, use quarterly reports from A. Gray		█			
Identify opportunities for internal education (City, County staff)	█				
Identify opportunities for external education (user groups, general public)	█				
Implement internal education			█	█	
Implement external education			█	█	█
Work with City/County to implement education activities at library				█	█
Use Monarch Press for articles		█			█
Post information on Nextdoor				█	█
Revisit key messages & revise if necessary			█		
Evaluate opportunities for outreach at County level	█	█			
Election					
Consider resurveying voters		█			
Initiate survey		█	█		
Evaluate responses			█		
Initiate resolution with Council/Supervisors			█	█	
Develop steering committee for measure		█	█		
Set up committee with FPPC		█	█	█	
Draft ballot measure			█	█	
Raise money for education			█	█	█
Hire an outside firm for specific marketing campaign			█	█	█
Direct mail				█	█
Print ads				█	█
Education events					█
City & County	█				
City of Goleta	█				
County of SB	█				
Friends of the GV Library/External committee	█				

ITEM NO. 3

LIBRARY DIRECTORS ZONE UPDATES

RECEIVE AND FILE



STAFF REPORT

DATE: September 16, 2015
TO: Library Advisory Committee
FROM: Irene Macias, Library Director, Santa Barbara Public Library System
CC: George Chapjian, Community Services Director, County of Santa Barbara
SUBJECT: Zone 1 Report

All Zone 1 Libraries

- The Summer Reading Program ran from June 9 to July 31 with the highly popular theme, Every Hero has a Story. Total signups numbered 5,592. Children had opportunities to learn about neighborhood heroes, and to be a “super hero.” Masks and capes were optional, but very popular.
- This quarter sees the addition of two new digital services. Learning Express Library was introduced throughout the Black Gold Cooperative Library System on September 3. The service provides online educational opportunities with lessons in a variety of basic and more complex training in math, grammar, writing. A unit on citizenship is also included. For parents and children, the Santa Barbara Public Library System now offers a new digital service called Beanstack. This cloud based service recommends picture book titles in the Library collection to parents and children. With a few clicks, busy parents can find more books on their children’s current interests, and place titles on hold.
- Blu-ray DVDs have been added to the Santa Barbara Public Library system.

Central

- With construction complete, the new Children’s Library opened on August 13.
- Following construction work and renovation, the main floor re-opened on September 3, featuring a new technology room, an Adult Literacy Center and a bright, sunny area set aside for eating.
- The selection process for a new Children’s Librarian began, with first interviews held in the first week of September.

Buellton

- Opened July 1.
- New carpeting was installed on August 6, and installation of a new service desk will be installed in September.
- September programming will include:
 - Tail Waggin’ Tutors on Wednesdays
 - Preschool storytime on Mondays

Carpinteria

- The Summer Reading Program saw over 1000 children sign up in June alone.
- Increased financial support from the City of Carpinteria and the Friends of the Carpinteria Library for the 2015-2016 fiscal year resulted in the retention of all open hours at the Library.
- Artwork by three students at the Carpinteria Library Homework Center was awarded winner status in the MTD Poster Contest. The winning artwork graced the sides of MTD buses during August.
- The Carpinteria Library partnered with Fun in the Sun, Head Start, Dahlia Court and other youth agencies to ensure that local students kept up their reading skills during the Summer months.

Eastside

- With strong attendance by families and children, Eastside Library held a 4th of July Family Craft event also featuring patriotic music with the performer Craig Newton.
- As part of the Summer Reading Program, the Library held a stuffed animal sleepover. Donations of stuffed animals supported “Adopt a Friend”, with each child receiving a Certificate of adoption, and a photo of their stuffed animal friend sleeping over in the library.

Goleta

- At the July 21 meeting of the City of Goleta City Council, Goleta staff presented a report on the findings of consultant Ruth Metz regarding Goleta Library becoming a municipal library. Council provided direction to pursue a special tax ballot measure by beginning discussions with the County and if they are in agreement move forward with a current ballot measure for 2016. Council also asked staff to determine the funding amounts necessary to sustain library operations for the purpose of determining how much to ask of tax payers to fund. In addition, Council asked staff to return with a deeper analysis of costs associated with the City managing the Library.
- July 16th, the City of Goleta sent notice of extension of the Goleta Library agreement for library services through June 30, 2016.
- Staff conducted STEM programming to support national educational initiatives, achieving excellent attendance and enthusiastic participation.
- The Summer Reading Club was extremely busy with over 2,000 children attending programs.

Montecito Library

- Reduced opening hours began at the Montecito Library on Monday, July 6. The new 36 hour schedule includes closure on Mondays and a Saturday closing time of 4pm.
- Use of the self-check machine has increased significantly since the move of the holds to a more convenient location.

Solvang

- Increased funds from the County per capita allocation prevented a scheduled reduction of two hours on Saturdays, making it possible to retain all open hours at the Solvang Library.
 - Monthly Music Together sessions will continue into the fall, for families with children 0-3
-

Santa Ynez

- The station is open three hours on Saturdays and is staffed with a volunteer. Due to last minute cancellations or unavailability of the volunteers, the Santa Ynez location continues occasionally to see an unplanned closure.

Los Olivos

- The station is open three hours on Saturdays and is staffed with a volunteer. Due to last minute cancellations or unavailability of the volunteers, the Los Olivos location continues occasionally to see an unplanned closure.
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STAFF REPORT

DATE: September 16, 2015
TO: Library Advisory Committee
FROM: Molly Gerald, Interim Library Director, Lompoc Public Library
CC: George Chapjian, Community Services Director, County of Santa Barbara
SUBJECT: Zone 2 Library Report

General

- Retired Lompoc Public Library System Director, Molly Gerald, returned as Interim Library Director on June 15. A new Library Director has been appointed and is expected to arrive on October 5.
- A new Youth Services Librarian joined the staff on July 21. Xochitl Rocha grew up in Oxnard. Her Masters in Library and Information Science (MLIS) degree was awarded this spring from the University of Washington.
- The City of Lompoc Council approved the transition of the Lompoc Library to full departmental status effective August 20. The former Administrative Board of Trustees is now the Library Advisory Commission. This body still meets monthly and reviews operations and policy. The Commission makes recommendations to City Council, but does not have the power to approve contracts, and the Director is hired by the City Manager.
- As part of the transition, the Library Clerk series was eliminated and FT career ladder positions were established for 2 Library Technicians and 2 Library Assistants.
- The library is participating in the Santa Barbara County Stand Down for Homeless Vets. The event takes place on Oct 17th at the Fairgrounds in Santa Maria. Boxes have been placed in the Lompoc and Village Libraries to collect new towels and sweatshirts for men and women. They will be handed out at the Oct. 17th Stand Down event.
- The 6-week Summer Reading Program served children, teens, and adults. Participants totaled 904 patrons who read 4,820 books.
- Implementation of Custom Library Services from materials vendor Baker & Taylor is underway. Vendor staff will visit the Lompoc Library on September 22nd to complete the preliminary steps. This service provides shelf ready materials with cataloging, covers, and labeling provided by Baker & Taylor.
- Library Director and key staff met with the Central Coast Collaborative on Homelessness (C3H) Directors in August to consider ways in which the library can interact in the most positive and effective way with homeless patrons. Staff plans to attend the local C3H meetings monthly. Staff also attends Health Lompoc Coalition meetings monthly and plans to pursue cooperative programming on nutrition and other issues.
- Year 2 of the First Grade First Card project is being set up in cooperation with Lompoc Unified School District staff.
- The Library Commission approved a circulation policy designed to make it easier for children in the foster care system to obtain a library card. This effort was shared with

Santa Barbara and Santa Maria libraries and began at the request of Supervisor Janet Wolf.

- The new digital comics and graphic novel product, Comics Plus, is now available through the Black Gold Cooperative Library System to all patrons in the consortium. A mobile app will be available soon so that patrons can access the BG catalog from smartphones and other devices.

Lompoc Library

- The after school homework help program is being set up. Preschool story times and bilingual story times resumed September 1.

Village Library

- Story time continues at 2 sessions per week.
- The Library Commission voted on September 8 to recommend a change to the Village Library budget, lowering the branch share of the Black Gold fee and shifting this cost to the Lompoc Library. This reduces branch expenditures by \$6,424. No decision is final regarding the number of hours that can be added, if any.
- Recruitment for a branch supervisor and support staff is almost complete.

Charlotte's Web Mobile Children's Library

- The Charlotte's Web bookmobile is scheduled to be completed prior to October 14. The vehicle will be inspected at the vendor site in Wisconsin and then delivered by the vendor to Lompoc. Recruitment is in progress for Charlotte's Web staff.



STAFF REPORT

DATE: September 16, 2015
TO: Library Advisory Committee
FROM: Mary Housel, City Librarian, Santa Maria Public Library
CC: George Chapjian, Community Services Director, County of Santa Barbara
SUBJECT: Zone 3 Library Report

All Zone 3 Libraries

- Over thirty librarians on the Central Coast attended a free California State Library workshop, “Adding Value to Library Services With Outcome-Based Planning and Evaluation” held at the Santa Maria Public Library on July. On October 28, the State Library will return with another free workshop, “Get Involved Volunteer Engagement Institute” for library and literacy volunteer coordinators.
- The Black Gold Library Consortium has added a new electronic service for our library users, *Comics Plus*. This service includes unlimited access to over 13,000 popular and classic comic books and graphic novels which can be accessed with your library card.
- The Summer Reading Program for children and teens this year was very successful. Overall for all locations, we had a 16% increase in the number of participants.
- In July, librarians from the three zones and Margaret Esther from Santa Barbara Public Library met with Supervisor Wolfe, County Department of Social Services, Devin Drake, CASA Director Kim Davis, and two others to discuss our individual jurisdictions’ Foster Child Library Card policies and procedures. Specifically we discussed how foster children can get library cards when/if their foster parents are not willing to take responsibility for any fines and fees incurred. Discussions are to be continued.
- In August, librarians from the three zones met with the County Library Advisory special committee on funding to discuss and make recommendations on a future formula or strategy for county library funding.

Santa Maria Library

- In early June, State Librarian Greg Lucas was in town to attend a Black Gold Administrative Council meeting and took time to visit the Santa Maria and Orcutt Libraries. Greg was very impressed with the both library buildings, and particularly the main library children’s room murals, the prominent teen area, and the creative and attractive library flyers designed by the library’s graphics technician.
- Santa Maria Public Library’s Graphics Technician created a winning logo for the Santa Maria Valley Chamber of Commerce’s logo contest.
- The Library participated in *National Night Out* held at the Town Center East mall in August. Over 1,000 people visited the library’s booth for free children’s books and information about the library’s programs and services
- The City Librarian has started attending monthly County Alcohol, Drug & Mental Health Services meetings in an effort to meet and partner with social service providers in our area who can help us respond to the challenges we face due to the increasing numbers of transient and homeless individuals using the library as day centers.

Cuyama Library

- The Library partnered with the Cuyama Valley Family Resource Center who helped us achieve a record number (30) of summer reading program participants. Cuyama Library Clerk Jamie Cole attended an evening program to present certificates of completion to the children.

Guadalupe Library

- The Guadalupe Friends of the Library recently held their annual membership meeting and program featuring magician Greg Villegas. Greg is the brother of our Guadalupe Representative to the County Library Advisory Committee, Amelia Villegas. The Friends raised about \$10,500 last year through grant writing, donations, and book sales. Funds were used to purchase books for children and adults, to pay library utilities, to replace computer chairs, and two new children's computer learning stations.
- Guadalupe Friends of the Library past president and current secretary Shirley Boydston was honored by the Santa Maria City Council in July for her longtime commitment and voluntarism to the library.
- The Guadalupe City Council recently discussed and voted to continue paying \$20,000 annually toward the current \$21,600 library rent until the end of the current library lease ending November 30, 2016. When the lease expires, the provision of rent by the City will need to be reconsidered.

Los Alamos Library

- The Friends of the Los Alamos Library raised nearly \$200,000 from community donors and grants which have funded lead abatement, rewiring, data lines, window replacements, new bathroom fixtures, paint, carpet, shelving, and computers. They plan to continue fundraising to support library operations. A private party honoring donors was held on August 27 and attendees were treated to a sneak preview of the library. A Community Grand Opening and ribbon cutting celebration is set for Saturday, September 12, 2015 at 10 a.m. with many speakers who helped bring the library project to fruition including County Supervisor Doreen Farr.

Orcutt Library

- Several Library staff participated in the Orcutt Junior High School Community Interview Program on May 28. Eighth graders dressed up for a mock job interview by community leaders.
 - Since March 2013, our dedicated team of four volunteer storytellers (retired teachers) at Orcutt have faithfully been providing two sessions of preschool story time on Tuesdays. They have recently joined the Friends of the Orcutt Library Board and agreed to serve in officer and committee leader positions. The group was in decline and has been reinvigorated with their help.
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ITEM NO. 4

MEMBER REPORTS/ROUNDTABLE

FOR DISCUSSION