



Library Advisory Committee

Meeting, Wednesday, January 20, 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
Patricia Kistler

Guadalupe Representative
Amelia Villegas

Lompoc Representative
Alice Down

Santa Barbara Representative
Patricia Saley

Santa Maria Representative
Maureen Theobald

Solvang Representative
Shirley Stacy

Library Directors

Lompoc Library Director
Sarah Bleyl

Santa Barbara Acting Library
Director
Jessica Cadiente

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

January 20, 2016

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 December 16, 2015 will be considered.

STANDARD AGENDA

1. Countywide Library Ballot Measure - Subcommittee Update

Adjourn.

The next Library Advisory Committee Meeting will be held on Wednesday, February 17, 2016 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
DECEMBER 16, 2015**

SANTA BARBARA COUNTY

**LIBRARY ADVISORY
COMMITTEE**

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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
Patricia Kistler

Guadalupe Representative
Amelia Villegas

Lompoc Representative
Alice Down

Santa Barbara Representative
Patricia Saley

Santa Maria Representative
Maureen Theobald

Solvang Representative
Shirley Stacy

Library Directors

Lompoc Library Director
Sarah Bleyl

Acting Santa Barbara Library Director
Jessica Cadiente

Santa Maria Library Director
Mary Housel

**Board of Supervisors
Representative**

3rd District Supervisor
Doreen Farr

County Staff

Community Services Director
George Chapjian

Administrative Professional
Marie Gensler

ACTION SUMMARY

December 16, 2015

Solvang Courthouse
1745 Mission Drive
Solvang, CA

Meeting officially convened at 10:05AM

Roll Call

Members Present: Supervisor Doreen Farr, Patricia Manuras, Claire B. VanBlaricum, Judith Dale, Barbara Raggio, Laura Selken, Gaby Edwards, Pamela Holst, Dan Baumann, Patricia Kistler, Amelia Villegas, Patricia Saley, Maureen Theobald

Members Absent: Alice Down, Shirley Stacy

Directors Present: Jessica Cadiente, Mary Housel, Sarah Bleyl

County Staff Present: George Chapjian, Elizabeth Farnum, Evangeline Benchek

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 September 16, 2015

Action: A motion was made by Claire VanBlaricum and seconded by Judith Dale to approve the minutes of September 16, 2015. All approved. Motion passed.

STANDARD AGENDA

1. Countywide Library Ballot Measure – Conference Call with John Chrastka from EveryLibrary

The Library Advisory Committee contacted consultant John Chrastka from EveryLibrary to discuss putting a county wide special tax measure on the November 2016 ballot. Supervisor Farr provided a brief summary regarding the City of Goleta's Special Tax Ballot Measure request.

The ballot measure would need to be consistent across the county and cannot be split or differ amongst zones, districts, service areas, etc. It must be the same amount applied county wide. There is an option of having a flat parcel tax rate or having a tiered structure based on residential, commercial, agriculture, vacant land, multi-family, etc. There will need to be equitable distribution of funds. One option would be to keep the same distribution methodology that the county currently uses, which is per capita, or the other option would be to distribute based on parcels in each zone. This will need to be decided prior to putting the measure on the ballot. Keeping the same methodology that is currently being used would make most sense, but is up for discussion.

John mentioned four voter groups that should be targeted and educated about the measure for it to pass: political, education, economic and stakeholders. He also said that a plan b should be created so that the voters will know what the ramifications will be if the measure fails. The features of what will be provided at each library needs to be determined and marketed to the individual communities.

The total cost for what is needed (hours, collection, programing, etc.) will need to be calculated and then divided by number and type of parcels in order to determine the special tax. John mentioned that in rural areas \$19 per parcel was about average; for mixed areas it's around \$33. John further discussed the voter belief statistics: 40% of voters are believers of libraries and are more interested in seeing how it will impact their community and neighborhood. They have a genuine compassion towards the livelihood of what libraries do for the community. 25% of voters are non-believers who won't vote in support and don't share a common compassion for libraries in general. They are usually those who are against government and think that money and taxes collected aren't used for the purpose they claim to be for. 40% of voters are willing to have a conversation about the support of libraries. They will want to know: What benefits will be gained if the measure passes? What will happen if it fails? Where will the money be going? How will the money be spent? In order for the measure to pass, 66.7% of voters need to support the ballot measure. There was also discussion about creating MOU's between the cities and the County as this special tax is meant to be additive and not replace any current contributions. The MOU's will need to be written very carefully and with some flexibility. Contra Costa County has MOU's in place with each of their cities which details the number of hours both the city and the county each agree to fund. These agreements are negotiated annually. Santa Clara County has a similar system in place as well. George is going to contact them both and see if we can get some more specific information on these agreements and system they each have in place.

There was further discussion after the call with John ended. There was consensus that the ballot measure and marketing of it needs to be tailored to each library and community as they each have different needs and wants. The ballot measure also needs to have a cost of living increase built into it. In moving forward, County staff will need to contact the Assessor's office to get information on number and types of parcels. When developing the measure, the history of libraries should be looked at. In particular, where did libraries used to be (funding levels in the past years), what has changed, what shape are they in now, and when and why has funding changed over the years. A sub-committee of the LAC should be formed to gather information, assist in writing the ballot measure, and provide updates to the larger committee on a monthly basis. We also need to see where the City of Goleta is at with their proposed ballot measure and how much they're planning on contributing to the Goleta Library from their general fund in the future. Patricia Kistler will meet with the City of Goleta regarding this information and bring it back to the January 20 LAC meeting.

ACTION: Claire VanBlaricum moved, and Judith Dale seconded that the Santa Barbara County Library Advisory Committee recommend to the Board of Supervisors to put a special parcel tax on the November 2016 Ballot with the amount to be determined. All approved. Motion passed unanimously.

A Board Letter with this recommendation will need to go to the Board of Supervisors along with a staff report including all information, an amount, and steps moving forward. The earliest this would happen would be at the end of February. Supervisor Farr will also bring this topic to the next City and County Managers meeting.

A sub-committee of the LAC was formed to work on the logistics of a ballot measure (do research/gather information, assist in writing the ballot measure, and provide updates to the larger committee on a monthly basis). The members of this sub-committee are Judith Dale (Chair), Claire VanBlaricum, Amelia Villegas, Gaby Edwards, Barbara Raggio, and Patricia Kistler. This sub-committee will meet several times each month and bring back their findings to the LAC meetings. The next meeting of the LAC is scheduled for January 20 with an additional meeting on February 17. These meetings will take place at the Cachuma Lake Rec Hall, and are in addition to the regularly scheduled quarterly meetings.

2. Role of Committee Members – For Discussion *(Item was tabled until the March meeting)*

3. 2016 Library Advisory Committee Meeting Schedule – For Action

ACTION: Committee approved by consensus the proposed 2016 meeting schedule, with the addition of meetings on January 20 and February 17 and the possibility of additional meetings.

4. Library Directors Zone Updates – Receive and File

- i. Zone 1 – Jessica Cadiente
No additional updates were provided. There was no further discussion.
- ii. Zone 2 – Sarah Bleyl
No additional updates were provided. There was no further discussion.
- iii. Zone 3 – Mary Housel
No additional updates were provided. There was no further discussion.

5. Member Reports/Roundtable Discussions *None*

Adjourned at 12:11 PM

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ITEM NO. 1

COUNTYWIDE BALLOT MEASURE

SUBCOMMITTEE UPDATE – FOR DISCUSSION