

**REVISED**



**CAPITOLA LIBRARY ADVISORY COMMITTEE  
REGULAR MEETING AGENDA**

**TUESDAY, AUGUST 9, 2016**

**3:30 PM**

**COMMUNITY ROOM  
420 CAPITOLA AVENUE, CAPITOLA, CA 95010**

**1. ROLL CALL**

**2. PRESENTATIONS**

A. Introduction of Susan Nemitz, Library Director for Santa Cruz County

**3. ADDITIONAL MATERIALS**

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

A. Item 10.A. Revised June 14, 2016, Capitola Library Advisory Committee Regular Meeting Action Minutes

**4. CHANGES TO AGENDA**

**5. ORAL COMMUNICATION**

*Oral Communications allows time for members of the Public to address the Committee on any item not on the Agenda. Presentations will be limited to three minutes per speaker. Individuals may not speak more than once during Oral Communication. All speakers must address the entire Committee and will not be permitted to engage in dialogue. A MAXIMUM of 30 MINUTES is set aside for Oral Communications at this time.*

**6. REPORT FROM FRIENDS OF CAPITOLA LIBRARY CHAPTER**

**7. REPORT FROM LIBRARY COMMISSION**

**8. REPORT FROM JOINT POWERS BOARD**

**9. COMMITTEE / STAFF COMMENTS**

*Library Advisory Members / Staff may comment on matters of a general nature or identify issues for staff response or future committee consideration.*

**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 Committee votes on the action unless members of the public or the Committee request specific items to be discussed for separate review. Items pulled for separate discussion will be considered following General Government.*

A. Consider the June 14, 2016, Library Advisory Committee Minutes  
**RECOMMENDED ACTION:** Approve Minutes.

**11. GENERAL BUSINESS**

*General 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) Committee questions; 3) Public comment; 4) Committee deliberation; 5) Decision.*

- A. Review Updated Construction Timeline with Library Project Manager  
RECOMMENDED ACTION: Receive presentation from the City's Library Project Manager firm, Bogard Construction.
- B. Review Library Fundraising Timeline and Strategy  
RECOMMENDED ACTION: Receive presentation from the Capitola Library Friends group.
- C. Library Needs Assessment Update  
RECOMMENDED ACTION: Receive presentation from Library staff regarding Needs Assessment Update data collection.
- D. Consider Regional Library Tour  
RECOMMENDED ACTION: Set date and libraries to visit on Regional Library Tour.
- E. Consider Rescheduling the October 11, 2016, Library Advisory Committee Meeting  
RECOMMENDED ACTION: Reschedule meeting.

**12. ADJOURNMENT**

Adjourned to the next Regular Meeting of the Library Advisory Committee to be determined.

**Note:** The Capitola Library Advisory Committee meets on the Tuesday every other month at 3:30 p.m. in the Community Room located at 420 Capitola Avenue, Capitola.

**Agenda and Agenda Packet Materials:** The Capitola Library Advisory Committee Agenda is available on the City's website: [www.cityofcapitola.org](http://www.cityofcapitola.org) on Friday prior to the Tuesday meeting. If you need additional information please contact the City Clerk at (831) 475-7300.

Any person seeking to challenge a Committee decision made as a result of a proceeding in which, by law, a hearing is required to be given, evidence is required to be taken, and the discretion in the determination of facts is vested in the Committee, shall be required to commence that court action within ninety (90) days following the date on which the decision becomes final as provided in Code of Civil Procedure §1094.6. Please refer to code of Civil Procedure §1094.6 to determine how to calculate when a decision becomes "final." Please be advised that in most instances the decision become "final" upon the Committee's announcement of its decision at the completion of the public hearing. Failure to comply with this 90-day rule will preclude any person from challenging the Committee decision in court.

**Americans with Disabilities Act:** Disability-related aids or services are available to enable persons with a disability to participate in this meeting consistent with the Federal Americans with Disabilities Act of 1990. Assisted listening devices are available for individuals with hearing impairments at the meeting in the Committee Chambers. Should you require special accommodations to participate in the meeting due to a disability, please contact the City Clerk's office at least 24-hours in advance of the meeting at 831-475-7300. In an effort to accommodate individuals with environmental sensitivities, attendees are requested to refrain from wearing perfumes and other scented products.



## CAPITOLA LIBRARY ADVISORY COMMITTEE AGENDA REPORT

**MEETING OF AUGUST 9, 2016**

FROM: City Manager Department

SUBJECT: Introduction of Susan Nemitz, Library Director for Santa Cruz County

---

**DISCUSSION:** Susan Nemitz joins us from Minnesota where she spent the last eleven years as the Director of Ramsey County Libraries, a Twin Cities suburban library system consisting of seven branches. While there, she managed the renovation of three branches and the replacement of four branches. She has 17 additional years of experience working in higher education administration. She is currently living in Aptos with her Golden Doodle and is really enjoying the weather.

Report Prepared By: Michele Deiter  
Records Coordinator

**Reviewed and Forwarded by:**

A handwritten signature in blue ink, appearing to be "JG", is written over a horizontal line.

Jamie Goldstein, City Manager

8/5/2016

**REVISED**

**CAPITOLA LIBRARY ADVISORY COMMITTEE  
REGULAR MEETING ACTION MINUTES**

**TUESDAY, JUNE 14, 2016 – 3:30 PM**

**COMMUNITY ROOM**

**1. ROLL CALL**

Committee Members Toni Campbell, Chair Barbara Gorson, Ariel Gray, David Kraemer, Vice Chair Gayle Ortiz, Lisa Steingrube, Council Member Michael Termini and City Manager Jamie Goldstein (Ex Officio) were present.

**2. PRESENTATIONS** (None provided.)

**3. APPOINTMENT OF CHAIR AND VICE CHAIR** (None provided.)

**4. ADDITIONAL MATERIALS** (None provided.)

**5. CHANGES TO AGENDA** (None provided.)

**6. ORAL COMMUNICATIONS**

Capitola residents Bill and Julie Rasnick were in attendance and spoke of their concern over the library building being too large because they reside behind where the library building will be located and fear that the new library not only may impact their present view, but also may cause a decline in the value of their property. An additional concern they expressed was that of parking being inefficient.

City Manager Goldstein responded that the City will be respectful of the neighboring properties in the design of the library and the required parking.

Chair Gorson invited both Bill and Julie Rasnick to continue to be kept informed of the library design progress by joining Friends of the Library.

Council Member Termini and Vice Chair Ortiz discussed the present parking issues and walkway.

**7. REPORT FROM FRIENDS OF THE CAPITOLA LIBRARY CHAPTER**

Chair Gorson stated that all officers have now been officially elected. Also, questioned when will they be engaged in the library design input? ~~She also informed the Committee that Scotts Valley was the biggest fund-raisers of Measure S.~~

~~Vice Chair Ortiz encouraged more fund raising is needed on the behalf of Capitola, maybe with the assignment of a coordinator to facilitate fundraising efforts.~~

~~City Manager Goldstein mentioned not to forget to include donations in the effort.~~

Communication: Item 10.A. Revised June 14, 2016, Capitola Library Advisory Committee Regular Meeting Action Minutes (ADDITIONAL)

## 8. REPORT FROM LIBRARY COMMISSION

Chair Gorson stated that at the May 23, 2016, meeting of the Library Commission, bylaws were revised, library status was reviewed and that there was discussion on the option for increased hours and Fiscal Year 2016/2017 change regarding fix costs.

## 9. REPORT FROM JOINT POWERS BOARD

City Manager Goldstein stated the new Library Director Susan Nemitz is to start next week. The balancing of the budget will be challenging, but the passing of Measure S will help. Many things will need to be taken into consideration such as extended hours and services; efficient functionality with what standards are in place, which may impact staff and library accessibility when construction of the new building is ongoing.

## 10. COMMITTEE/STAFF COMMENTS

Chair Gorson thanked all who supported Measure S.

## 11. CONSENT CALENDAR

### A. Consider the April 12, 2016, Library Advisory Committee Minutes

**ACTION:** Chair Gorson pointed out a correction to be made regarding the Roll Call depicting Committee Member Kraemer being absent, which he was not. Motion by Committee Member Campbell, seconded by Chair Gorson to approve the April 12, 2016, Library Advisory Committee Minutes with correction. **Ayes:** Chair Gorson, Committee Members Campbell, Gray, Kraemer, Vice Chair Ortiz, Steingrube and Council Member Termini **Noes:** None; **Absent:** None.

## 12. GENERAL BUSINESS

### A. Consider Timeline Update to Construct the Capitola Branch Library

City Manager Goldstein presented the timeline stipulating that Request for Proposals (RFPs) for the Construction Project Manager position will be received by July 8, 2016, and asked for three volunteers from the Committee to assist in the review of RFPs. Committee Members Campbell, Kraemer and Council Member Termini volunteered.

### B. Consider Library Needs Assessment Update

**ACTION:** Motion by Council Member Termini, seconded by Committee Member Campbell to receive the current library usage/circulation data from Janis O'Driscoll, Interim Director of Santa Cruz Public Libraries, for comparison to the 2011 Capitola Library Needs Assessment, and if significant changes are found contracting an update will then be considered. **Ayes:** Chair Gorson, Committee Members Campbell, Gray, Kraemer, Vice Chair Ortiz, Steingrube, and Council Member Termini; **Noes:** None; **Absent:** None.

**13. ADJOURNMENT**

Chair Gorson adjourned the meeting at 4:48 p.m. to the next Regular Meeting of the Library Advisory Committee to be held on Tuesday, August 9, 2016, at 3:30 p.m., in the Community Room, 420 Capitola Avenue, Capitola, California.

\_\_\_\_\_  
Barbara Gorson, Chair

ATTEST:

\_\_\_\_\_  
Michele Deiter, CMC  
Records Coordinator

DRAFT



# CAPITOLA LIBRARY ADVISORY COMMITTEE AGENDA REPORT

**MEETING OF AUGUST 9, 2016**

FROM: City Manager Department

SUBJECT: Consider the June 14, 2016, Library Advisory Committee Minutes

---

RECOMMENDED ACTION: Approve Minutes.

DISCUSSION: Attached for the Committee's review and approval are the Minutes of the subject meeting.

ATTACHMENTS:

1. DRAFT June 14, 2016 Library Advisory Committee Minutes

Report Prepared By: Michele Deiter  
Records Coordinator

**Reviewed and Forwarded by:**

A handwritten signature in blue ink, appearing to be "JG", is written over a horizontal line.

Jamie Goldstein, City Manager

8/5/2016

## CAPITOLA LIBRARY ADVISORY COMMITTEE REGULAR MEETING ACTION MINUTES

**TUESDAY, JUNE 14, 2016 – 3:30 PM  
COMMUNITY ROOM**

### 1. ROLL CALL

Committee Members Toni Campbell, Chair Barbara Gorson, Ariel Gray, David Kraemer, Vice Chair Gayle Ortiz, Lisa Steingrube, Council Member Michael Termini and City Manager Jamie Goldstein (Ex Officio) were present.

### 2. PRESENTATIONS (None provided.)

### 3. APPOINTMENT OF CHAIR AND VICE CHAIR (None provided.)

### 4. ADDITIONAL MATERIALS (None provided.)

### 5. CHANGES TO AGENDA (None provided.)

### 6. ORAL COMMUNICATIONS

Capitola residents Bill and Julie Rasnick were in attendance and spoke of their concern over the library building being too large because they reside behind where the library building will be located and fear that the new library not only may impact their present view, but also may cause a decline in the value of their property. An additional concern they expressed was that of parking being inefficient.

City Manager Goldstein responded that the City will be respectful of the neighboring properties in the design of the library and the required parking.

Chair Gorson invited both Bill and Julie Rasnick to continue to be kept informed of the library design progress by joining Friends of the Library.

Council Member Termini and Vice Chair Ortiz discussed the present parking issues and walkway.

### 7. REPORT FROM FRIENDS OF THE CAPITOLA LIBRARY CHAPTER

Chair Gorson stated that all officers have now been officially elected. Also, questioned when will they be engaged in the library design input? She also informed the Committee that Scotts Valley was the biggest fund raisers of Measure S.

Vice Chair Ortiz encouraged more fund raising is needed on the behalf of Capitola, maybe with the assignment of a coordinator to facilitate fundraising efforts.

City Manager Goldstein mentioned not to forget to include donations in the effort.

### 8. REPORT FROM LIBRARY COMMISSION

Chair Gorson stated that at the May 23, 2016, meeting of the Library Commission, bylaws were revised, library status was reviewed and that there was discussion on the option for increased hours and Fiscal Year 2016/2017 change regarding fix costs.



## 9. REPORT FROM JOINT POWERS BOARD

City Manger Goldstein stated the new Library Director Susan Nemitz is to start next week. The balancing of the budget will be challenging, but the passing of Measure S will help. Many things will need to be taken into consideration such as extended hours and services; efficient functionality with what standards are in place, which may impact staff and library accessibility when construction of the new building is ongoing.

## 10. COMMITTEE/STAFF COMMENTS

Chair Gorson thanked all who supported Measure S.

## 11. CONSENT CALENDAR

- A. Consider the June 14, 2016, Library Advisory Committee Minutes

**ACTION:** Chair Gorson pointed out a correction to be made regarding the Roll Call depicting Committee Member Kraemer being absent, which he was not. Motion by Committee Member Campbell, seconded by Chair Gorson to approve the April 12, 2016, Library Advisory Committee Minutes with the correction. **Ayes:** Chair Gorson, Committee Members Campbell, Gray, Kraemer, Vice Chair Ortiz, Steingrube and Council Member Termini; **Noes:** None; **Absent:** None.

## 12. GENERAL BUSINESS

- A. Consider Timeline Update to Construct the Capitola Branch Library

City Manager Goldstein presented the timeline stipulating that Request for Proposals (RFPs) for the Construction Project Manager position will be received by July 8, 2016, and asked for three volunteers from the Committee to assist in the review of the RFPs. Committee Members Campbell, Kraemer and Council Member Termini volunteered.

- B. Consider Library Needs Assessment Update

**ACTION:** Motion by Council Member Termini, seconded by Committee Member Campbell to receive the current library usage/circulation data from Janis O'Driscoll, Interim Director of Santa Cruz Public Libraries, for comparison to the 2011 Capitola Library Needs Assessment, and if significant changes are found contracting an update will then be considered. **Ayes:** Chair Gorson, Committee Members Campbell, Gray, Kraemer, Vice Chair Ortiz, Steingrube, and Council Member Termini; **Noes:** None; **Absent:** None.

## 13. ADJOURNMENT

Chair Gorson adjourned the meeting at 4:48 p.m. to the next Regular Meeting of the Library Advisory Committee to be held on Tuesday, August 9, 2016, at 3:30 p.m., in the Community Room, 420 Capitola Avenue, Capitola, California.

\_\_\_\_\_  
Barbara Gorson, Chair

ATTEST:

\_\_\_\_\_  
Michele Deiter, CMC  
Records Coordinator



## CAPITOLA LIBRARY ADVISORY COMMITTEE AGENDA REPORT

**MEETING OF AUGUST 9, 2016**

FROM: City Manager Department

SUBJECT: Review Updated Construction Timeline with Library Project Manager

**RECOMMENDED ACTION:** Receive presentation from the City's Library Project Manager firm, Bogard Construction.

**BACKGROUND:** Previously City staff prepared draft project timelines depicting the process to build the Capitola Branch Library. Last month the City contracted with Bogard Construction to manage the process of developing the library. Bogard Construction is a local firm that served as the project manager for the Scotts Valley Library Project and has excellent recommendations from both Scotts Valley and the Library staff.

**DISCUSSION:** This initial phase of Bogard's contract includes updating the project timeline, which will be presented at the meeting.

Report Prepared By: Jamie Goldstein  
City Manager

**Reviewed and Forwarded by:**

\_\_\_\_\_  
Jamie Goldstein, City Manager

8/5/2016



# CAPITOLA LIBRARY ADVISORY COMMITTEE AGENDA REPORT

**MEETING OF AUGUST 9, 2016**

FROM: City Manager Department

SUBJECT: Review Library Fundraising Timeline and Strategy

---

RECOMMENDED ACTION: Receive presentation from the Capitola Library Friends group.

BACKGROUND: Representatives from the Friends of Capitola Library will attend the meeting and provide an update on the initial fundraising strategy for the library. Those funds will be used to augment the City's current \$10.6 million already allocated to the project.

Report Prepared By: Jamie Goldstein  
City Manager

**Reviewed and Forwarded by:**

A handwritten signature in blue ink, appearing to be "JG", is written over a horizontal line.

Jamie Goldstein, City Manager

8/5/2016



# CAPITOLA LIBRARY ADVISORY COMMITTEE AGENDA REPORT

**MEETING OF AUGUST 9, 2016**

FROM: City Manager Department  
SUBJECT: Library Needs Assessment Update

**RECOMMENDED ACTION:** Receive presentation from Library staff regarding Needs Assessment Update data collection.

**BACKGROUND:** At the last Library Advisory Committee (LAC) meeting staff presented a proposal to update the 2011 Capitola Library Needs Assessment. Based on feedback from the LAC, that update was put on hold and instead Library staff agreed to evaluate Capitola Branch usage and demographics to see how the data had changed since 2011.

Since that last LAC meeting, Library staff has reviewed current usage data comparing branches across the 11-branch system with a particular focus on the Capitola Branch. For the purposes of this analysis, the Bookmobile is considered the 11<sup>th</sup> branch.

Data show the Capitola Branch is a significant part of the Santa Cruz Public Library (SCPL) system. Its borrowers are active and the branch is also a frequent destination for people whose home branches are Aptos, Live Oak, and Downtown. 8.5% of the active borrowers in the system identify Capitola as their home branch. 10.1% of the system checkouts in 2015-16 were from the Capitola Branch.

**DISCUSSION:** It is interesting to compare the way the current Capitola Branch is used compared to nearby branches. The accompanying charts (Attachment 1) are a first step in understanding those relationships.

In addition to the attached charts of usage data, Library staff will present current programming data and a brief analysis of the demographics of the City of Capitola asking these three questions: Who lives in Capitola? Who uses the Capitola Branch Library? Who doesn't use the Capitola Branch Library? We are developing the data using as our primary tool, Analytics on Demand.

The staff believes that the combination of data about current branch usage, comparison usage across branches, numbers and popularity of programs at the current Capitola Branch, and a profile of City of Capitola residents will inform decision-making regarding the design and functions of the new Capitola Branch building.

**ATTACHMENTS:**

Library Needs Assessment Update  
August 9, 2016

1. SCPL Usage Data Analysis

Report Prepared By: Jamie Goldstein  
City Manager

**Reviewed and Forwarded by:**

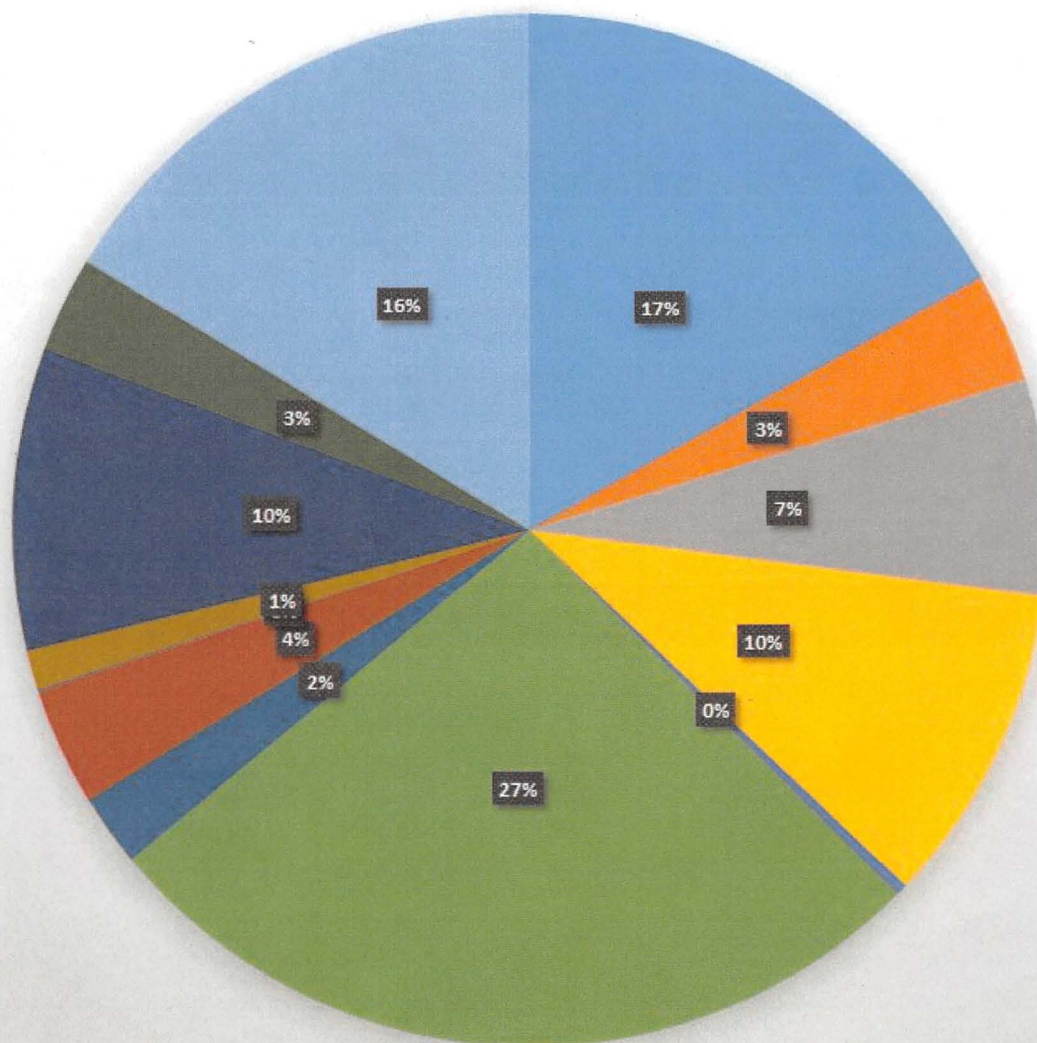


---

Jamie Goldstein, City Manager

8/5/2016

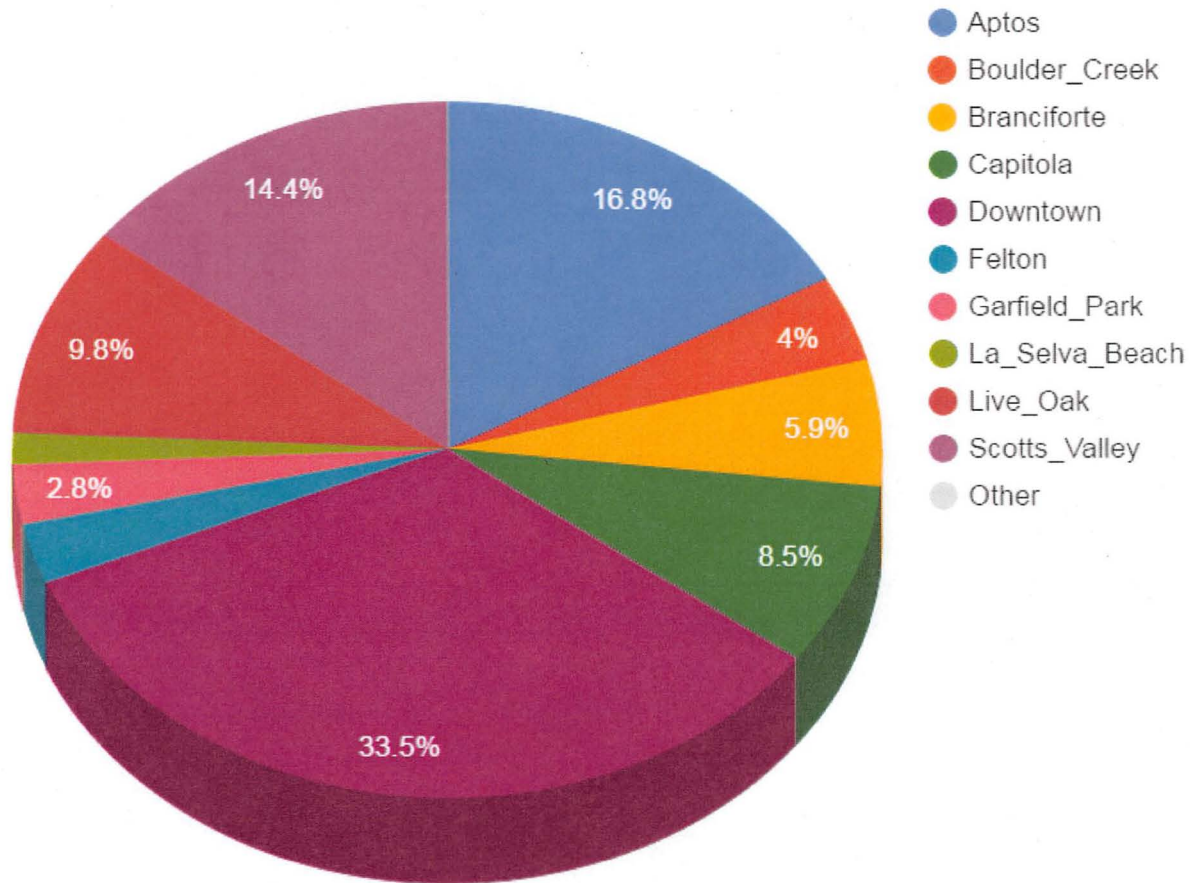
2015-2016 Checkouts by Branch



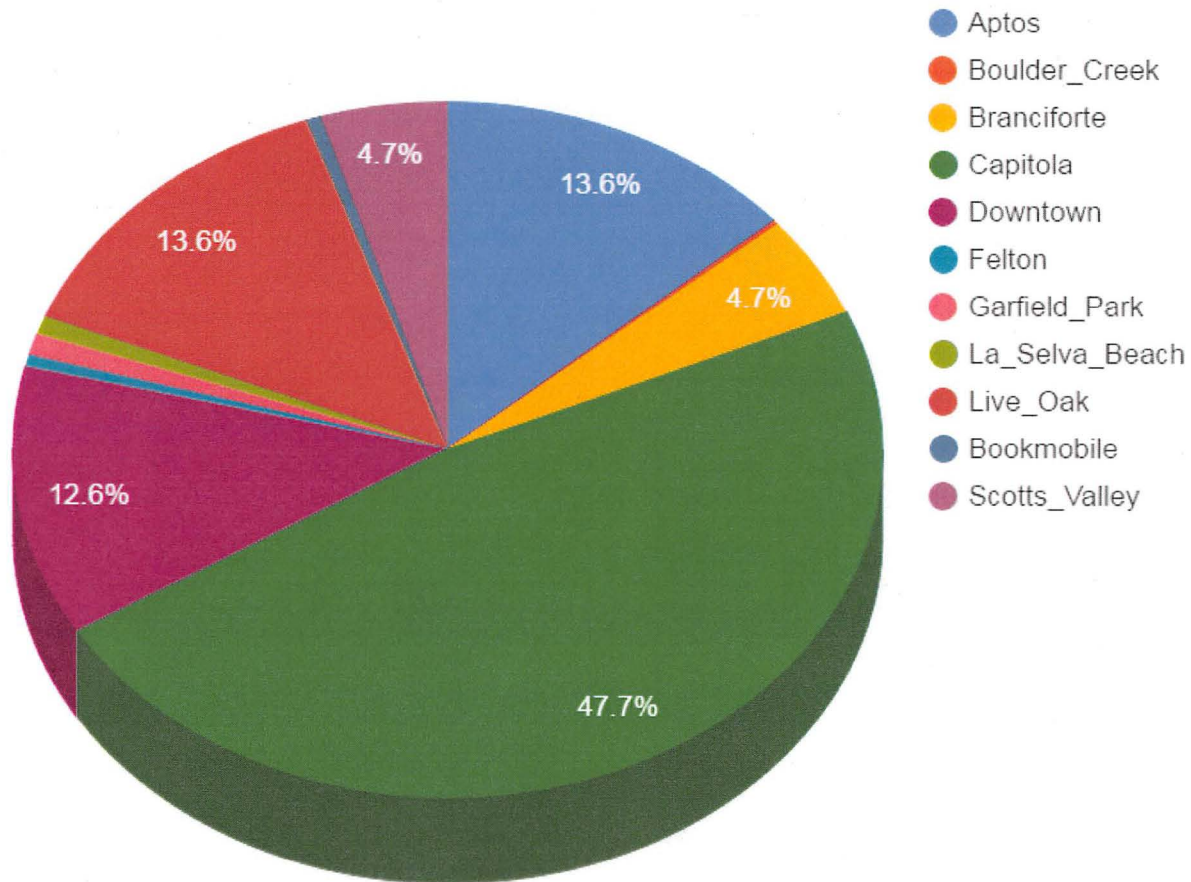
- Aptos
- Boulder Creek
- Branciforte
- Capitola
- CMS
- Downtown
- Felton
- Garfield
- HDQ
- La Selva Beach
- Live Oak
- Outreach
- Scotts Valley

Attachment: SCPL Usage Data Analysis (1559 : Library Needs Assessment Update)

System Overview: Active Patrons by Branch

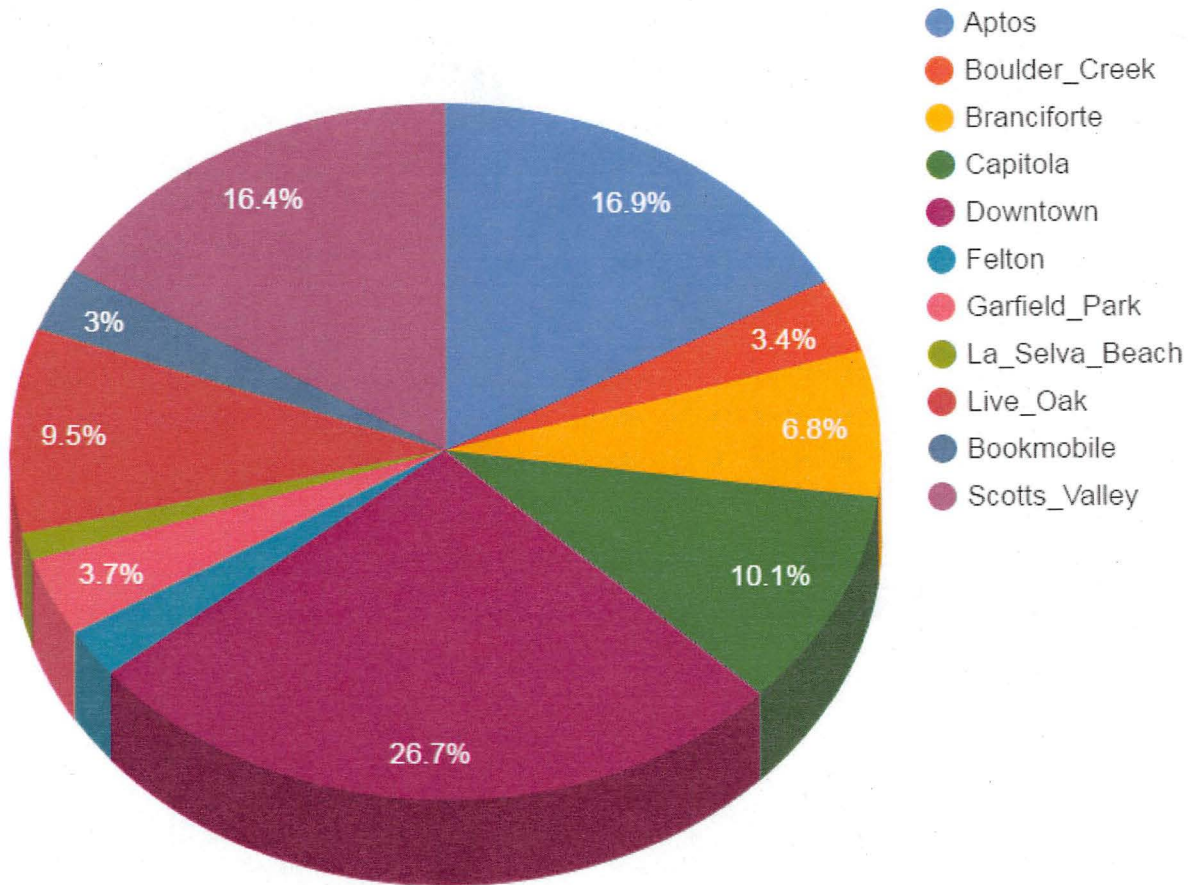


### Capitola Patrons Cross Borrowing

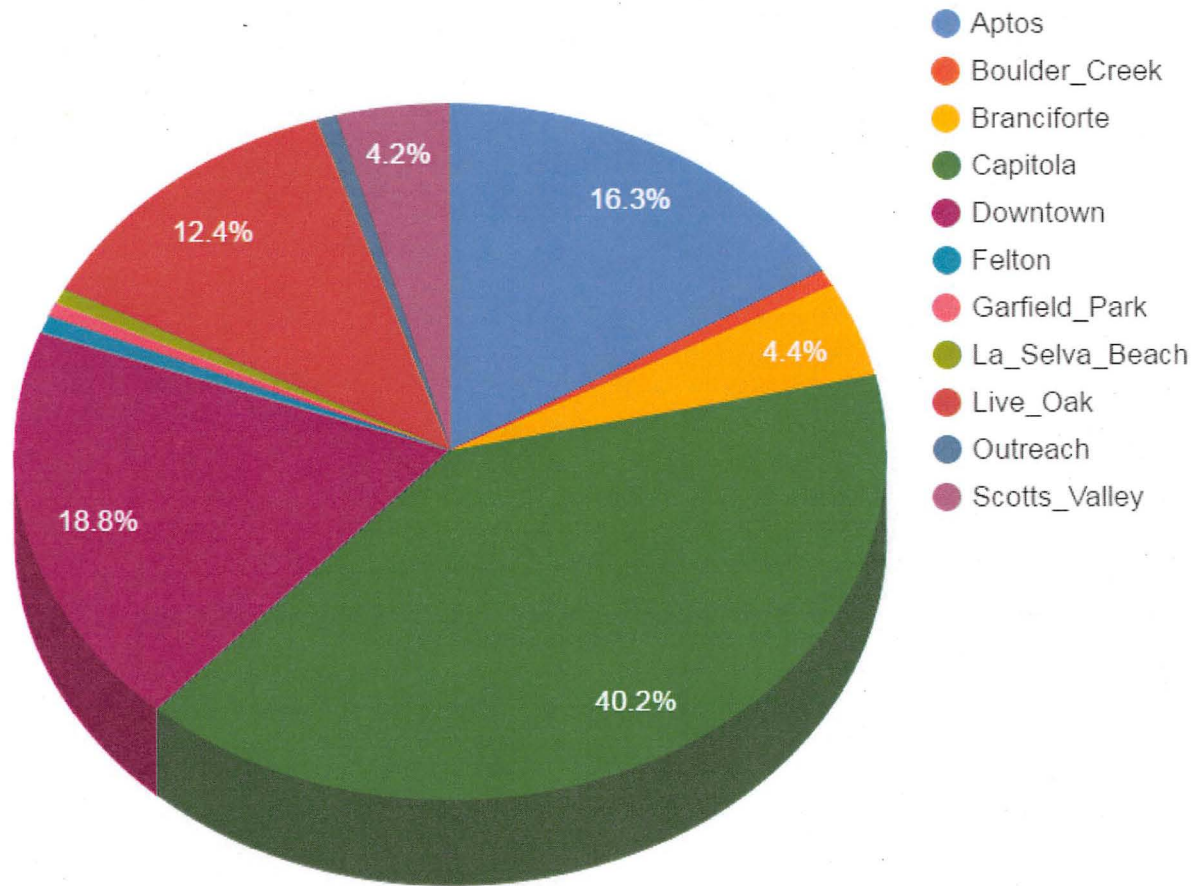




System Overview: 2015-2016 Checkouts by Branch



Visitors to Capitola by Home Branch





# CAPITOLA LIBRARY ADVISORY COMMITTEE AGENDA REPORT

**MEETING OF AUGUST 9, 2016**

FROM: City Manager Department  
SUBJECT: Consider Regional Library Tour

---

RECOMMENDED ACTION: Set date and libraries to visit on Regional Library Tour.

BACKGROUND: In the past library committee members have visited other new libraries to get a better understanding about current state-of-the-art in library designs. As the City moves into the design phase of the Capitola Branch Library Project, a tour for current committee members may be valuable.

DISCUSSION: Working with Library Project Manager, David Tanza at Bogard Construction, staff has identified four potential libraries that could be visited in a one-day tour. Specifically, those libraries, and their associated design firm, are:

1. Scotts Valley (Group 4 Architects)
2. Los Gatos (Noll and Tam Architects)
3. Santa Clara (Steinberg Architects)
4. Pearl Avenue (Anderson Brule Architects)

Staff is proposing visiting each of those four libraries for approximately one hour, and inviting the relevant design firm and project manager to lead each visit.

Report Prepared By: Jamie Goldstein  
City Manager

**Reviewed and Forwarded by:**

Jamie Goldstein, City Manager

8/5/2016



# CAPITOLA LIBRARY ADVISORY COMMITTEE AGENDA REPORT

**MEETING OF AUGUST 9, 2016**

FROM: City Manager Department

SUBJECT: Consider Rescheduling the October 11, 2016, Library Advisory Committee Meeting

RECOMMENDED ACTION: Reschedule meeting.

BACKGROUND: On February 16, 2016, the Library Advisory Committee Meeting dates for the 2016 calendar year were approved (Attachment 1) and scheduled to take place in the Community Room.

DISCUSSION: One of the approved and scheduled Library Advisory Committee meeting dates, Tuesday, October 11, 2016, is now in conflict with the recent scheduling of the "all day" Chief of Police interview selection process, which is scheduled to take place on the same day utilizing all available City Hall meeting rooms.

Staff recommends that the Committee consider rescheduling the October 11<sup>th</sup> Library Advisory Committee meeting to either Tuesday, October 18, 2016, or Tuesday, October 25, 2016.

FISCAL IMPACT: None.

ATTACHMENTS:

1. 2016 Library Advisory Committee Meeting Dates

Report Prepared By: Michele Deiter  
Records Coordinator

**Reviewed and Forwarded by:**

Jamie Goldstein, City Manager

8/5/2016



## 2016 CITY OF CAPITOLA

### LIBRARY ADVISORY COMMITTEE MEETING DATES

#### MEETING DATE

Tuesday, February 16

Tuesday, April 12

Tuesday, June 14

Tuesday, August 9

Tuesday, October 11

Tuesday, December 13

All meetings will be held in the Community Room, located at 420 Capitola Avenue, Capitola, from 3:30 p.m. to 5:00 p.m., on the second Tuesday bi-monthly with the exception of the Tuesday, February 16<sup>th</sup> which was held third Tuesday.

Approved at the February 16, 2016, Capitola Library Advisory Committee.