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**PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES**

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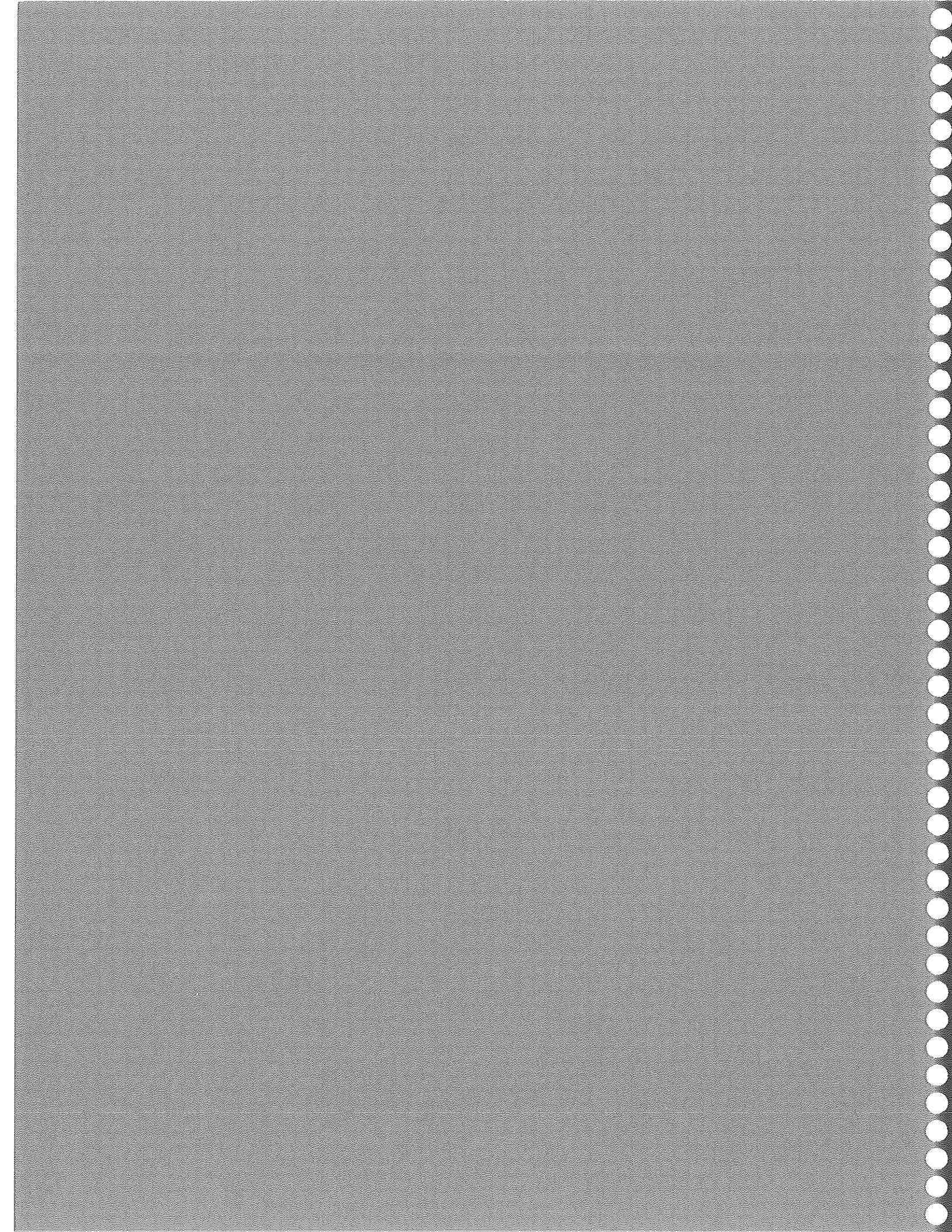
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**TO:** Library Board of Trustees  
**FROM:** Jeanette Contreras, Library Director  
**SUBJECT:** A Presentation to Trustee Gaeten M. Wood  
**DATE:** May 24, 2012

President DeVecchio will make a presentation to Trustee Gaeten M. Wood for her 14 years of service to the Library Board of Trustees.



**PUBLIC HEARINGS**



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**PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES**

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**TO:** Library Board of Trustees  
**FROM:** Jeanette Contreras, Library Director  
**SUBJECT:** Public Hearing for the Budget for Fiscal Year 2012-2013  
**DATE:** May 24, 2012

**BACKGROUND**

The Fiscal Year 2012-2013 Budget for the General Fund was presented to and reviewed by the Library Board of Trustees at its April 16, 2012 Regular Meeting and scheduled for Public Hearing at the Library Board's May 24, 2012 Unusual Date Meeting.

Legal Notices

The Notice of Public Hearing for the Proposed Budget for Fiscal Year 2012-2013 for the Placentia Library District was sent to the Orange County Register, posted in the Library's public bulletin board and on the Library's website on April 24, 2012. It was published in the Placentia News Times on May 3<sup>rd</sup> and May 10<sup>th</sup>.

Public Hearing

A Public Hearing needs to be conducted for the Proposed Budget for 2012-2013 Fiscal Year for the Placentia Library District. The guidelines for conducting a Public Hearing are in Attachment A.

Budget Resolution

The Fiscal Year 2012-2013 Budget for all District Funds needs to be adopted by Resolution 13-01. Attachment B is Resolution 13-01.

Attachment C is the proposed Revenue for Fiscal Year 2012-2013.

Attachment D is the proposed Expenditures for Fiscal Year 2012-2013.

**RECOMMENDATIONS**

1. Conduct Public Hearing on the Budget for Fiscal Year 2012-2013 as published.
2. Finalize Placentia Library District budget for Fiscal Year 2012-2013.
3. Motion to read Resolution 13-01 by title only: A Resolution of the Board of Trustees of the Placentia Library District of Orange County to Adopt Fiscal Year 2012-2013 Budget for the Placentia Library District of Orange County.
4. Motion to adopt Resolution 13-01 by a roll call vote.

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**PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES**

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**TO:** Library Board of Trustees President  
**FROM:** Jeanette Contreras, Library Director  
**SUBJECT:** Public Hearing Procedures  
**DATE:** May 24, 2012

**Public Hearing Procedures**

1. Announce the Public Hearing topic.
2. Declare the Public Hearing open.
3. Ask for and listen to comments from the public. The Library Board of Trustees should not respond directly to public comments as they will have an opportunity to speak after the hearing.
4. Declare the Public Hearing closed.
5. Process Board discussion on the item.
6. Process motion to read Resolution by Title only.
7. Have the Administrative Assistant read the Resolution Title.
8. Motion to adopt the Resolution by roll call vote.
9. Have the Administrative Assistant conduct the roll call vote.
10. Be sure that the results of the roll call vote are read in to the record.

RESOLUTION 13-01

A RESOLUTION OF THE BOARD OF TRUSTEES OF THE  
PLACENTIA LIBRARY DISTRICT OF ORANGE COUNTY TO ADOPT  
FISCAL YEAR 2012-2013 BUDGET FOR  
THE PLACENTIA LIBRARY DISTRICT OF ORANGE COUNTY

WHEREAS, the preliminary budget for the Placentia Library District of Orange County for Fiscal Year 2012-2013 were reviewed at the Regular Meeting of the Board of Trustees on April 16, 2012; and

WHEREAS, all sources of income have been identified to support said budgets.

THEREFORE BE IT RESOLVED, that the Placentia Library District of Orange County Board of Trustees adopts the budget for Fiscal Year 2012-2013, and implements such on July 1, 2012 as \$2,094,494.

AYES:

NOES:

ABSENT:

ABSTAIN:

State of California    )  
                                  )ss.  
County of Orange    )

I, Betty Escobosa, Secretary of the Board of Trustees of the Placentia Library District of Orange County hereby certify that the above and foregoing Resolution was duly and regularly adopted by the Board of Trustees at a Regular Meeting hereof held on the twenty-fourth day of May 2012.

IN WITNESS THEREOF, I have hereunto set my hand and seal this twenty-fourth day of May 2012.

\_\_\_\_\_  
Betty Escobosa, Secretary  
Board of Trustees of the Placentia Library District

**Placentia Library District**

Proposed Revenue Budget for Fund 707 for Fiscal Year 2012-2013

Object Code	Category	FY2010-2011 BUDGET	FY 2011-2012 BUDGET	FY 2012-2013 PROPOSED
6210-00	Current Secured		1,705,891	1,771,932
6210-01	Public Utility		24,521	25,284
6210-04	Teeter Plan - Current Delinquent	0	0	
	<b>SUB-TOTAL CURRENT SECURED</b>	1,668,964	1,730,412	1,797,216
6230-00	Prior Secured	0	0	
	<b>TOTAL SECURED</b>	1,668,964	1,730,412	
6220-00	Current Unsecured	61,932	69,801	76,781
6240-00	Prior Unsecured	0	0	
	<b>TOTAL UNSECURED</b>	61,932	69,801	76,781
6690	HOMEOWNER	12,476	15,368	16,905
	<b>TOTAL ESTIMATE PROVIDED BY ORANGE COUNTY AUDITOR</b>	1,743,372	1,815,581	1,890,902
6250	SPECIAL DISTRICT AUGMENTATION	3,962		3,870
6260/6540	PENALTIES/DELINQUENCIES	1,563		1,620
6280-00	SUPPLEMENTAL - CURRENT	14,621	22,366	24,602
6300	SUPPLEMENTAL - PRIOR	5,847		
6610-00	INTEREST	8,456		
	<b>TOTAL CATEGORIES NOT ESTIMATED BY ORANGE COUNTY AUDITOR</b>	34,449		30,092
				<b>1,920,994</b>
6970	STATE LIBRARY & STATE	18,844	0	0
7130	BANKRUPTCY RECOVERY DISTRIBUTIONS	0		
7615	TRANSFER FROM OTHER LIBRARY FUNDS	0		
7670	LOCAL REVENUE			
	Fines & Fees	30,000	60,000	35,000
	Passports	62,800	60,000	55,000
	Meeting Room Fees	4,000	7,000	5,500
	DVD Rentals	4,000	5,500	5,000
	Test Proctor	0	2,000	3,000
	<b>TOTAL LOCAL REVENUE</b>	100,800	134,500	103,500
				<b>70,000</b>
7680	6 MO. EXPIRED (OUTLAW) CHECKS	0		
<b>TOTAL REVENUE</b>		2,160,178	2,082,447	2,094,494



PLACENTIA LIBRARY DISTRICT  
Proposed Expenditures Budget for Fund 707 for Fiscal Year 2012-2013

Agenda Item 26  
Attachment D

OBJECT CODE	DESCRIPTION	FY2010-2011 BUDGET	FY2011-2012 BUDGET	FY 2012-2013 PROPOSED
0100	Salaries & Wages (SS&MDCRE)	1,080,094	1,006,657	1,070,862
0200	Retirement (Pension Contribution)	77,295	77,589	37,960
0301	Unemployment Insurance	6,000	15,000	11,000
0306	Health Insurance	106,622	146,979	166,441
0308	Dental Insurance	15,274	16,028	15,500
0309	Life Insurance	8,324	7,928	7,400
0310	Long Term Disability Insurance	4,737	4,308	4,000
0319	Vision Insurance	2,486	2,734	2,600
	EAP	787	822	800
	Total Employee Insurance	138,230	178,799	196,741
0350	Workers Compensation - General	10,000	10,500	10,000
<b>TOTAL SALARIES &amp; EMPLOYEE BENEFITS</b>		<b>1,311,619</b>	<b>1,288,527</b>	<b>1,326,363</b>
0700-0700	Communications - Telephone	9,000		
0700-0701	Communications - Modem/Fax/T1/DSL	3,000		
0700-0702	Communications - Internet Access	5,000		
0700	Total Communications	17,000	13,000	12,000
0900	Food - General Fund	1,000		
0900	Total Food	1,000	1,000	1,500
1000	Household Expense	7,500		8,500
1001	Trash	500		1,500
1000	Total Household Expense	8,000	8,000	10,000
1100	Insurance	15,000	15,000	13,000
1300	Maintenance of Equipment - General Fund	25,000		
1300	Total Maintenance of Equipment	25,000	20,000	20,000
1400-0710	HVAC	0		4,000
1400-0711	Carpet Cleaning	0		800
1400-0712	Groundskeeping, City of Placentia	0		28,000
1400-0713	Plumbing	0		50,000

**PLACENTIA LIBRARY DISTRICT**  
**Proposed Expenditures Budget for Fund 707 for Fiscal Year 2012-2013**

Agenda Item 26  
Attachment D

OBJECT CODE	DESCRIPTION	FY2010-2011 BUDGET	FY2011-2012 BUDGET	FY 2012-2013 PROPOSED
1400-071	Locksmith	0		300
1400-071	Other	65,000		1,900
	1400 Total Maintenance of Building & Grounds	65,000	131,400	85,000
1600	Memberships - General Fund	4,700		
	1600 Total Memberships	4,700	12,000	14,000
1700	Miscellaneous Expense - General Fund	0		
	1700 Total Miscellaneous Expense	0	0	
1800-072	Library Supplies	20,000		13,000
1800-072	Printing	1,500		11,000
1800-072	Paper	1,000		1,000
1800-072	Other Office Supplies	12,500		5,000
	1800 Total Office Supply Expense - General Fund	35,000	21,486	30,000
1803	Postage Expense - General Fund	5,000		
	1803 Total Postage Expense	5,000	4,000	5,000
	Employee Assistance Program/SDRMA			
1900-073	Pension Fund Operating & Investment Mgmt. Expenses	10,000		11,000
1900-073	Anaheim Library Automated Library System	35,000		35,000
1900-073	Library Board Consultants & Legal	25,000		20,000
1900-073	Computer Services	33,600		25,000
1900-074	Tax Collection Services & Fees by Orange County & LAFCO	18,000		19,000
	Medical Exams	0		500
1900-074	Collection Services - Accounts Receivable	2,000		2,200
1900-074	Audit & Accounting Services	10,000		15,000
1900-074	Payroll Preparation	8,500		7,000
1900-074	Election Expenses			25,000
1900-074	Staff Training in Library			200
1900-074	Grants			0
1900-074	Program			0
1900-074	Other	7,000		25,000
	1900 Total Specialized Services - General Fund	149,100	119,500	184,900
1912	Investment Administrative fees for Orange County	1,500	1,500	1,500
2000-075	Legal Notices - General Fund	1,000		
2000-075	Legal Notices - Grants	0		
	2000 Total Legal Notices	1,000	1,000	1,000
2100	Rents/Leases-Equipment	1,000	500	500

PLACENTIA LIBRARY DISTRICT  
 Proposed Expenditures Budget for Fund 707 for Fiscal Year 2012-2013

Agenda Item 26  
 Attachment D

OBJECT CODE	DESCRIPTION	FY2010-2011 BUDGET	FY2011-2012 BUDGET	FY 2012-2013 PROPOSED
2200	Semi-Annual Bond Payment, Energy Loan & Civic Center Loa	35,000	35,000	30,000
2400-076	Special Department Expense - Library Materials	147,000	226,736	203,731
2400-0761	Special Department Expense - Programs	3,000	10,000	8,000
2400	Total Special Department Expense	150,000	236,736	211,731
2600	Transportation/Travel - Local Mileage	2,000	2,000	2,000
2700-076	Transportation/Travel - Meetings, Staff Out of Town			3,000
2700-076	Transportation/Travel - Meetings, Staff Local			600
2700-076	Transportation/Travel - Meetings, Board Out of Town			5,000
2700-076	Transportation/Travel - Meetings, Board Local			400
2700	Total Transportation/Travel - Meetings	6,500	11,000	9,000
2800-2801	Electricity	70,500		75,000
2800-2802	Gas	9,000		9,000
2800-2803	Water	11,000		13,500
2800	Total Utilities	85,000	85,000	97,500
<b>TOTAL SUPPLIES &amp; SERVICES</b>		<b>606,800</b>	<b>718,122</b>	<b>748,631</b>
3700	Taxes, Assessments (Sales Tax & Sewer Assessment)	7,000	7,000	8,300
4000	Equipment	10,000		
	Total Equipment	10,000	25,000	21,000
4200	Structures/Improvements	100,000	20,000	10,000
<b>TOTAL FIXED ASSETS</b>		<b>110,000</b>	<b>52,000</b>	<b>39,300</b>
4700	Payment to Refunded Debt Escrow Ags	0		
4807	OPERATING TRANSFER TO ANOTHER DISTRICT FUND	0		
<b>200 Contingencies/Reserve</b>		<b>125,759</b>	<b>23,780</b>	<b>0</b>
<b>TOTAL EXPENSES</b>		<b>2,160,178</b>	<b>2,082,447</b>	<b>2,094,494</b>

May 24, 2012

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**PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES**

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**TO:** Library Board of Trustees  
**FROM:** Jeanette Contreras, Library Director  
**SUBJECT:** Public Hearing for the Exempt and Non-Exempt Salary Schedules for Fiscal Year 2012-2013  
**DATE:** May 24, 2012

**BACKGROUND**

The Fiscal Year 2012-2013 Salary Schedules for Exempt and Non-Exempt employees were presented to and reviewed by the Library Board of Trustees at its April 16, 2012 Regular Meeting and scheduled for Public Hearing at the Library Board's May 24, 2012 Date Meeting.

Legal Notices

The Notice of Public Hearing for the Proposed Exempt and Non-Exempt Salary Schedules for Fiscal Year 2012-2013 for the Placentia Library District were sent to the Orange County Register and posted in the Library's public bulletin board on April 24, 2012. It was published in the Placentia News Times on May 3<sup>rd</sup> and May 10<sup>th</sup>.

Public Hearing

A Public Hearing needs to be conducted for the Proposed Exempt and Non-Exempt Salary Schedules for 2012-2013 Fiscal Year for the Placentia Library District. The guidelines for conducting a Public Hearing are in Attachment A.

Budget Resolution

The Fiscal Year 2012-2013 Salary Schedules for Exempt and Non-Exempt Employees need to be adopted by Resolution 13-02. Attachment B is Resolution 13-02.

Attachment C is the proposed Salary Schedules for Fiscal Year 2012-2013.

**RECOMMENDATIONS**

1. Conduct Public Hearing on the Exempt and Non-Exempt Salary Schedules for Fiscal Year 2012-2013 as published; and,
2. Finalize Placentia Library District Exempt and Non-Exempt Salary Schedules for Fiscal Year 2012-2013; and,
3. Motion to read Resolution 13-02 by title only: A Resolution of the Board of Trustees of the Placentia Library District of Orange County to Establish the Salaries for Employees of the District for Fiscal Year 2012-2013; and,
4. Motion to adopt Resolution 13-02 by a roll call vote.

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**PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES**

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**TO:** Library Board of Trustees President  
**FROM:** Jeanette Contreras, Library Director  
**SUBJECT:** Public Hearing Procedures  
**DATE:** May 24, 2012

**Public Hearing Procedures**

1. Announce the Public Hearing topic.
2. Declare the Public Hearing open.
3. Ask for and listen to comments from the public. The Library Board of Trustees should not respond directly to public comments as they will have an opportunity to speak after the hearing.
4. Declare the Public Hearing closed.
5. Process Board discussion on the item.
6. Process motion to read Resolution by Title only.
7. Have the Administrative Assistant read the Resolution Title.
8. Motion to adopt the Resolution by roll call vote.
9. Have the Administrative Assistant conduct the roll call vote.
10. Be sure that the results of the roll call vote are read in to the record.

RESOLUTION 13-02

A RESOLUTION OF THE BOARD OF TRUSTEES OF THE  
PLACENTIA LIBRARY DISTRICT OF ORANGE COUNTY  
TO ESTABLISH THE SALARIES FOR EMPLOYEES OF THE DISTRICT  
FOR FISCAL YEAR 2012-2013

WHEREAS, Section 19469 of the Education Code of the State of California establishes that the Board of Library Trustees shall fix the compensation for all employees.

BE IT RESOLVED, that the Placentia Library District of Orange County Board of Trustees adopts the Placentia Library District Salary Scale for Employees for Fiscal Year 2012-2013 dated May 24, 2012, and implements such on July 1, 2012.

AYES:

NOES:

ABSENT:

ABSTAIN:

State of California     )  
                                  )ss.  
County of Orange     )

I, Betty Escobosa, Secretary of the Board of Trustees of the Placentia Library District of Orange County hereby certify that the above and foregoing Resolution was duly and regularly adopted by the Board of Trustees at a regular Meeting hereof held on the twenty-fourth day of May, 2012.

IN WITNESS THEREOF, I have hereunto set my hand and seal this twenty-fourth day of May, 2012.

\_\_\_\_\_  
Betty Escobosa, Secretary  
Placentia Library District Board of Trustees

PLACENTIA LIBRARY DISTRICT

Agenda Item 27  
Attachment C

PROPOSED SALARY SCALE FOR FISCAL YEAR 2012-2013

NON-EXEMPT

	1	2	3	4	5	6	7	8	9	10
LIBRARY AIDE	HR	9.63	9.87	10.12	10.37	10.63	10.90	11.17	11.45	11.73
	PP	770.40	789.66	809.40	829.64	850.38	871.64	893.43	915.76	938.66
	AN	20,030.40	20,531.16	21,044.44	21,570.55	22,109.81	22,662.56	23,229.12	23,809.85	24,405.10
LIBRARY CLERK	HR	14.12	14.47	14.83	15.21	15.59	15.98	16.37	16.78	17.20
	PP	1,129.60	1,157.84	1,186.79	1,216.46	1,246.87	1,278.04	1,309.99	1,342.74	1,376.31
	AN	29,369.60	30,103.84	30,856.44	31,627.85	32,418.54	33,229.01	34,059.73	34,911.23	35,784.01
CIRCULATION SUPERVISOR	HR	15.97	16.37	16.78	17.20	17.63	18.07	18.52	18.98	19.46
	PP	1,277.60	1,309.54	1,342.28	1,375.84	1,410.23	1,445.49	1,481.62	1,518.66	1,556.63
	AN	33,217.60	34,048.04	34,899.24	35,771.72	36,666.02	37,582.67	38,522.23	39,485.29	40,472.42
FACILITY MAINTENANCE TECHNICIAN	HR	18.14	18.59	19.06	19.53	20.02	20.52	21.04	21.56	22.10
	PP	1,451.20	1,487.48	1,524.67	1,562.78	1,601.85	1,641.90	1,682.95	1,725.02	1,768.15
	AN	37,731.20	38,674.48	39,641.34	40,632.38	41,648.18	42,689.39	43,756.62	44,850.54	45,971.80
LIBRARY ASSISTANT	HR	18.96	19.43	19.92	20.42	20.93	21.45	21.99	22.54	23.10
	PP	1,516.80	1,554.72	1,593.59	1,633.45	1,674.26	1,716.12	1,759.02	1,803.00	1,848.07
	AN	39,436.80	40,422.72	41,433.29	42,469.12	43,530.85	44,619.12	45,734.60	46,877.96	48,049.91
LIBRARIAN I	HR	22.41	22.97	23.54	24.13	24.74	25.35	25.99	26.64	27.30
	PP	1,792.80	1,837.62	1,883.56	1,930.65	1,978.92	2,028.39	2,079.10	2,131.08	2,184.35
	AN	46,612.80	47,778.12	48,972.57	50,196.89	51,451.81	52,738.10	54,056.56	55,407.97	56,793.17
LIBRARIAN II	HR	26.11	26.76	27.43	28.12	28.82	29.54	30.28	31.04	31.81
	PP	2,088.80	2,141.02	2,194.55	2,249.41	2,305.64	2,363.29	2,422.37	2,482.93	2,545.00
	AN	54,308.80	55,666.52	57,058.18	58,484.64	59,946.75	61,445.42	62,981.56	64,556.10	66,170.00
LIBRARY PAGE	HR	8.32	8.53	8.74	8.96	9.18	9.41	9.65	9.89	10.14
	PP	665.60	682.24	699.30	716.78	734.70	753.07	771.89	791.19	810.97
	AN	17,305.60	17,738.24	18,181.70	18,636.24	19,102.14	19,579.70	20,069.19	20,570.92	21,085.19
LIBRARY MO	HR	14.42	14.78	15.15	15.53	15.91	16.31	16.72	17.14	17.57
	PP	1,442.13	1,478.19	1,515.14	1,553.02	1,591.85	1,631.64	1,672.43	1,714.24	1,757.10
	AN	38,844.40	39,981.51	40,810.05	41,830.07	42,876.65	43,948.84	45,047.71	46,173.33	47,327.76

Signature \_\_\_\_\_ : Approved  
Richard DeVecchio, President

Effective: July 1, 2012

May 24, 2012

**PLACENTIA LIBRARY DISTRICT  
PROPOSED SALARY SCALE FOR  
FISCAL YEAR 2012-2013  
EXEMPT**

Agenda Item 27  
Attachment C

	1	2	3	4	5	6	7	8	9	10
<b>LIBRARY DIRECTOR</b>										
HR	113,402									
PP										
AN										
MO										
<b>LIBRARY SERVICES MANAGER</b>										
HR	34.02	34.87	35.74	36.64	37.55	38.49	39.45	40.44	41.45	43.52
PP	2,721.60	2,789.64	2,859.58	2,930.87	3,004.14	3,079.24	3,156.22	3,235.13	3,316.01	3,481.81
AN	70,761.60	72,530.64	74,343.91	76,202.50	78,107.57	80,060.26	82,061.76	84,113.31	86,216.14	90,526.95
MO	5,896.80	6,044.22	6,195.33	6,350.21	6,508.96	6,671.69	6,838.48	7,009.44	7,184.68	7,543.91
<b>BUSINESS MANAGER</b>										
HR	27.34	28.02	28.72	29.44	30.18	30.93	31.71	32.50	33.31	34.98
PP	2,187.20	2,241.88	2,297.93	2,355.38	2,414.26	2,474.62	2,536.48	2,599.89	2,664.89	2,798.14
AN	56,867.20	58,288.88	59,746.10	61,239.75	62,770.75	64,340.02	65,948.52	67,597.23	69,287.16	72,751.52
MO	4,738.93	4,857.41	4,978.84	5,103.31	5,230.90	5,361.67	5,495.71	5,633.10	5,773.93	6,062.63
<b>ADMINISTRATIVE ASSISTANT (Confidential)</b>										
HR	21.82	22.37	22.92	23.50	24.09	24.69	25.30	25.94	26.59	27.91
PP	1,745.60	1,789.24	1,833.97	1,879.82	1,926.82	1,974.99	2,024.36	2,074.97	2,126.84	2,233.19
AN	45,385.60	46,520.24	47,683.25	48,875.33	50,097.21	51,349.64	52,633.38	53,949.22	55,297.95	58,062.84
MO	3,782.13	3,876.69	3,973.60	4,072.94	4,174.77	4,279.14	4,386.12	4,495.77	4,608.16	4,838.57

Signature: \_\_\_\_\_ Approved: Richard DeVecchio, President

Effective: July 1, 2012



Agenda Item 28

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**PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES**

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**TO:** Jeanette Contreras, Library Director

**FROM:** Yesenia Baltierra, Business Manager

**SUBJECT:** Establish the District's Appropriations Limitations (Gann Limit) at \$3,730,801 for Fiscal Year 2012-2013 by Resolution 13-03.

**DATE:** May 24, 2012

**BACKGROUND**

Each year California local jurisdictions are required to establish an Appropriations Limitation (Gann Limit) for the next fiscal year.

Attachment A shows the calculation of the annual Gann Limitation using the information provided by California Department of Finance.

Attachment B is the background information from the California Department of Finance for Fiscal Year 2012-2013.

Attachment C is Resolution 13-03 establishing the Gann Limitation for Placentia Library District for Fiscal Year 2012-2013 in the amount of \$3,730,801.

**RECOMMENDATION**

1. Read Resolution 13-03 by Title only: A Resolution of the Board of Trustees of the Placentia Library District of Orange County to Establish the Appropriations for Fiscal Year 2012-2013.
2. Adopt Resolution 13-03 by Roll Call Vote.

Agenda Item 28  
Attachment A

A. LAST YEAR'S Limit	\$ 3,565,311			
		<u>.84+ 100</u>	1.0084	
B. ADJUSTMENT FACTORS		100		
1. Population %	0.84%			1
2. Inflation %	3.77%	<u>103.77</u>	1.0377	1.04641668
		100		4.64%
Total Adjustment %	4.64%			
C. ANNUAL ADJUSTMENT \$	\$ 165,490			
D. OTHER ADJUSTMENTS	\$ -			
E. TOTAL AJUSTMENTS	\$ 165,490			
F. CURRENT YEAR LIMIT	\$ 3,730,801			

FY 12/13



EDMUND G. BROWN JR. • GOVERNOR

915 L STREET ■ SACRAMENTO CA ■ 95814-3706 ■ WWW.DOF.CA.GOV

May 2012

Dear Fiscal Officer:

**Subject: Price and Population Information****Appropriations Limit**

The California Revenue and Taxation Code, Section 2227, mandates the Department of Finance (Finance) to transmit an estimate of the percentage change in population to local governments. Each local jurisdiction must use their percentage change in population factor for January 1, 2012, in conjunction with a change in the cost of living, or price factor, to calculate their appropriations limit for fiscal year 2012-2013. Enclosure I provides the change in California's per capita personal income and an example for utilizing the price factor and population percentage change factor to calculate the 2012-2013 appropriations limit. Enclosure II provides city and unincorporated county population percentage changes, and Enclosure IIA provides county and incorporated areas' summed population percentage change. The population percentage change data excludes federal and state institutionalized populations and military populations.

**Population Percent Change for Special Districts**

Some special districts must establish an annual appropriations limit. Consult the Revenue and Taxation Code, Section 2228 for further information regarding the appropriations limit. You can access the Code from the following website: "<http://www.leginfo.ca.gov/calaw.html>" check box: "Revenue and Taxation Code" and enter 2228 for the search term to learn more about the various population change factors available to special districts to calculate their appropriations limit. Article XIII B, Section 9(C), of the State Constitution exempts certain special districts from the appropriations limit calculation mandate. Consult the following website: "[http://www.leginfo.ca.gov/const/article\\_13B](http://www.leginfo.ca.gov/const/article_13B)" for additional information. Special districts required by law to calculate their appropriations limit must present the calculation as part of their annual audit. Any questions special districts have on this issue should be referred to their respective county for clarification, or to their legal representation, or to the law itself. No State agency reviews the local appropriations limits.

**Population Certification**

The population certification program applies only to cities and counties. Revenue and Taxation Code Section 11005.6 mandates Finance to automatically certify any population estimate that exceeds the current certified population with the State Controller's Office. Finance will certify the higher estimate to the State Controller by June 1, 2012.


**Please Note:** Prior year's city population estimates may be revised.

If you have any questions regarding this data, please contact the Demographic Research Unit at (916) 323-4086.

ANA J. MATOSANTOS

Director

By:


  
MICHAEL COHEN  
Chief Deputy Director

Enclosures

Fiscal Year 2012-2013

Agenda Item 28  
Attachment B

May 2012

Enclosure I

- A. **Price Factor:** Article XIII B specifies that local jurisdictions select their cost-of-living factor to compute their appropriation limit by a vote of their governing body. The cost-of-living factor provided here is per capita personal income. If the percentage change in per capita personal income is selected, the percentage change to be used in setting the 2012-2013 appropriation limit is:

Per Capita Personal Income

Fiscal Year (FY)	Percentage change over prior year
2012-2013	3.77

- B. Following is an example using sample population change and the change in California per capita personal income as growth factors in computing a 2012-2013 appropriation limit.

**2012-2013:**

Per Capita Cost of Living Change = 3.77 percent  
Population Change = 0.68 percent

Per Capita Cost of Living converted to a ratio:  $\frac{3.77 + 100}{100} = 1.0377$

Population converted to a ratio:  $\frac{0.68 + 100}{100} = 1.0068$

Calculation of factor for FY 2012-2013:  $1.0377 \times 1.0068 = 1.0448$



Fiscal Year 2012-2013

Agenda Item 28  
Attachment B

**Enclosure II**  
**Annual Percent Change in Population Minus Exclusions**  
**January 1, 2011 to January 1, 2012 and Total Population, January 1, 2012**

County City	Percent Change 2011-2012	--- Population Minus Exclusions ---		Total Population
		1-1-11	1-1-12	1-1-2012
<b>Orange</b>				
Aliso Viejo	1.40	48,310	48,988	48,988
Anaheim	0.82	340,978	343,776	343,793
Brea	2.18	40,060	40,932	40,932
Buena Park	0.74	80,858	81,460	81,460
Costa Mesa	0.71	109,596	110,375	110,757
Cypress	0.78	47,901	48,273	48,273
Dana Point	0.73	33,424	33,667	33,667
Fountain Valley	0.71	55,417	55,810	55,810
Fullerton	1.49	135,468	137,481	137,481
Garden Grove	0.78	171,307	172,648	172,648
Huntington Beach	1.14	190,355	192,524	192,524
Irvine	2.46	218,353	223,729	223,729
Laguna Beach	0.77	22,790	22,966	22,966
Laguna Hills	0.69	30,407	30,618	30,618
Laguna Niguel	0.74	63,221	63,691	63,691
Laguna Woods	0.70	16,221	16,334	16,334
La Habra	0.74	60,424	60,871	60,871
Lake Forest	0.72	77,481	78,036	78,036
La Palma	0.68	15,594	15,700	15,700
Los Alamitos	0.73	11,473	11,557	11,557
Mission Viejo	0.77	93,472	94,196	94,196
Newport Beach	0.73	85,367	85,990	85,990
Orange	0.67	137,086	138,010	138,010
Placentia	0.84	50,658	51,084	51,084
Rancho Santa Margarita	0.70	47,941	48,278	48,278
San Clemente	0.74	63,735	64,208	64,208
San Juan Capistrano	0.83	34,732	35,022	35,022
Santa Ana	0.71	325,420	327,731	327,731
Seal Beach	0.70	23,627	23,793	24,354
Stanton	0.48	38,313	38,498	38,498
Tustin	1.05	75,772	76,567	76,567
Villa Park	0.76	5,823	5,867	5,867
Westminster	0.84	89,926	90,677	90,677
Yorba Linda	1.43	64,847	65,777	65,777
Unincorporated	-1.46	121,476	119,698	119,698
<b>County Total</b>	<b>0.89</b>	<b>3,027,832</b>	<b>3,054,832</b>	<b>3,055,792</b>

(\*) Exclusions include residents on federal military installations and group quarters residents in state mental institutions, state and federal correctional institutions and veteran homes.



I, Betty Escobosa, Secretary of the Board of Trustees of the Placentia Library District of Orange County hereby certify that the above and foregoing Resolution was duly and regularly adopted by the Board of Trustees at a Regular Meeting hereof held on the twenty-fourth day of May 2012.

IN WITNESS THEREOF, I have hereunto set my hand and seal this Twenty-fourth day of May 2012.

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Betty Escobosa, Secretary  
Placentia Library District Board of Trustees



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**PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES**

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**TO:** Library Board of Trustees  
**FROM:** Jeanette Contreras, Library Director  
**SUBJECT:** Establish the Holiday and Library Closure Schedule for Calendar Years 2012 and 2013 and Adopt by Resolution 13-04.  
**DATE:** May 24, 2012

**BACKGROUND**

The Placentia Library District Policy #2030 establishes the following days as paid holidays:

- New Years Day
- President's Day
- Memorial Day
- Independence Day
- Labor Day
- Veteran's Day
- Thanksgiving Day
- Christmas Eve Day
- Christmas Day
- New Year's Eve Day

Attachment A is the proposed Holiday and Library Closure Schedule for calendar years 2012 and 2013.

Attachment B is Resolution 13-04.

**RECOMMENDATIONS**

1. Determine and adopt the Holiday and Library Closure Schedule for Calendar Years 2012 and 2013.
2. Read Resolution 13-04 by Title Only: A Resolution of the Library Board of Trustees of the Placentia Library District of Orange County to Establish the Holiday and Library Closure for Calendar Years 2012 and 2013.
3. Adopt Resolution 13-04 by a roll call vote.

**Placentia Library District  
Holiday and Library Closure Schedule  
Fiscal Year 2012/2013**

Independence Day	Wednesday	July 4, 2012
Labor Day	Monday	September 3, 2012
Veteran's Day	Sunday	November 11, 2012
Thanksgiving Day	Thursday	November 22, 2012
Christmas Eve Day	Monday	December 24, 2012
Christmas Day	Tuesday	December 25, 2012
New Year's Eve Day	Monday	December 31, 2012
New Year's Day	Tuesday	January 1, 2013
President's Day	Monday	February 18, 2013
Easter *	Sunday	March 31, 2013
Memorial Day	Monday	May 27, 2013

\*Denotes non-paid holiday

RESOLUTION 13-04

**A RESOLUTION OF THE LIBRARY BOARD OF TRUSTEES OF THE  
PLACENTIA LIBRARY DISTRICT OF ORANGE COUNTY TO ESTABLISH THE  
HOLIDAY AND LIBRARY CLOSURE SCHEDULE  
FOR CALENDAR YEARS 2011 AND 2012**

WHEREAS, Section 19469 of the Education Code of the State of California establishes that the Library Board of Trustees shall designate the hours during which the Library shall be open for the use of the public;

BE IT RESOLVED, that the Placentia Library District of Orange County Library Board of Trustees established its Holiday Schedule for Calendar Years 2012 and 2013 dated May 24, 2012

AYES:

NOES:

ABSENT:

ABSTAIN:

State of California    )  
                                  )ss.  
County of Orange     )

I, Betty Escobosa, Secretary of the Library Board of Trustees of the Placentia Library District of Orange County hereby certify that the above and foregoing Resolution was duly and regularly adopted by the Library Board of Trustees at the Unusual Date Meeting hereof held on the twenty-fourth day of May 2012.

IN WITNESS THEREOF, I have hereunto set my hand and seal this twenty-fourth day of May 2012.

\_\_\_\_\_  
Betty Escobosa, Secretary  
Placentia Library District Board of Trustees

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**PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES**

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**TO:** Library Board of Trustees

**FROM:** Jeanette Contreras, Library Director

**SUBJECT:** Review the Placentia Library District Policy #6035 -- Fines and Fees Schedule for Fiscal Year 2012-2013 and set for Public Hearing.

**DATE:** May 24, 2012

**BACKGROUND**

Staff is recommending the following changes for Fiscal Year 2012-2013, effective July 1, 2012:

**RECOMMENDATION**

Approve the Placentia Library District Policy #6035 -- Fines and Fees Schedule as a first reading and set it for a Public Hearing at the June 18, 2012 Regular Meeting of the Library Board of Trustees.

# Placentia Library District

## POLICY HANDBOOK

**POLICY TITLE:** Fines & Fees Schedule  
**POLICY NUMBER:** 6035

### PLACENTIA LIBRARY DISTRICT FINES AND FEES SCHEDULE

Adopted August 25, 2003, Revised August 15, 2005, Revised September 17, 2007,  
 Revised February 17, 2009, Revised August 17, 2009, Revised June 21, 2010,  
 Revised July 19, 2010, Revised May 16, 2011 – Effective July 1<sup>st</sup>, 2011

#### FINES PER DAY

##### DVD's:

New Feature Films .....	\$ 1.00
Old Feature Films.....	\$ 1.00
Mini Series .....	\$ 1.00
All Other Items.....	\$ .20

#### RENTAL FEE

##### DVD's (Non-educational):

New Feature Films .....	\$ 1.00 For Two (2) Days
All Others .....	\$ 1.00 Per Week

MAXIMUM FINE PER ITEM .....	MAXIMUM
All Items .....	\$ 20.00

RESERVES & SHELF CHECKS.....	PER ITEM
All Items .....	\$ .50
Interlibrary Loans, actual charges by lending library, plus postage, plus.....	\$ 1.00

#### LOST MATERIALS DEFAULT\*

Cataloged Adult & Children's Books .....	Item Cost + \$ 10.00 .....	\$ 30.00
Uncataloged Paperbacks .....	Item Cost + \$ 10.00 .....	\$ 20.00
Magazines/Pamphlets.....	No Processing Fee.....	\$ 3.00
Cassettes.....	No Processing Fee.....	\$ 10.00
CDs, CD ROMs & Videos.....	Item Cost + \$ 10.00 .....	\$ 20.00
Audio Books (all formats).....	Item Cost + \$ 10.00 .....	\$ 50.00
DVDs .....	Item Cost + \$ 10.00 .....	\$ 25.00

*\*Default price will be used in the event the item cost is not available. The processing fee of \$10.00 is not part of the default price and needs to be added for the total amount due.*

Agenda Item 30  
Attachment A

SPECIAL SERVICES .....	PER ITEM
Headsets .....	\$2.00
Library card replacement.....	\$ 2.00
Barcode replacement .....	\$ 2.00

**Book jacket cover/mylar replacement.....\$ 2.00**

CD case replacement .....	\$ 2.00
Play-away case replacement.....	\$ 3.00
DVD case replacement.....	\$ 2.00
CD from Audio Book replacement .....	\$ 8.00
Fax per document (outgoing or incoming) plus \$ .10 per page.....	\$2.00
Photographs from Placentia History Room, per photo plus actual packaging, postage and/or shipping.....	\$10.00 for non-commercial use; \$75.00 for commercial use
Printing & Photocopy, black ink, per page .....	\$ .15
Printing & Photocopy, color, per page.....	\$ .50
Passport Photos.....	\$12.00
Test monitoring, per exam.....	\$50.00

MEETING ROOM

Per hour .....	\$20.00
for non-profit and \$35 for other groups	
Refundable Security Deposit/Cleaning fee.....	\$50.00

Administrative Fee (for cancellation notices less than two weeks in advance).....	\$25.00
After Hour Fee.....	\$25.00
Staff Attendee.....	\$25.00
Set-up fee .....	\$20.00
Clean-up fee .....	\$20.00

SURCHARGES

Returned check, up to 30 days .....	\$ 25.00
Returned check, 30th day and over: the greater of 3 times value of check or .....	\$100.00
Report to Collection Agency, per report.....	\$25.00

DAMAGES

All Damages .....	Item Cost + \$ 10.00 .....	\$ 20.00
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Borrowers of materials from Placentia Library District assume full responsibility for their use. Placentia Library District assumes no responsibility for damage to personal property caused by the use of video cassettes, audio cassettes, or other library materials or equipment of any type. (Adopted by the Library Board of Trustees, January 18, 1993.)

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**PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES**

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**TO:** Library Board of Trustees  
**FROM:** Jeanette Contreras, Library Director  
**SUBJECT:** Placentia Library District Newsletter  
**DATE:** May 24, 2012

**BACKGROUND**

At the October 17, 2011 Library Board of Trustees meeting, library staff presented a recommendation for the District to have its own newsletter publication. Library staff was directed to solicit request for proposals to be presented at a future board meeting.

Attachment A is the proposal from Advantage Marketing Communications.

Attachment B is the proposal from the PM group.

Attachment C is the proposal from psb integrated marketing.

Attachment D is the proposal from Staples, Inc.

**RECOMMENDATION**

Award bid to Staples, Inc. to produce two newsletters per year for the Placentia Library District as presented in the proposal.

27472 Hyatt Ct.  
Laguna Niguel, Ca 92677  
Tel: 949-273-8038  
Fax: 949-273-8602  
Email: matt@advantage-mc.com  
Web : www.advantage-mc.com  
Date: 11/30/2011

## Estimate

Estimate No: 2489



### Title: Option 1

Stock 80# gloss text  
Color 4/4 + gloss varnish  
full bleed  
Size 8.5x11  
Page Count 8pg self cover  
Proof yes  
Finishing saddle stitch  
Notes bundle tie in 50's

Price: (ex Tax) (QTY 1) 18,000 = \$4,063

### Title: Option 2

Stock 80# gloss text  
Color 4/4 + gloss varnish  
full bleed  
Size 8.5x11  
Page Count 12pg self cover  
Proof yes  
Finishing saddle stitch  
Notes bundle tie in 50's

Price: (ex Tax) (QTY 1) 18,000 = \$5,977

### Title: Option 3

Stock 100# gloss text  
Color 4/4 + gloss varnish  
full bleed  
Size 8.5x11  
Page Count 8pg self cover  
Proof yes  
Finishing saddle stitch  
Notes bundle tie in 50's

Price: (ex Tax) (QTY 1) 18,000 = \$4,410



**Title: Option 4**

Stock 100# gloss text  
Color 4/4 + gloss varnish  
full bleed  
Size 8.5x11  
Page Count 12pg self cover  
Proof yes  
Finishing saddle stitch  
Notes bundle tie in 50's

Price: (ex Tax) (QTY 1) 18,000 = \$6,123

**Title: Option 5**

Stock 100# gloss text  
Cover = 4/4  
Text = 1/1  
full bleed  
Size 8.5x11  
Page Count 8pg self cover  
Proof yes  
Finishing saddle stitch  
Notes bundle tie in 50's

Price: (ex Tax) (QTY 1) 18,000 = \$3,851

**Title: Option 6**

Stock 100# gloss text  
Cover = 4/4  
Text = 1/1  
full bleed  
Size 8.5x11  
Page Count 12pg self cover  
Proof yes  
Finishing saddle stitch  
Notes bundle tie in 50's

Price: (ex Tax) (QTY 1) 18,000 = \$5,438

**Title: 8 page Library Catalog Design**

Description of Services:

The following represents professional fees for the design, layout and production of the library catalog. Design Fees are inclusive of 2 design directions for a Full Color catalog.

Package will include the following:

- Illustrated Cover design
- Coordinating Illustrated inside design
- All photography and text will be provided by client

**FEES ARE INCLUSIVE OF THE FOLLOWING**

1. Art Direction / Design
2. Project Coordination
3. Typography

• Does not include: Logo (supplied by client)/ photos (supplied by client)

Notes: Additional changes after initial brochure layout is completed is \$80/hr.

Price: (ex Tax) (QTY 1) 18,000 = \$1,272

**Title: 12 page Library Catalog Design**

Same terms as above, different page count and price

Price: (ex Tax) (QTY 1) 18,000 = \$1,511

**Title: Option 1 10% recycled and FSC certified**

Stock 80# gloss text 10% recycled FSC certified  
Color 4/4 + gloss varnish  
full bleed  
Size 8.5x11  
Page Count 8pg self cover  
Proof yes  
Finishing saddle stitch  
Notes bundle tie in 50's

Price: (ex Tax) (QTY 1) 18,000 = \$4,147

**Title: Option 2 10% recycled and FSC certified**

Stock 80# gloss text 10% recycled and FSC certified  
Color 4/4 + gloss varnish  
full bleed  
Size 8.5x11  
Page Count 12pg self cover  
Proof yes  
Finishing saddle stitch  
Notes bundle tie in 50's

Price: (ex Tax) (QTY 1) 18,000 = \$6,102

**Title: Option 3 10% recycled and FSC certified**

Stock 100# gloss text 10% recycled and FSC certified  
Color 4/4 + gloss varnish  
full bleed  
Size 8.5x11  
Page Count 8pg self cover  
Proof yes  
Finishing saddle stitch  
Notes bundle tie in 50's

Price: (ex Tax) (QTY 1) 18,000 = \$4,516

**Title: Option 4 10% recycled and FSC certified**

Stock 100# gloss text 10% recycled and FSC certified  
Color 4/4 + gloss varnish  
full bleed  
Size 8.5x11  
Page Count 12pg self cover  
Proof yes  
Finishing saddle stitch  
Notes bundle tie in 50's

Price: (ex Tax) (QTY 1) 18,000 = \$6,277

**Mailing Services:**

Bundle Slips for EDDM Mail Services = \$9.00 per thousand

**Postage estimate:**

Flat rate mailing under 3.3 oz to every household in Placentia - \$0.142 per piece

**References:**

Obey Clothing -- Chris Broders -- 949-596-8444

Yokohama Tire Corp -- Cathee Miller -- 714-870-3800

Contractors Termite Control -- Joyce Salvador -- 909-464-0677



# PLACENTIA LIBRARY DISTRICT

NEWSLETTER DESIGN,  
PRINTING, AND  
MAILING SERVICES

November 30, 2011



**Jeanette Contreras  
Library Director  
Placentia Library District  
411 E. Chapman Avenue  
Placentia, CA 92870**

**November 30, 2011**

**NEWSLETTER DESIGN, PRINTING, AND MAILING SERVICES**

**Dear Ms. Contreras,**

**Thank you for the opportunity to offer The PM Group's design, printing, and mailing services for the Placentia Library District Newsletter. The PM Group offers a true turn-key process, offering design, printing, and mailing in a seamless environment. We are one-stop shopping for all your communications needs.**

**We are very experienced in the services required by government entities, holding contracts with the Cities of Garden Grove, Lake Forest, Norco, Orange, Rancho Santa Margarita, and Vista. We are also a preferred supplier for the Los Angeles Unified School District.**

**We welcome your on-going consideration for this and other communications projects the Library District requires.**

**I can be reached at any time, day or night, by calling the office at (949) 597-1662. We look forward to working closely with the District on this project.**

**Sincerely,**

**PAUL MCKINNEY  
President**



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**IDENTIFICATION OF PROPOSER**

**LEGAL NAME AND ADDRESS**

**Novak and Normal, LLC, dba The PM Group  
25 Rancho Circle, Lake Forest, CA 92630**

**LEGAL FORM OF COMPANY**

**The PM Group is a wholly-owned subsidiary of  
Novak and Normal, LLC.**

**KEY PERSONNEL**

**PAUL D. MCKINNEY  
PRESIDENT**

**paulm@pmgrp.net  
Office: (949) 597-1662, ext. 222  
Cell: (949) 939-8807**

**LEIGH SHEARER  
GENERAL MANAGER**

**leighs@pmgrp.net  
(949) 597-1662, ext. 303**



**MARY PAT BARRETTO**  
**PRODUCTION MANAGER, CUSTOMER SERVICE**

**marypat@pmgrp.net**  
**(949) 597-1662, ext. 301**

**ERIK BROWN**  
**PRE-PRESS, CUSTOMER SERVICE**

**ebrown@pmgrp.net**  
**(949) 597-1662, ext. 302**

#### **CORPORATE PROFILE**

**The PM Group (PMG) is a print management firm that provides myriad printing disciplines required by our clients to fulfill their communications needs. We specialize in work with government entities, including cities, municipalities, environmental agencies, and school districts.**

**The PM Group was founded in 1996 and is specially-certified as an official California Small Business. PMG is also as a woman-owned business.**

**PMG occupies a 1,500 square foot office space with 4,000 square feet of warehouse space in Lake Forest. This is where our projects are planned and managed. From this location we are a virtual and real gateway to our manufacturing facilities. We are a progressive company, using present and emerging technologies which make our product and services better.**

**The PM Group's management team has more than 55 years experience in the industry, with specific, hands-on day-to-day production management in excess of 75 years.**





### INTERNAL OPERATIONS

**The PM Group maintains a proprietary work management system which tracks entire projects from inception through completion. The system includes estimating, scheduling, planning, production, and time and materials modules.**

**We also offer communications with the City through face-to-face meetings, conventional phone services, email, ftp site, and website.**

### EQUIPMENT

**The PM Group, along with our manufacturing partners, maintains redundant equipment to ensure our clients timely delivery of their printed materials. This equipment includes redundant heatset and cold web presses, as well as duplicate binding equipment and multiple staging arenas for processing mail.**



## THE INTANGIBLES

### THE PM GROUP IS ORANGE COUNTY

**The PM Group has a firm understanding of the work required by the District. We have a broad knowledge of bringing many types of print projects to life for a diverse range of clientele. Additionally our presence in the Southern California community, both personally and professionally, shows our dedication to the growth and development of the area.**

### A BETTER WAY TO BUY COMMUNICATIONS SERVICES

**The PM Group is a pioneer in the area of Corporate Print Management. We see the print world as forever changing. Printing facilities have become more vertical in their market niche is order to stay viable and profitable. Conversely, consumers of quality printing need single-source convenience due to leaner, smaller staffs. The PM Group's reason for existence is to bridge this gap for our clients, and to bring them more effective and efficient methods to buying high quality communications materials of all descriptions.**

### EMERGING TECHNOLOGIES

**We also offer the newest of technologies to assist in bringing your communications efforts to more and more people. We offer online real time proofing capability, online portals for outside businesses to advertise in publications ([www.cityadbuilder.com](http://www.cityadbuilder.com)), QR codes, CURLs, PURLs, on-demand printing, and web2print services.**



### **A 5% BID PREFERENCE**

**The PM Group has also invested the time to become a Certified Small Business by the State of California, which allows us to competitively bid on many projects for highly-regulated State entities. If the City participates in the State's Small Business Participation Program regarding contracting, The PM Group shall receive a 5% bid preference on this bid and in turn help the District meet its small business participation goals. We have had the privilege to work with the California Lottery and help them achieve their goals of quality communications, while stimulating small business within the State.**

### **EXPERIENCE**

**The PM Group also provides services to other notable government agencies. We hold current contracts with the Cities of Garden Grove, Lake Forest, Norco, Orange, Rancho Santa Margarita, and Vista. We are also a preferred supplier for the Los Angeles Unified School District, the nation's second largest school district.**

**The core of The PM Group has more than 95 years' experience in the graphic arts industry. We have worked in diverse fields ranging from advertising, design, film prep, and many other unique and unusual types of printing. This background helps us to better understand our clients' needs, deliver an exceptional product, and offer great service.**

### **THE RIGHT FIT**

**In simplest terms, we are communications professionals. Our clients come to consider us as an extension of their staff. We are an ally in the development and delivery of the printed word. We come to the table with in-depth problem-solving knowledge. Our viewpoint is not clouded by the overhead of hardware in our back shop. We assist our clients in coming to the best solution...the right fit for their needs.**



## SCOPE OF WORK

### DESIGN AND ARTWORK

**PMG shall provide design services to the District for each issue of the newsletter. This includes design of the original issue to establish the overall look and feel for it and subsequent issues. The District will receive three options for review and one round of revisions to the chosen layout. This initial fee is a one-time charge.**

**From District-supplied copy and photos, PMG will follow the approved design style and produce artwork for each issue. This work includes the original proof (proof 1) plus two additional rounds of revisions (proofs 2 and 3). The proofing will be provided via the PMG interactive online proofing site.**

### PRINTING SERVICES

**After the District has approved the artwork, the printing portion of the project begins. A physical proof will be produced for final approval by the District. At that point, the actual printing of the newsletter begins.**

### MAILING AND DISTRIBUTION

**PMG will obtain a list of residential customers which corresponds to the District's geographic parameters. The District is eligible to mail using a privileged method reserved for similar entities. This privilege affects the way the newsletter is addressed and offers substantial savings in postage. The newsletter will be addressed to **RESIDENTIAL CUSTOMER**; it does not require imaging of a specific address on each piece.**

**Postage is not included in the mailing price. A separate line item for estimated postage is included in the Price Schedule. The postal rate noted in the schedule is current as of November 30, 2011. Postage is due prior to mailing.**



#### MANAGEMENT OF ADVERTISEMENTS

**PMG will provide and manage an online advertisement portal to promote advertising opportunities for local businesses and organizations.**

**Placentia Library District will review and approve all advertisement submittals.**

**The management of the portal is offered at no charge to the District.**

**The District receives 67% of the revenue generated by each ad. The balance of 33% is collected by PMG as a commission for the administration of the portal.**

#### CONFLICT OF INTEREST

**PMG declares and warrants that no elected or appointed official, or officer of Placentia Library District has been or shall be compensated, directly or indirectly, in connection with the award of the bid or any work for the proposed project.**

#### TERM OF AGREEMENT

**Placentia Library District anticipates a three-year agreement, with options to extend the agreement for two (2) additional one-year periods, upon mutual agreement.**



**REFERENCES**

**HANNAH SHIN HEYDORN  
CITY OF LAKE FOREST  
(949) 461-3400**

**PMG holds the current contract for printing and mailing the City of Lake Forest's Leaflet and Leisure Times Magazine. The publication is produced eight times per year. We have been producing this project since 2003, and the contract has been recently renewed.**

**WENDI REDINGTON  
CITY OF RANCHO SANTA MARGARITA  
(949) 216-9700**

**PMG holds the current contract for printing the City of Rancho Santa Margarita's Community Living Magazine which is produced three times a year. PMG has been printing the magazine since 2003.**

**PAUL SITKOFF  
CITY OF ORANGE  
(714) 744-2255**

**PMG holds the current contract for printing the City's Our Orange Activities Guide. Our contract with the City began in 2005, and has been renewed twice.**



## OPTION I

8 pages

80# gloss

Non-recycled vs.  
Recycled paper



**NEWSLETTER, OPTION 1,  
NON-RECYCLED PAPER**

**Pages** 8 page self cover  
**Size** Spread 17 x 11, full bleed  
 Page size 8.5 x 11  
**Paper** 80# Gloss Book  
**Ink** 5/5 = Four color process plus spot gloss varnish throughout  
**Bindery** Cut, fold, gather, saddlestitch along 11" direction, trim  
**Mailing** Obtain carrier route list of residential customers, create and laser facing slips, sort, and tray  
**Delivery** Deliver mailing copies to USPS; deliver 1,000 boxed copies to the Placentia Library District  
**Quantity** 18,000

FALL 2012	UNITS	SUBTOTAL
Initial Design, if required (one time charge)		\$ 525
Graphic Design	8 pages	\$ 800
Ad Portal Management		No charge
Printing	18,000	\$ 3,809
Mailing Services	17,000	\$ 550
Postage	17,000	\$ 2,443
<b>TOTAL FALL 2012, NON-RECYCLED PAPER</b>		<b>\$ 8,127</b>

SPRING 2013	UNITS	SUBTOTAL
Graphic Design	8 pages	\$ 800
Ad Portal Management		No charge
Printing	18,000	\$ 3,809
Mailing Services	17,000	\$ 550
Postage	17,000	\$ 2,443
<b>TOTAL SPRING 2013, NON-RECYCLED PAPER</b>		<b>\$ 7,602</b>





<b>FALL 2013</b>	<b>UNITS</b>	<b>SUBTOTAL</b>
<b>Graphic Design</b>	<b>8 pages</b>	<b>\$ 800</b>
<b>Ad Portal Management</b>		<b>No charge</b>
<b>Printing</b>	<b>18,000</b>	<b>\$ 3,809</b>
<b>Mailing Services</b>	<b>17,000</b>	<b>\$ 550</b>
<b>Postage</b>	<b>17,000</b>	<b>\$ 2,443</b>
<b>TOTAL FALL 2013, NON-RECYCLED PAPER</b>		<b>\$ 7,602</b>
<b>SPRING 2014</b>	<b>UNITS</b>	<b>SUBTOTAL</b>
<b>Graphic Design</b>	<b>8 pages</b>	<b>\$ 800</b>
<b>Ad Portal Management</b>		<b>No charge</b>
<b>Printing</b>	<b>18,000</b>	<b>\$ 3,809</b>
<b>Mailing Services</b>	<b>17,000</b>	<b>\$ 550</b>
<b>Postage</b>	<b>17,000</b>	<b>\$ 2,443</b>
<b>TOTAL SPRING 2014, NON-RECYCLED PAPER</b>		<b>\$ 7,602</b>
<b>FALL 2014</b>	<b>UNITS</b>	<b>SUBTOTAL</b>
<b>Graphic Design</b>	<b>8 pages</b>	<b>\$ 800</b>
<b>Ad Portal Management</b>		<b>No charge</b>
<b>Printing</b>	<b>18,000</b>	<b>\$ 3,809</b>
<b>Mailing Services</b>	<b>17,000</b>	<b>\$ 550</b>
<b>Postage</b>	<b>17,000</b>	<b>\$ 2,443</b>
<b>TOTAL FALL 2014, NON-RECYCLED PAPER</b>		<b>\$ 7,602</b>
<b>SPRING 2015</b>	<b>UNITS</b>	<b>SUBTOTAL</b>
<b>Graphic Design</b>	<b>8 pages</b>	<b>\$ 800</b>
<b>Ad Portal Management</b>		<b>No charge</b>
<b>Printing</b>	<b>18,000</b>	<b>\$ 3,809</b>
<b>Mailing Services</b>	<b>17,000</b>	<b>\$ 550</b>
<b>Postage</b>	<b>17,000</b>	<b>\$ 2,443</b>
<b>TOTAL SPRING 2015 NON-RECYCLED PAPER</b>		<b>\$ 7,602</b>
<b>THREE-YEAR TOTAL</b>		
<b>OPTION 1, NON-RECYCLED PAPER</b>		<b>\$ 46,137</b>



**NEWSLETTER, OPTION I,  
RECYCLED PAPER**

**Pages** 8 page self cover  
**Size** Spread 17 x 11, full bleed  
 Page size 8.5 x 11  
**Paper** 80# Gloss Book, Recycled Paper  
**Ink** 5/5 = Four color process plus spot gloss varnish  
 throughout  
**Bindery** Cut, fold, gather, saddlestitch along 11" direction, trim  
**Mailing** Obtain carrier route list of residential customers, create  
 and laser facing slips, sort, and tray  
**Delivery** Deliver mailing copies to USPS; deliver 1,000 boxed  
 copies to the Placentia Library District  
**Quantity** 18,000

FALL 2012	UNITS	SUBTOTAL
Initial Design, if required (one time charge)		\$ 525
Graphic Design	8 pages	\$ 800
Ad Portal Management		No charge
Printing	18,000	\$ 3,976
Mailing Services	17,000	\$ 550
Postage	17,000	\$ 2,443
<b>TOTAL FALL 2012, RECYCLED PAPER</b>		<b>\$ 8,294</b>

SPRING 2013	UNITS	SUBTOTAL
Graphic Design	8 pages	\$ 800
Ad Portal Management		No charge
Printing	18,000	\$ 3,976
Mailing Services	17,000	\$ 550
Postage	17,000	\$ 2,443
<b>TOTAL SPRING 2013, RECYCLED PAPER</b>		<b>\$ 7,769</b>



<b>FALL 2013</b>	<b>UNITS</b>	<b>SUBTOTAL</b>
<b>Graphic Design</b>	<b>8 pages</b>	<b>\$ 800</b>
<b>Ad Portal Management</b>		<b>No charge</b>
<b>Printing</b>	<b>18,000</b>	<b>\$ 3,976</b>
<b>Mailing Services</b>	<b>17,000</b>	<b>\$ 550</b>
<b>Postage</b>	<b>17,000</b>	<b>\$ 2,443</b>
<b>TOTAL FALL 2013, RECYCLED PAPER</b>		<b>\$ 7,769</b>
<b>SPRING 2014</b>	<b>UNITS</b>	<b>SUBTOTAL</b>
<b>Graphic Design</b>	<b>8 pages</b>	<b>\$ 800</b>
<b>Ad Portal Management</b>		<b>No charge</b>
<b>Printing</b>	<b>18,000</b>	<b>\$ 3,976</b>
<b>Mailing Services</b>	<b>17,000</b>	<b>\$ 550</b>
<b>Postage</b>	<b>17,000</b>	<b>\$ 2,443</b>
<b>TOTAL SPRING 2014, RECYCLED PAPER</b>		<b>\$ 7,769</b>
<b>FALL 2014</b>	<b>UNITS</b>	<b>SUBTOTAL</b>
<b>Graphic Design</b>	<b>8 pages</b>	<b>\$ 800</b>
<b>Ad Portal Management</b>		<b>No charge</b>
<b>Printing</b>	<b>18,000</b>	<b>\$ 3,976</b>
<b>Mailing Services</b>	<b>17,000</b>	<b>\$ 550</b>
<b>Postage</b>	<b>17,000</b>	<b>\$ 2,443</b>
<b>TOTAL FALL 2014, RECYCLED PAPER</b>		<b>\$ 7,769</b>
<b>SPRING 2015</b>	<b>UNITS</b>	<b>SUBTOTAL</b>
<b>Graphic Design</b>	<b>8 pages</b>	<b>\$ 800</b>
<b>Ad Portal Management</b>		<b>No charge</b>
<b>Printing</b>	<b>18,000</b>	<b>\$ 3,976</b>
<b>Mailing Services</b>	<b>17,000</b>	<b>\$ 550</b>
<b>Postage</b>	<b>17,000</b>	<b>\$ 2,443</b>
<b>TOTAL SPRING 2015 RECYCLED PAPER</b>		<b>\$ 7,769</b>
<b>THREE-YEAR TOTAL</b>		
<b>OPTION 1, RECYCLED PAPER</b>		<b>\$ 47,139</b>



## OPTION 2

12 pages  
80# gloss

Non-recycled vs.  
Recycled paper



**NEWSLETTER, OPTION 2,  
NON-RECYCLED PAPER**

**Pages** 12 page self cover  
**Size** Spread 17 x 11, full bleed  
 Page size 8.5 x 11  
**Paper** 80# Gloss Book  
**Ink** 5/5 = Four color process plus spot gloss varnish  
 throughout  
**Bindery** Cut, fold, gather, saddlestitch along 11" direction, trim  
**Mailing** Obtain carrier route list of residential customers, create  
 and laser facing slips, sort, and tray  
**Delivery** Deliver mailing copies to USPS; deliver 1,000 boxed  
 copies to the Placentia Library District  
**Quantity** 18,000

FALL 2012	UNITS	SUBTOTAL
Initial Design, if required (one time charge)		\$ 525
Graphic Design	12 pages	\$ 1,200
Ad Portal Management		No charge
Printing	18,000	\$ 6,072
Mailing Services	17,000	\$ 550
Postage	17,000	\$ 2,443

**TOTAL FALL 2012, NON-RECYCLED PAPER** \$ 10,790

SPRING 2013	UNITS	SUBTOTAL
Graphic Design	12 pages	\$ 1,200
Ad Portal Management		No charge
Printing	18,000	\$ 6,072
Mailing Services	17,000	\$ 550
Postage	17,000	\$ 2,443

**TOTAL SPRING 2013, NON-RECYCLED PAPER** \$ 10,265



<b>FALL 2013</b>	<b>UNITS</b>	<b>SUBTOTAL</b>
<b>Graphic Design</b>	<b>12 pages</b>	<b>\$ 1,200</b>
<b>Ad Portal Management</b>		<b>No charge</b>
<b>Printing</b>	<b>18,000</b>	<b>\$ 6,072</b>
<b>Mailing Services</b>	<b>17,000</b>	<b>\$ 550</b>
<b>Postage</b>	<b>17,000</b>	<b>\$ 2,443</b>
<b>TOTAL FALL 2013, NON-RECYCLED PAPER</b>		<b>\$ 10,265</b>
<b>SPRING 2014</b>	<b>UNITS</b>	<b>SUBTOTAL</b>
<b>Graphic Design</b>	<b>12 pages</b>	<b>\$ 1,200</b>
<b>Ad Portal Management</b>		<b>No charge</b>
<b>Printing</b>	<b>18,000</b>	<b>\$ 6,072</b>
<b>Mailing Services</b>	<b>17,000</b>	<b>\$ 550</b>
<b>Postage</b>	<b>17,000</b>	<b>\$ 2,443</b>
<b>TOTAL SPRING 2014, NON-RECYCLED PAPER</b>		<b>\$ 10,265</b>
<b>FALL 2014</b>	<b>UNITS</b>	<b>SUBTOTAL</b>
<b>Graphic Design</b>	<b>12 pages</b>	<b>\$ 1,200</b>
<b>Ad Portal Management</b>		<b>No charge</b>
<b>Printing</b>	<b>18,000</b>	<b>\$ 6,072</b>
<b>Mailing Services</b>	<b>17,000</b>	<b>\$ 550</b>
<b>Postage</b>	<b>17,000</b>	<b>\$ 2,443</b>
<b>TOTAL FALL 2014, NON-RECYCLED PAPER</b>		<b>\$ 10,265</b>
<b>SPRING 2015</b>	<b>UNITS</b>	<b>SUBTOTAL</b>
<b>Graphic Design</b>	<b>12 pages</b>	<b>\$ 1,200</b>
<b>Ad Portal Management</b>		<b>No charge</b>
<b>Printing</b>	<b>18,000</b>	<b>\$ 6,072</b>
<b>Mailing Services</b>	<b>17,000</b>	<b>\$ 550</b>
<b>Postage</b>	<b>17,000</b>	<b>\$ 2,443</b>
<b>TOTAL SPRING 2015 NON-RECYCLED PAPER</b>		<b>\$ 10,265</b>
<b>THREE-YEAR TOTAL</b>		
<b>OPTION 2, NON-RECYCLED PAPER</b>		<b>\$ 62,115</b>



**NEWSLETTER, OPTION 2,  
RECYCLED PAPER**

**Pages** 12 page self cover  
**Size** Spread 17 x 11, full bleed  
 Page size 8.5 x 11  
**Paper** 80# Gloss Book, Recycled Paper  
**Ink** 5/5 = Four color process plus spot gloss varnish throughout  
**Bindery** Cut, fold, gather, saddlestitch along 11" direction, trim  
**Mailing** Obtain carrier route list of residential customers, create and laser facing slips, sort, and tray  
**Delivery** Deliver mailing copies to USPS; deliver 1,000 boxed copies to the Placentia Library District  
**Quantity** 18,000

FALL 2012	UNITS	SUBTOTAL
Initial Design, if required (one time charge)		\$ 525
Graphic Design	12 pages	\$ 1,200
Ad Portal Management		No charge
Printing	18,000	\$ 6,363
Mailing Services	17,000	\$ 550
Postage	17,000	\$ 2,443
<b>TOTAL FALL 2012, RECYCLED PAPER</b>		<b>\$ 11,081</b>

SPRING 2013	UNITS	SUBTOTAL
Graphic Design	12 pages	\$ 1,200
Ad Portal Management		No charge
Printing	18,000	\$ 6,363
Mailing Services	17,000	\$ 550
Postage	17,000	\$ 2,443
<b>TOTAL SPRING 2013, RECYCLED PAPER</b>		<b>\$ 10,556</b>



<b>FALL 2013</b>	<b>UNITS</b>	<b>SUBTOTAL</b>
<b>Graphic Design</b>	<b>12 pages</b>	<b>\$ 1,200</b>
<b>Ad Portal Management</b>		<b>No charge</b>
<b>Printing</b>	<b>18,000</b>	<b>\$ 6,363</b>
<b>Mailing Services</b>	<b>17,000</b>	<b>\$ 550</b>
<b>Postage</b>	<b>17,000</b>	<b>\$ 2,443</b>
<b>TOTAL FALL 2013, RECYCLED PAPER</b>		<b>\$ 10,556</b>
<b>SPRING 2014</b>	<b>UNITS</b>	<b>SUBTOTAL</b>
<b>Graphic Design</b>	<b>12 pages</b>	<b>\$ 1,200</b>
<b>Ad Portal Management</b>		<b>No charge</b>
<b>Printing</b>	<b>18,000</b>	<b>\$ 6,363</b>
<b>Mailing Services</b>	<b>17,000</b>	<b>\$ 550</b>
<b>Postage</b>	<b>17,000</b>	<b>\$ 2,443</b>
<b>TOTAL SPRING 2014, RECYCLED PAPER</b>		<b>\$ 10,556</b>
<b>FALL 2014</b>	<b>UNITS</b>	<b>SUBTOTAL</b>
<b>Graphic Design</b>	<b>12 pages</b>	<b>\$ 1,200</b>
<b>Ad Portal Management</b>		<b>No charge</b>
<b>Printing</b>	<b>18,000</b>	<b>\$ 6,363</b>
<b>Mailing Services</b>	<b>17,000</b>	<b>\$ 550</b>
<b>Postage</b>	<b>17,000</b>	<b>\$ 2,443</b>
<b>TOTAL FALL 2014, RECYCLED PAPER</b>		<b>\$ 10,556</b>
<b>SPRING 2015</b>	<b>UNITS</b>	<b>SUBTOTAL</b>
<b>Graphic Design</b>	<b>12 pages</b>	<b>\$ 1,200</b>
<b>Ad Portal Management</b>		<b>No charge</b>
<b>Printing</b>	<b>18,000</b>	<b>\$ 6,363</b>
<b>Mailing Services</b>	<b>17,000</b>	<b>\$ 550</b>
<b>Postage</b>	<b>17,000</b>	<b>\$ 2,443</b>
<b>TOTAL SPRING 2015 RECYCLED PAPER</b>		<b>\$ 10,556</b>
<b>THREE-YEAR TOTAL</b>		
<b>OPTION 2, RECYCLED PAPER</b>		<b>\$ 63,861</b>





## OPTION 3

8 pages

100# gloss

Non-recycled vs.  
Recycled paper



**NEWSLETTER, OPTION 3,  
NON-RECYCLED PAPER**

**Pages** 8 page self cover  
**Size** Spread 17 x 11, full bleed  
 Page size 8.5 x 11  
**Paper** 100# Gloss Book  
**Ink** 5/5 = Four color process plus spot gloss varnish throughout  
**Bindery** Cut, fold, gather, saddlestitch along 11" direction, trim  
**Mailing** Obtain carrier route list of residential customers, create and laser facing slips, sort, and tray  
**Delivery** Deliver mailing copies to USPS; deliver 1,000 boxed copies to the Placentia Library District  
**Quantity** 18,000

	UNITS	SUBTOTAL
FALL 2012		
Initial Design, if required (one time charge)		\$ 525
Graphic Design	8 pages	\$ 800
Ad Portal Management		No charge
Printing	18,000	\$ 4,230
Mailing Services	17,000	\$ 550
Postage	17,000	\$ 2,443
<b>TOTAL FALL 2012, NON-RECYCLED PAPER</b>		<b>\$ 8,548</b>

	UNITS	SUBTOTAL
SPRING 2013		
Graphic Design	8 pages	\$ 800
Ad Portal Management		No charge
Printing	18,000	\$ 4,230
Mailing Services	17,000	\$ 550
Postage	17,000	\$ 2,443
<b>TOTAL SPRING 2013, NON-RECYCLED PAPER</b>		<b>\$ 8,023</b>



<b>FALL 2013</b>	<b>UNITS</b>	<b>SUBTOTAL</b>
<b>Graphic Design</b>	<b>8 pages</b>	<b>\$ 800</b>
<b>Ad Portal Management</b>		<b>No charge</b>
<b>Printing</b>	<b>18,000</b>	<b>\$ 4,230</b>
<b>Mailing Services</b>	<b>17,000</b>	<b>\$ 550</b>
<b>Postage</b>	<b>17,000</b>	<b>\$ 2,443</b>
<b>TOTAL FALL 2013, NON-RECYCLED PAPER</b>		<b>\$ 8,023</b>
<b>SPRING 2014</b>	<b>UNITS</b>	<b>SUBTOTAL</b>
<b>Graphic Design</b>	<b>8 pages</b>	<b>\$ 800</b>
<b>Ad Portal Management</b>		<b>No charge</b>
<b>Printing</b>	<b>18,000</b>	<b>\$ 4,230</b>
<b>Mailing Services</b>	<b>17,000</b>	<b>\$ 550</b>
<b>Postage</b>	<b>17,000</b>	<b>\$ 2,443</b>
<b>TOTAL SPRING 2014, NON-RECYCLED PAPER</b>		<b>\$ 8,023</b>
<b>FALL 2014</b>	<b>UNITS</b>	<b>SUBTOTAL</b>
<b>Graphic Design</b>	<b>8 pages</b>	<b>\$ 800</b>
<b>Ad Portal Management</b>		<b>No charge</b>
<b>Printing</b>	<b>18,000</b>	<b>\$ 4,230</b>
<b>Mailing Services</b>	<b>17,000</b>	<b>\$ 550</b>
<b>Postage</b>	<b>17,000</b>	<b>\$ 2,443</b>
<b>TOTAL FALL 2014, NON-RECYCLED PAPER</b>		<b>\$ 8,023</b>
<b>SPRING 2015</b>	<b>UNITS</b>	<b>SUBTOTAL</b>
<b>Graphic Design</b>	<b>8 pages</b>	<b>\$ 800</b>
<b>Ad Portal Management</b>		<b>No charge</b>
<b>Printing</b>	<b>18,000</b>	<b>\$ 4,230</b>
<b>Mailing Services</b>	<b>17,000</b>	<b>\$ 550</b>
<b>Postage</b>	<b>17,000</b>	<b>\$ 2,443</b>
<b>TOTAL SPRING 2015 NON-RECYCLED PAPER</b>		<b>\$ 8,023</b>
<b>THREE-YEAR TOTAL</b>		
<b>OPTION 3, NON-RECYCLED PAPER</b>		<b>\$ 48,663</b>



**NEWSLETTER, OPTION 3,  
RECYCLED PAPER**

**Pages** 8 page self cover  
**Size** Spread 17 x 11, full bleed  
 Page size 8.5 x 11  
**Paper** 100# Gloss Book, Recycled Paper  
**Ink** 5/5 = Four color process plus spot gloss varnish throughout  
**Bindery** Cut, fold, gather, saddlestitch along 11" direction, trim  
**Mailing** Obtain carrier route list of residential customers, create and laser facing slips, sort, and tray  
**Delivery** Deliver mailing copies to USPS; deliver 1,000 boxed copies to the Placentia Library District  
**Quantity** 18,000

	UNITS	SUBTOTAL
FALL 2012		
Initial Design, if required (one time charge)		\$ 525
Graphic Design	8 pages	\$ 800
Ad Portal Management		No charge
Printing	18,000	\$ 4,437
Mailing Services	17,000	\$ 550
Postage	17,000	\$ 2,443
<b>TOTAL FALL 2012, RECYCLED PAPER</b>		<b>\$ 8,755</b>

	UNITS	SUBTOTAL
SPRING 2013		
Graphic Design	8 pages	\$ 800
Ad Portal Management		No charge
Printing	18,000	\$ 4,437
Mailing Services	17,000	\$ 550
Postage	17,000	\$ 2,443
<b>TOTAL SPRING 2013, RECYCLED PAPER</b>		<b>\$ 8,230</b>



<b>FALL 2013</b>	<b>UNITS</b>	<b>SUBTOTAL</b>
<b>Graphic Design</b>	<b>8 pages</b>	<b>\$ 800</b>
<b>Ad Portal Management</b>		<b>No charge</b>
<b>Printing</b>	<b>18,000</b>	<b>\$ 4,437</b>
<b>Mailing Services</b>	<b>17,000</b>	<b>\$ 550</b>
<b>Postage</b>	<b>17,000</b>	<b>\$ 2,443</b>
<b>TOTAL FALL 2013, RECYCLED PAPER</b>		<b>\$ 8,230</b>
<b>SPRING 2014</b>	<b>UNITS</b>	<b>SUBTOTAL</b>
<b>Graphic Design</b>	<b>8 pages</b>	<b>\$ 800</b>
<b>Ad Portal Management</b>		<b>No charge</b>
<b>Printing</b>	<b>18,000</b>	<b>\$ 4,437</b>
<b>Mailing Services</b>	<b>17,000</b>	<b>\$ 550</b>
<b>Postage</b>	<b>17,000</b>	<b>\$ 2,443</b>
<b>TOTAL SPRING 2014, RECYCLED PAPER</b>		<b>\$ 8,230</b>
<b>FALL 2014</b>	<b>UNITS</b>	<b>SUBTOTAL</b>
<b>Graphic Design</b>	<b>8 pages</b>	<b>\$ 800</b>
<b>Ad Portal Management</b>		<b>No charge</b>
<b>Printing</b>	<b>18,000</b>	<b>\$ 4,437</b>
<b>Mailing Services</b>	<b>17,000</b>	<b>\$ 550</b>
<b>Postage</b>	<b>17,000</b>	<b>\$ 2,443</b>
<b>TOTAL FALL 2014, RECYCLED PAPER</b>		<b>\$ 8,230</b>
<b>SPRING 2015</b>	<b>UNITS</b>	<b>SUBTOTAL</b>
<b>Graphic Design</b>	<b>8 pages</b>	<b>\$ 800</b>
<b>Ad Portal Management</b>		<b>No charge</b>
<b>Printing</b>	<b>18,000</b>	<b>\$ 4,437</b>
<b>Mailing Services</b>	<b>17,000</b>	<b>\$ 550</b>
<b>Postage</b>	<b>17,000</b>	<b>\$ 2,443</b>
<b>TOTAL SPRING 2015 RECYCLED PAPER</b>		<b>\$ 8,230</b>
<b>THREE-YEAR TOTAL</b>		
<b>OPTION 3, RECYCLED PAPER</b>		<b>\$ 49,905</b>



## OPTION 4

12 pages

100# gloss

Non-recycled vs.  
Recycled paper



**NEWSLETTER, OPTION 4,  
NON-RECYCLED PAPER**

**Pages** 12 page self cover  
**Size** Spread 17 x 11, full bleed  
 Page size 8.5 x 11  
**Paper** 100# Gloss Book  
**Ink** 5/5 = Four color process plus spot gloss varnish throughout  
**Bindery** Cut, fold, gather, saddlestitch along 11" direction, trim  
**Mailing** Obtain carrier route list of residential customers, create and laser facing slips, sort, and tray  
**Delivery** Deliver mailing copies to USPS; deliver 1,000 boxed copies to the Placentia Library District  
**Quantity** 18,000

FALL 2012	UNITS	SUBTOTAL
Initial Design, if required (one time charge)		\$ 525
Graphic Design	12 pages	\$ 1,200
Ad Portal Management		No charge
Printing	18,000	\$ 6,697
Mailing Services	17,000	\$ 550
Postage	17,000	\$ 2,443
<b>TOTAL FALL 2012, NON-RECYCLED PAPER</b>		<b>\$ 11,415</b>

SPRING 2013	UNITS	SUBTOTAL
Graphic Design	12 pages	\$ 1,200
Ad Portal Management		No charge
Printing	18,000	\$ 6,697
Mailing Services	17,000	\$ 550
Postage	17,000	\$ 2,443
<b>TOTAL SPRING 2013, NON-RECYCLED PAPER</b>		<b>\$ 10,890</b>



<b>FALL 2013</b>	<b>UNITS</b>	<b>SUBTOTAL</b>
<b>Graphic Design</b>	<b>12 pages</b>	<b>\$ 1,200</b>
<b>Ad Portal Management</b>		<b>No charge</b>
<b>Printing</b>	<b>18,000</b>	<b>\$ 6,697</b>
<b>Mailing Services</b>	<b>17,000</b>	<b>\$ 550</b>
<b>Postage</b>	<b>17,000</b>	<b>\$ 2,443</b>
<b>TOTAL FALL 2013, NON-RECYCLED PAPER</b>		<b>\$ 10,890</b>
<b>SPRING 2014</b>	<b>UNITS</b>	<b>SUBTOTAL</b>
<b>Graphic Design</b>	<b>12 pages</b>	<b>\$ 1,200</b>
<b>Ad Portal Management</b>		<b>No charge</b>
<b>Printing</b>	<b>18,000</b>	<b>\$ 6,697</b>
<b>Mailing Services</b>	<b>17,000</b>	<b>\$ 550</b>
<b>Postage</b>	<b>17,000</b>	<b>\$ 2,443</b>
<b>TOTAL SPRING 2014, NON-RECYCLED PAPER</b>		<b>\$ 10,890</b>
<b>FALL 2014</b>	<b>UNITS</b>	<b>SUBTOTAL</b>
<b>Graphic Design</b>	<b>12 pages</b>	<b>\$ 1,200</b>
<b>Ad Portal Management</b>		<b>No charge</b>
<b>Printing</b>	<b>18,000</b>	<b>\$ 6,697</b>
<b>Mailing Services</b>	<b>17,000</b>	<b>\$ 550</b>
<b>Postage</b>	<b>17,000</b>	<b>\$ 2,443</b>
<b>TOTAL FALL 2014, NON-RECYCLED PAPER</b>		<b>\$ 10,890</b>
<b>SPRING 2015</b>	<b>UNITS</b>	<b>SUBTOTAL</b>
<b>Graphic Design</b>	<b>12 pages</b>	<b>\$ 1,200</b>
<b>Ad Portal Management</b>		<b>No charge</b>
<b>Printing</b>	<b>18,000</b>	<b>\$ 6,697</b>
<b>Mailing Services</b>	<b>17,000</b>	<b>\$ 550</b>
<b>Postage</b>	<b>17,000</b>	<b>\$ 2,443</b>
<b>TOTAL SPRING 2015 NON-RECYCLED PAPER</b>		<b>\$ 10,890</b>
<b>THREE-YEAR TOTAL</b>		
<b>OPTION 4, NON-RECYCLED PAPER</b>		<b>\$ 65,865</b>





**NEWSLETTER, OPTION 4,  
RECYCLED PAPER**

**Pages** 12 page self cover  
**Size** Spread 17 x 11, full bleed  
 Page size 8.5 x 11  
**Paper** 100# Gloss Book, Recycled Paper  
**Ink** 5/5 = Four color process plus spot gloss varnish throughout  
**Bindery** Cut, fold, gather, saddlestitch along 11" direction, trim  
**Mailing** Obtain carrier route list of residential customers, create and laser facing slips, sort, and tray  
**Delivery** Deliver mailing copies to USPS; deliver 1,000 boxed copies to the Placentia Library District  
**Quantity** 18,000

FALL 2012	UNITS	SUBTOTAL
Initial Design, if required (one time charge)		\$ 525
Graphic Design	12 pages	\$ 1,200
Ad Portal Management		No charge
Printing	18,000	\$ 7,037
Mailing Services	17,000	\$ 550
Postage	17,000	\$ 2,443
<b>TOTAL FALL 2012, RECYCLED PAPER</b>		<b>\$ 11,755</b>

SPRING 2013	UNITS	SUBTOTAL
Graphic Design	12 pages	\$ 1,200
Ad Portal Management		No charge
Printing	18,000	\$ 7,037
Mailing Services	17,000	\$ 550
Postage	17,000	\$ 2,443
<b>TOTAL SPRING 2013, RECYCLED PAPER</b>		<b>\$ 11,230</b>



<b>FALL 2013</b>	<b>UNITS</b>	<b>SUBTOTAL</b>
<b>Graphic Design</b>	<b>12 pages</b>	<b>\$ 1,200</b>
<b>Ad Portal Management</b>		<b>No charge</b>
<b>Printing</b>	<b>18,000</b>	<b>\$ 7,037</b>
<b>Mailing Services</b>	<b>17,000</b>	<b>\$ 550</b>
<b>Postage</b>	<b>17,000</b>	<b>\$ 2,443</b>
<b>TOTAL FALL 2013, RECYCLED PAPER</b>		<b>\$ 11,230</b>
<b>SPRING 2014</b>	<b>UNITS</b>	<b>SUBTOTAL</b>
<b>Graphic Design</b>	<b>12 pages</b>	<b>\$ 1,200</b>
<b>Ad Portal Management</b>		<b>No charge</b>
<b>Printing</b>	<b>18,000</b>	<b>\$ 7,037</b>
<b>Mailing Services</b>	<b>17,000</b>	<b>\$ 550</b>
<b>Postage</b>	<b>17,000</b>	<b>\$ 2,443</b>
<b>TOTAL SPRING 2014, RECYCLED PAPER</b>		<b>\$ 11,230</b>
<b>FALL 2014</b>	<b>UNITS</b>	<b>SUBTOTAL</b>
<b>Graphic Design</b>	<b>12 pages</b>	<b>\$ 1,200</b>
<b>Ad Portal Management</b>		<b>No charge</b>
<b>Printing</b>	<b>18,000</b>	<b>\$ 7,037</b>
<b>Mailing Services</b>	<b>17,000</b>	<b>\$ 550</b>
<b>Postage</b>	<b>17,000</b>	<b>\$ 2,443</b>
<b>TOTAL FALL 2014, RECYCLED PAPER</b>		<b>\$ 11,230</b>
<b>SPRING 2015</b>	<b>UNITS</b>	<b>SUBTOTAL</b>
<b>Graphic Design</b>	<b>12 pages</b>	<b>\$ 1,200</b>
<b>Ad Portal Management</b>		<b>No charge</b>
<b>Printing</b>	<b>18,000</b>	<b>\$ 7,037</b>
<b>Mailing Services</b>	<b>17,000</b>	<b>\$ 550</b>
<b>Postage</b>	<b>17,000</b>	<b>\$ 2,443</b>
<b>TOTAL SPRING 2015 RECYCLED PAPER</b>		<b>\$ 11,230</b>
<b>THREE-YEAR TOTAL</b>		
<b>OPTION 4, RECYCLED PAPER</b>		<b>\$ 67,905</b>



## NOTES

**The PM Group accepts the terms and conditions of the proposal to design, print, and mail the District's Newsletter. This proposal is warranted to be valid for 90 days from November 30, 2011.**

## PAYMENT

**Payment terms: net 30 days with a 2% 10 discount for early payment.**

## POSTAGE

**If the District is eligible to to operate as a non-profit organization, postage for each issue may be reduced from \$.142 each to \$.068 each. Additional minor charges apply for annual renewal for certification of non-profit status.**

## PAPER

**The manufacturing costs for this project will remain constant for the duration of the agreement. Paper prices, however, fluctuate over time. Increase in paper, above 2%, will be documented in writing by the paper manufacturer, and an adjustment in pricing will be negotiated with the District.**

## UNDERS AND OVERS

**The industry standard of +/- 2% underrun/overrun applies to this agreement. The District will be billed for actual quantity delivered.**



#### MANAGEMENT OF ADVERTISING

**PMG shall publish an uncompensated 1/4-page ad in each issue to announce the availability of advertising space in the newsletter. This ad is aimed at increasing advertising revenue for the District, which in turn, can result in a savings for the District when publishing each issue.**

#### SALES TAX

**Sales tax, if required, is additional, and is usually required only on copies that do not mail. Please consult your accountant for the District's position regarding sales tax for printed materials.**



**Company Overview**  
*Design, Print & Mail Services*



November 30, 2011

Jeanette Contreras  
Library Director  
Placentia Library District  
411 E. Chapman Avenue  
Placentia, CA 92870

*Letter of  
Introduction,  
History &  
Background*

Dear Ms. Contreras,

We are thrilled to have been given the opportunity to provide a Graphic Design, Printing and Mailing Proposal for the Placentia Library District. Thank you for your consideration of our services for 2012 - 2014! The opportunity is truly appreciated.

PSB Integrated Marketing is a full-service marketing agency based out of Lake Forest, California, that brings together the best of traditional and digital printing, creative design and mailhouse services all under one roof.

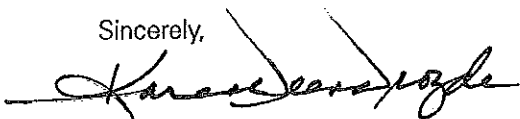
PSB prides itself on our ability to come through for our clients, even in the most challenging circumstances. With our full range of designers, copywriters, illustrators, strategists and photographers all on staff, we can successfully accommodate any marketing initiative. PSB clients come to depend on the personalized service of their account manager to oversee their projects from concept, through design to final print and mailing. In addition, our clients appreciate the cost savings of buying direct and the ability to expedite their message to market through our on-site printing, and mailing facilities.

Since 1991, PSB has been servicing the financial services industry, non-profits, professional groups, utilities and commercial accounts throughout the United States. We can proudly say our design work has been nationally recognized with nearly 200 marketing service awards and counting!

We welcome you and your staff to visit our facility for a full tour of our capabilities and in turn, we are happy to visit the Placentia Library District at any time you would like an in-person meeting.

Thank you again for your kind consideration.

Sincerely,



Karen Deen Drozda  
Account Manager - Commercial Print & Marketing  
PSB Integrated Marketing



*Letter of  
Introduction,  
History &  
Background*

**PSB, Inc.**

Founded by Bill Berndt in 1991, PSB is an established and innovative leader in the printing and marketing services industry. Building on roots in financial management, marketing management and manufacturing, PSB has grown from a client base of four in 1991 to a nationwide customer base. PSB quickly learned that establishing a vertically integrated operation would not only provide a tremendous competitive advantage, but would also deliver services and support well in excess of traditional printing and marketing agencies.

Building company value through integration and process engineering, PSB has combined the best of traditional printing, creative design and mailing services into one comprehensive process...all managed under one roof. PSB manages each project entirely through in-house resources...project concept and design, print production, finishing and mailing services. Because everything operates as one continuous process, projects are completed faster than traditional project options. The value as an integrated company is reflected in lower total project costs, faster project turnaround and comparable quality levels to other solutions. Because of this vertical integration, PSB can control costs throughout the entire process from start to finish, eliminating wasted time and resources while providing faster service and individual attention to each client. Few companies have integrated a free-flowing "creative" business (such as design) with the strict manufacturing requirement (such as printing) and succeeded. PSB has!

PSB is acutely aware of environmental issues. As a certified-green print facility and an award recipient for ecologically-responsible business practices, we understand that the sum of our work should not exceed the total cost of the environment. From aggressive internal recycling of materials, chemicals, and resources to the use of paper stocks from responsibly managed forests, PSB leads the way.

A growing company with satisfied clients, PSB has created a better way of marketing that provides added value to clients. Simply put, the ability to deliver on the "one-stop shop" promise to a busy client base has resulted in satisfied clients, extensive word-of-mouth referrals and industry accolades. With one phone call or Internet contact ([psbonline.com](http://psbonline.com)), PSB customers have an entire company, a staff of designers, a print operation, friendly support personnel and thousands of print/design options at their fingertips. PSB continues to work with a growing roster of top-flight clients.

We are proud of our past, excited about our future and confident of our continued success.

PSB Integrated Marketing  
26012 Atlantic Ocean Drive  
Lake Forest, CA 92630  
949.340.465.0772  
[www.psbonline.com](http://www.psbonline.com)

# NEWSLETTER PROPOSAL FORM

Company Name	PSB Integrated Marketing
Address	26012 Atlantic Ocean Drive Lake Forest, CA 92630
Contact(s)	Karen Deen Drozda
Email	karend@psbonline.com
Telephone Number(s)	Direct: 949.340.8948
<b>OPTION 1-A:</b>	<b>8 page Self-Cover - 80# Gloss Book - Endurance</b>

# NEWSLETTER PRICE SCHEDULE

Fall 2012	Rate	Unit	Subtotal	Spring 2013	Rate	Unit	Subtotal
Graphic Design		1	1,280.00	Graphic Design		1	1,040.00
Ad Portal Management		1	No Charge	Ad Portal Management		1	No Charge
Printing		18,000	3,766.00	Printing		18,000	3,954.00
Mailing Services		18,000	510.00	Mailing Services		18,000	510.00
Postage Estimated - Standard		18,000	2,533.00	Postage Estimated - Standard		18,000	2,533.00
<b>TOTAL FALL 2012</b>			<b>\$ 8,089.00</b>	<b>TOTAL SPRING 2013</b>			<b>\$ 8,037.00</b>
Fall 2013	Rate	Unit	Subtotal	SPRING 2014	Rate	Unit	Subtotal
Graphic Design		1	900.00	Graphic Design		1	900.00
Ad Portal Management		1	No Charge	Ad Portal Management		1	No Charge
Printing		18,000	3,954.00	Printing		18,000	4,152.00
Mailing Services		18,000	510.00	Mailing Services		18,000	510.00
Postage Estimated - Standard		18,000	2,533.00	Postage Estimated - Standard		18,000	2,533.00
<b>TOTAL FALL 2013</b>			<b>\$ 7,897.00</b>	<b>TOTAL SPRING 2014</b>			<b>\$ 8,095.00</b>
Fall 2014	Rate	Unit	Subtotal	SPRING 2015	Rate	Unit	Subtotal
Graphic Design		1	780.00	Graphic Design		1	780.00
Ad Portal Management		1	No Charge	Ad Portal Management		1	No Charge
Printing		18,000	4,152.00	Printing		18,000	4,359.00
Mailing Services		18,000	510.00	Mailing Services		18,000	510.00
Postage Estimated - Standard		18,000	2,533.00	Postage Estimated - Standard		18,000	2,533.00
<b>TOTAL FALL 2014</b>			<b>\$ 7,975.00</b>	<b>TOTAL SPRING 2015</b>			<b>\$ 8,182.00</b>



## NEWSLETTER PROPOSAL FORM

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Contact(s)	Karen Deen Drozda
Email	karend@psbonline.com
Telephone Number(s)	Direct: 949.340.8948
<b>OPTION 1-B:</b>	<b>8 page Self-Cover - 80# Gloss Book - RECYCLED: 30% PCW - 25% Pre-CW</b>

## NEWSLETTER PRICE SCHEDULE

Fall 2012	Rate	Unit	Subtotal	Spring 2013	Rate	Unit	Subtotal
Graphic Design		1	1,280.00	Graphic Design		1	1,040.00
Ad Portal Management		1	No Charge	Ad Portal Management		1	No Charge
Printing		18,000	3,960.00	Printing		18,000	4,158.00
Mailing Services		18,000	510.00	Mailing Services		18,000	510.00
Postage Estimated - Standard		18,000	2,533.00	Postage Estimated - Standard		18,000	2,533.00
<b>TOTAL FALL 2012</b>			<b>\$ 8,283.00</b>	<b>TOTAL SPRING 2013</b>			<b>\$ 8,241.00</b>
Fall 2013	Rate	Unit	Subtotal	SPRING 2014	Rate	Unit	Subtotal
Graphic Design		1	900.00	Graphic Design		1	900.00
Ad Portal Management		1	No Charge	Ad Portal Management		1	No Charge
Printing		18,000	4,158.00	Printing		18,000	4,366.00
Mailing Services		18,000	510.00	Mailing Services		18,000	510.00
Postage Estimated - Standard		18,000	2,533.00	Postage Estimated - Standard		18,000	2,533.00
<b>TOTAL FALL 2013</b>			<b>\$ 8,101.00</b>	<b>TOTAL SPRING 2014</b>			<b>\$ 8,309.00</b>
Fall 2014	Rate	Unit	Subtotal	SPRING 2015	Rate	Unit	Subtotal
Graphic Design		1	780.00	Graphic Design		1	780.00
Ad Portal Management		1	No Charge	Ad Portal Management		1	No Charge
Printing		18,000	4,366.00	Printing		18,000	4,584.00
Mailing Services		18,000	510.00	Mailing Services		18,000	510.00
Postage Estimated - Standard		18,000	2,533.00	Postage Estimated - Standard		18,000	2,533.00
<b>TOTAL FALL 2014</b>			<b>\$ 8,189.00</b>	<b>TOTAL SPRING 2015</b>			<b>\$ 8,409.00</b>

## NEWSLETTER PROPOSAL FORM

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Contact(s)	Karen Deen Drozda
Email	karend@psbonline.com
Telephone Number(s)	Direct: 949.340.8948
<b>OPTION 2-A:</b>	<b>12 page Self-Cover - 80# Gloss Book - Endurance</b>

## NEWSLETTER PRICE SCHEDULE

Fall 2012	Rate	Unit	Subtotal	Spring 2013	Rate	Unit	Subtotal
Graphic Design		1	1,920.00	Graphic Design		1	1,560.00
Ad Portal Management		1	No Charge	Ad Portal Management		1	No Charge
Printing		18,000	5,647.00	Printing		18,000	5,929.00
Mailing Services		18,000	510.00	Mailing Services		18,000	510.00
Postage Estimated - Standard		18,000	2,533.00	Postage Estimated - Standard		18,000	2,533.00
<b>TOTAL FALL 2012</b>			<b>\$10,610.00</b>	<b>TOTAL SPRING 2013</b>			<b>\$10,532.00</b>
Fall 2013	Rate	Unit	Subtotal	SPRING 2014	Rate	Unit	Subtotal
Graphic Design		1	1,350.00	Graphic Design		1	1,350.00
Ad Portal Management		1	No Charge	Ad Portal Management		1	No Charge
Printing		18,000	5,929.00	Printing		18,000	6,225.00
Mailing Services		18,000	510.00	Mailing Services		18,000	510.00
Postage Estimated - Standard		18,000	2,533.00	Postage Estimated - Standard		18,000	2,533.00
<b>TOTAL FALL 2013</b>			<b>\$10,322.00</b>	<b>TOTAL SPRING 2014</b>			<b>\$10,648.00</b>
Fall 2014	Rate	Unit	Subtotal	SPRING 2015	Rate	Unit	Subtotal
Graphic Design		1	1,170.00	Graphic Design		1	1,170.00
Ad Portal Management		1	No Charge	Ad Portal Management		1	No Charge
Printing		18,000	6,225.00	Printing		18,000	6,537.00
Mailing Services		18,000	510.00	Mailing Services		18,000	510.00
Postage Estimated - Standard		18,000	2,533.00	Postage Estimated - Standard		18,000	2,533.00
<b>TOTAL FALL 2014</b>			<b>\$10,438.00</b>	<b>TOTAL SPRING 2015</b>			<b>\$10,750.00</b>

## NEWSLETTER PROPOSAL FORM

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Contact(s)	Karen Deen Drozda
Email	karend@psbonline.com
Telephone Number(s)	Direct: 949.340.8948
<b>OPTION 2-B:</b>	<b>12 page Self-Cover - 80# Gloss Book - RECYCLED: 30% PCW - 25% Pre-CW</b>

## NEWSLETTER PRICE SCHEDULE

Fall 2012	Rate	Unit	Subtotal	Spring 2013	Rate	Unit	Subtotal
Graphic Design		1	1,920.00	Graphic Design		1	1,560.00
Ad Portal Management		1	No Charge	Ad Portal Management		1	No Charge
Printing		18,000	5,947.00	Printing		18,000	6,244.00
Mailing Services		18,000	510.00	Mailing Services		18,000	510.00
Postage Estimated - Standard		18,000	2,533.00	Postage Estimated - Standard		18,000	2,533.00
<b>TOTAL FALL 2012</b>			<b>\$10,910.00</b>	<b>TOTAL SPRING 2013</b>			<b>\$10,847.00</b>
Fall 2013	Rate	Unit	Subtotal	SPRING 2014	Rate	Unit	Subtotal
Graphic Design		1	1,350.00	Graphic Design		1	1,350.00
Ad Portal Management		1	No Charge	Ad Portal Management		1	No Charge
Printing		18,000	6,244.00	Printing		18,000	6,556.00
Mailing Services		18,000	510.00	Mailing Services		18,000	510.00
Postage Estimated - Standard		18,000	2,533.00	Postage Estimated - Standard		18,000	2,533.00
<b>TOTAL FALL 2013</b>			<b>\$10,637.00</b>	<b>TOTAL SPRING 2014</b>			<b>\$10,949.00</b>
Fall 2014	Rate	Unit	Subtotal	SPRING 2015	Rate	Unit	Subtotal
Graphic Design		1	1,170.00	Graphic Design		1	1,170.00
Ad Portal Management		1	No Charge	Ad Portal Management		1	No Charge
Printing		18,000	6,556.00	Printing		18,000	6,884.00
Mailing Services		18,000	510.00	Mailing Services		18,000	510.00
Postage Estimated - Standard		18,000	2,533.00	Postage Estimated - Standard		18,000	2,533.00
<b>TOTAL FALL 2014</b>			<b>\$10,769.00</b>	<b>TOTAL SPRING 2015</b>			<b>\$11,097.00</b>

# NEWSLETTER PROPOSAL FORM

Company Name	PSB Integrated Marketing
Address	26012 Atlantic Ocean Drive Lake Forest, CA 92630
Contact(s)	Karen Deen Drozda
Email	karend@psbonline.com
Telephone Number(s)	Direct: 949.340.8948
<b>OPTION 3-A:</b>	<b>8 page Self-Cover - 100# Gloss Book - Endurance</b>

# NEWSLETTER PRICE SCHEDULE

Fall 2012	Rate	Unit	Subtotal	Spring 2013	Rate	Unit	Subtotal
Graphic Design		1	1,280.00	Graphic Design		1	1,040.00
Ad Portal Management		1	No Charge	Ad Portal Management		1	No Charge
Printing		18,000	4,067.00	Printing		18,000	4,270.00
Mailing Services		18,000	510.00	Mailing Services		18,000	510.00
Postage Estimated - Standard		18,000	2,533.00	Postage Estimated - Standard		18,000	2,533.00
<b>TOTAL FALL 2012</b>			<b>\$ 8,390.00</b>	<b>TOTAL SPRING 2013</b>			<b>\$ 8,353.00</b>
Fall 2013	Rate	Unit	Subtotal	SPRING 2014	Rate	Unit	Subtotal
Graphic Design		1	900.00	Graphic Design		1	900.00
Ad Portal Management		1	No Charge	Ad Portal Management		1	No Charge
Printing		18,000	4,270.00	Printing		18,000	4,483.00
Mailing Services		18,000	510.00	Mailing Services		18,000	510.00
Postage Estimated - Standard		18,000	2,533.00	Postage Estimated - Standard		18,000	2,533.00
<b>TOTAL FALL 2013</b>			<b>\$ 8,213.00</b>	<b>TOTAL SPRING 2014</b>			<b>\$ 8,426.00</b>
Fall 2014	Rate	Unit	Subtotal	SPRING 2015	Rate	Unit	Subtotal
Graphic Design		1	780.00	Graphic Design		1	780.00
Ad Portal Management		1	No Charge	Ad Portal Management		1	No Charge
Printing		18,000	4,483.00	Printing		18,000	4,708.00
Mailing Services		18,000	510.00	Mailing Services		18,000	510.00
Postage Estimated - Standard		18,000	2,533.00	Postage Estimated - Standard		18,000	2,533.00
<b>TOTAL FALL 2014</b>			<b>\$ 8,306.00</b>	<b>TOTAL SPRING 2015</b>			<b>\$ 8,531.00</b>

## NEWSLETTER PROPOSAL FORM

Company Name	PSB Integrated Marketing
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Contact(s)	Karen Deen Drozda
Email	karend@psbonline.com
Telephone Number(s)	Direct: 949.340.8948
<b>OPTION 3-B:</b>	<b>8 page Self-Cover - 100# Gloss Book - RECYCLED: 30% PCW - 25% Pre-CW</b>

## NEWSLETTER PRICE SCHEDULE

Fall 2012	Rate	Unit	Subtotal	Spring 2013	Rate	Unit	Subtotal
Graphic Design		1	1,280.00	Graphic Design		1	1,040.00
Ad Portal Management		1	No Charge	Ad Portal Management		1	No Charge
Printing		18,000	4,297.00	Printing		18,000	4,511.00
Mailing Services		18,000	510.00	Mailing Services		18,000	510.00
Postage Estimated - Standard		18,000	2,533.00	Postage Estimated - Standard		18,000	2,533.00
<b>TOTAL FALL 2012</b>			<b>\$ 8,620.00</b>	<b>TOTAL SPRING 2013</b>			<b>\$ 8,594.00</b>
Fall 2013	Rate	Unit	Subtotal	SPRING 2014	Rate	Unit	Subtotal
Graphic Design		1	900.00	Graphic Design		1	900.00
Ad Portal Management		1	No Charge	Ad Portal Management		1	No Charge
Printing		18,000	4,511.00	Printing		18,000	4,737.00
Mailing Services		18,000	510.00	Mailing Services		18,000	510.00
Postage Estimated - Standard		18,000	2,533.00	Postage Estimated - Standard		18,000	2,533.00
<b>TOTAL FALL 2013</b>			<b>\$ 8,454.00</b>	<b>TOTAL SPRING 2014</b>			<b>\$ 8,680.00</b>
Fall 2014	Rate	Unit	Subtotal	SPRING 2015	Rate	Unit	Subtotal
Graphic Design		1	780.00	Graphic Design		1	780.00
Ad Portal Management		1	No Charge	Ad Portal Management		1	No Charge
Printing		18,000	4,737.00	Printing		18,000	4,974.00
Mailing Services		18,000	510.00	Mailing Services		18,000	510.00
Postage Estimated - Standard		18,000	2,533.00	Postage Estimated - Standard		18,000	2,533.00
<b>TOTAL FALL 2014</b>			<b>\$ 8,560.00</b>	<b>TOTAL SPRING 2015</b>			<b>\$ 8,797.00</b>

# NEWSLETTER PROPOSAL FORM

Company Name	PSB Integrated Marketing
Address	26012 Atlantic Ocean Drive Lake Forest, CA 92630
Contact(s)	Karen Deen Drozda
Email	karend@psbonline.com
Telephone Number(s)	Direct: 949.340.8948
<b>OPTION 4-A:</b>	<b>12 page Self-Cover - 100# Gloss Book - Endurance</b>

# NEWSLETTER PRICE SCHEDULE

Fall 2012	Rate	Unit	Subtotal	Spring 2013	Rate	Unit	Subtotal
Graphic Design		1	1,920.00	Graphic Design		1	1,560.00
Ad Portal Management		1	No Charge	Ad Portal Management		1	No Charge
Printing		18,000	6,114.00	Printing		18,000	6,419.00
Mailing Services		18,000	510.00	Mailing Services		18,000	510.00
Postage Estimated - Standard		18,000	2,533.00	Postage Estimated - Standard		18,000	2,533.00
<b>TOTAL FALL 2012</b>			<b>\$11,077.00</b>	<b>TOTAL SPRING 2013</b>			<b>\$11,022.00</b>
Fall 2013	Rate	Unit	Subtotal	SPRING 2014	Rate	Unit	Subtotal
Graphic Design		1	1,350.00	Graphic Design		1	1,350.00
Ad Portal Management		1	No Charge	Ad Portal Management		1	No Charge
Printing		18,000	6,419.00	Printing		18,000	6,740.00
Mailing Services		18,000	510.00	Mailing Services		18,000	510.00
Postage Estimated - Standard		18,000	2,533.00	Postage Estimated - Standard		18,000	2,533.00
<b>TOTAL FALL 2013</b>			<b>\$10,812.00</b>	<b>TOTAL SPRING 2014</b>			<b>\$11,133.00</b>
Fall 2014	Rate	Unit	Subtotal	SPRING 2015	Rate	Unit	Subtotal
Graphic Design		1	1,170.00	Graphic Design		1	1,170.00
Ad Portal Management		1	No Charge	Ad Portal Management		1	No Charge
Printing		18,000	6,740.00	Printing		18,000	7,077.00
Mailing Services		18,000	510.00	Mailing Services		18,000	510.00
Postage Estimated - Standard		18,000	2,533.00	Postage Estimated - Standard		18,000	2,533.00
<b>TOTAL FALL 2014</b>			<b>\$10,953.00</b>	<b>TOTAL SPRING 2015</b>			<b>\$11,290.00</b>

## NEWSLETTER PROPOSAL FORM

Company Name	PSB Integrated Marketing
Address	26012 Atlantic Ocean Drive Lake Forest, CA 92630
Contact(s)	Karen Deen Drozda
Email	karend@psbonline.com
Telephone Number(s)	Direct: 949.340.8948
<b>OPTION 4-B:</b>	<b>12 page Self-Cover - 100# Gloss Text - RECYCLED: 30% PCW - 25% Pre-CW</b>

## NEWSLETTER PRICE SCHEDULE

Fall 2012	Rate	Unit	Subtotal	Spring 2013	Rate	Unit	Subtotal
Graphic Design		1	1,920.00	Graphic Design		1	1,560.00
Ad Portal Management		1	No Charge	Ad Portal Management		1	No Charge
Printing		18,000	6,480.00	Printing		18,000	6,807.00
Mailing Services		18,000	510.00	Mailing Services		18,000	510.00
Postage Estimated - Standard		18,000	2,533.00	Postage Estimated - Standard		18,000	2,533.00
<b>TOTAL FALL 2012</b>			<b>\$11,443.00</b>	<b>TOTAL SPRING 2013</b>			<b>\$11,410.00</b>
Fall 2013	Rate	Unit	Subtotal	SPRING 2014	Rate	Unit	Subtotal
Graphic Design		1	1,350.00	Graphic Design		1	1,350.00
Ad Portal Management		1	No Charge	Ad Portal Management		1	No Charge
Printing		18,000	6,807.00	Printing		18,000	7,147.00
Mailing Services		18,000	510.00	Mailing Services		18,000	510.00
Postage Estimated - Standard		18,000	2,533.00	Postage Estimated - Standard		18,000	2,533.00
<b>TOTAL FALL 2013</b>			<b>\$11,200.00</b>	<b>TOTAL SPRING 2014</b>			<b>\$11,540.00</b>
Fall 2014	Rate	Unit	Subtotal	SPRING 2015	Rate	Unit	Subtotal
Graphic Design		1	1,170.00	Graphic Design		1	1,170.00
Ad Portal Management		1	No Charge	Ad Portal Management		1	No Charge
Printing		18,000	7,147.00	Printing		18,000	7,504.00
Mailing Services		18,000	510.00	Mailing Services		18,000	510.00
Postage Estimated - Standard		18,000	2,533.00	Postage Estimated - Standard		18,000	2,533.00
<b>TOTAL FALL 2014</b>			<b>\$11,360.00</b>	<b>TOTAL SPRING 2015</b>			<b>\$11,717.00</b>

## NEWSLETTER PROPOSAL FORM

<b>Company Name</b>	Staples, Inc.	
<b>Address</b>	Headquarters: 500 Staples Drive Framingham, MA 01702	Local: Brea Union Plaza 2375 East Imperial Hwy. Brea, CA 92821
<b>Contact</b>	Chris Sanatar	
<b>Email</b>	<a href="mailto:chris.sanatar@staples.com">chris.sanatar@staples.com</a>	
<b>Telephone Number</b>	714-595-3843	



## PRINTING

## Option 1

Stock	8 1/2" x 11" 80#. Text, gloss, coated 2 sides, white	
Ink	Printed 4 Color-process front and back with clear varnish, with full bleeds and screens	
Pages		8 pages
Quantity		18,000
Price	\$	3,717.68

## Option 2

Stock	8 1/2" x 11" 80#. Text, gloss, coated 2 sides, white	
Ink	Printed 4 Color-process front and back with clear varnish, with full bleeds and screens	
Pages		12 pages
Quantity		18,000
Price	\$	4,710.00

## Option 3 (110# text stock changed to 100#)

Stock	8 1/2" x 11" 100# Text, gloss, coated 2 sides, white	
Ink	Printed 4 Color-process front and back with clear varnish, with full bleeds and screens	
Pages		8 pages
Quantity		18,000
Price	\$	4,113.90

## Option 4 (110# text stock changed to 100#)

Stock	8 1/2" x 11" 100# Text, gloss, coated 2 sides, white	
Ink	Printed 4 Color-process front and back with clear varnish, with full bleeds and screens	
Pages		12 pages
Quantity		18,000
Price	\$	6,230.03

## PO Drop and Prep 17,000 pieces

Price	\$	415.00
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## MAILING

**OPTION #1****Mail with Own Indicia**

## USPS COST:

\$190/Year for Mail Permit number

\$190 ONE TIME application fee (USPS)

## USPS Mailing costs (USING EVERY DOOR DIRECT MAILING SERVICE):

15.2 cents per piece (Anaheim Post Office Quoted Price per piece)

You will see the invoice from USPS directly and make payment to USPS at the time of mailing.

17,000 x	\$	0.152	=	\$ 2,584.00
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Price	\$	2,584.00
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	\$	390.00
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<b>Total</b>	\$	<b>2,974.00</b>
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**OPTION #2****Using Mailhouse Indicia**

## USPS COST:

\$0/Year for Mail Permit number

\$0 ONE TIME application fee (USPS)

## USPS Mailing costs (USING EVERY DOOR DIRECT MAILING SERVICE):

15.2 cents per piece (Anaheim Post Office Quoted Price per piece)

You will see the invoice from USPS directly and make payment to USPS at the time of mailing.

17,000 x	\$	0.152	=	\$ 2,584.00
----------	----	-------	---	-------------

Price	\$	2,584.00
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<b>Total</b>	\$	<b>2,584.15</b>
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## DESIGNING

Design Fees: FLAT RATE USING STAPLES DESIGN SERVICES

Design Fees are negotiable.

\$30/page of Catalog

8 pages

**Total**     \$    0.01

12 pages

**Total**     \$    0.01



To: Jeanette Contreras  
 From: Staples Copy & Print  
 Date Sent: 04/02/2012  
 Re: PPL Newsletter RFP (2053 -5202)

Name: Chris Sanatar  
 Reference: 0413:  
 Price Category: -Price-per-1000 (M)  
 Project ID: 2053 -5202

NOTE: We priced 110# book weight on a Alternative Stock - 100# book.

ALSO SEE SEPARATE email for details on Fulfillment and how this will be handled.

Comments: LEAD TIME: Allow 5-7 Work Days for production + 2-3 Days to Fulfill & Drop @ PO - Let us know need by date and we will do our best to meet.

Pricing assumes print ready artwork, set up as quoted (i.e. CMYK or Spot), provided at time of order. If art / specs vary from below, project will need to be re-quoted. One (1) PDF Proof is included.

Products			
	0		
Newsletters - 8p, 80# (742091)	18000	\$206.54	\$3,717.68

#### GENERAL

PRODUCT SKU#: 742091  
 Proof required: Yes, if yes please specify type of proof  
 Self cover: Yes  
 Total number of pages: 8  
 Number of pages - Cover: 4  
 Number of pages - Inside: 4  
 Type of Paper for Cover: Gloss Book  
 Cover weight: 80#  
 Type of Paper - Inside: Gloss Book  
 Inside paper weight: 80#  
 Tabs: No  
 Flat size width: 17  
 Flat size length: 11  
 Finished Width (in.): 8.5  
 Finished Length (in.): 11

#### INK AND IMPRINTING

Number of colors - Cover: 4  
 List Ink Colors - Cover (Process, PMS, etc...): 4 Color Process  
 Type of coating: Aqueous coating  
 Ink coverage - Cover: medium coverage  
 Do Cover colors bleed: Yes  
 Number of colors - Inside: 4  
 List Ink Colors - Inside (Process, PMS, etc...): 4 Color Process

Proposal ID: 20168

**If you can think it we can print it!**  
 Count on Staples® Copy & Print for all your printing needs.



Type of coating - Inside: Aqueous  
 Ink coverage - Inside: medium coverage  
 Do Inside colors bleed: Yes

## OTHERS

Binding: Saddle stitch  
 Foil required: No  
 Color of foils:  
 Size of foil imprint:  
 Die cutting: No  
 Embossing required: No  
 No. of thermography colors:  
 Other construction details:  
 Artwork available/provided: Yes  
 If Yes, describe (negs, shoot copy, etc.): PDF

If No, description will be required:

## PACKAGING

Packaging req.: Standard  
 Special packaging: No  
 Special packaging qty:  
 Special packaging per.: N/A  
 Type of cartons: Standard  
 Lead time (specify estimated delivery date):

## SPECIAL INSTRUCTIONS

Special Instructions: 17000 are to be mailed/dropped to PO,  
 1000 to be sent to Library

Previous PO#:

Overrun / Underrun:

Exact Quantity

## PRICING REQUIREMENT:

Newsletters - 12p, 80# (742091)	18000	\$261.67	\$4,710.00
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## GENERAL

PRODUCT SKU#: 742091  
 Proof required: Yes, if yes please specify type of proof  
 Self cover: Yes  
 Total number of pages: 12  
 Number of pages - Cover: 4  
 Number of pages - Inside: 8  
 Type of Paper for Cover: Gloss Book  
 Cover weight: 80#  
 Type of Paper - Inside: Gloss Book  
 Inside paper weight: 80#  
 Tabs: No  
 Flat size width: 17  
 Flat size length: 11

Proposal ID: 20168

**If you can think it we can print it!**  
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Finished Width (in.): 8.5  
 Finished Length (in.): 11  
**INK AND IMPRINTING**  
 Number of colors - Cover: 4  
 List Ink Colors - Cover (Process, PMS, etc.): 4 Color Process  
 Type of coating: Aqueous coating  
 Ink coverage - Cover: medium coverage  
 Do Cover colors bleed: Yes  
 Number of colors - Inside: 4  
 List Ink Colors - Inside (Process, PMS, etc.): 4 Color Process  
 Type of coating - Inside: Aqueous  
 Ink coverage - Inside: medium coverage  
 Do Inside colors bleed: Yes

**OTHERS**

Binding: Saddle stitch  
 Foil required: No  
 Color of foils:  
 Size of foil imprint:  
 Die cutting: No  
 Embossing required: No  
 No. of thermography colors:  
 Other construction details:  
 Artwork available/provided: Yes  
 If Yes, describe (negs, shoot copy, etc.): PDF  
 If No, description will be required:

**PACKAGING**

Packaging req.: Standard  
 Special packaging: No  
 Special packaging qty:  
 Special packaging per.: N/A  
 Type of cartons: Standard  
 Lead time (specify estimated delivery date):

**SPECIAL INSTRUCTIONS**

Special Instructions: 17000 are to be mailed / dropped @ PO,  
 1000 to be sent to Library  
 Previous PO#:

Overrun / Underrun: Exact Quantity  
**PRICING REQUIREMENT:**

Newsletters - 8p, 110# (742091)	18000	\$228.55	\$4,113.90
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**GENERAL**

PRODUCT SKU#: 742091  
 Proof required: Yes, if yes please specify type of proof

Proposal ID: 20168

**If you can think it we can print it!**  
 Count on Staples Copy & Print for all your printing needs.


**copy&print**

Self cover: Yes  
 Total number of pages: 8  
 Number of pages - Cover: 4  
 Number of pages - Inside: 4  
 Type of Paper for Cover: Gloss Book  
 Cover weight: 100# (not 110)  
 Type of Paper - Inside: Gloss Book  
 Inside paper weight: 100# (not 110)  
 Tabs: No  
 Flat size width: 17  
 Flat size length: 11  
 Finished Width (in.): 8.5  
 Finished Length (in.): 11  
**INK AND IMPRINTING**  
 Number of colors - Cover: 4  
 List Ink Colors - Cover (Process, PMS, etc.): 4 Color Process  
 Type of coating: Aqueous coating  
 Ink coverage - Cover: medium coverage  
 Do Cover colors bleed: Yes  
 Number of colors - Inside: 4  
 List Ink Colors - Inside (Process, PMS, etc.): 4 Color Process  
 Type of coating - Inside: Aqueous  
 Ink coverage - Inside: medium coverage  
 Do Inside colors bleed: Yes  
**OTHERS**  
 Binding: Saddle stitch  
 Foil required: No  
 Color of foils:  
 Size of foil imprint:  
 Die cutting: No  
 Embossing required: No  
 No. of thermography colors:  
 Other construction details:  
 Artwork available/provided: Yes  
 If Yes, describe (negs, shoot copy, etc.): PDF  
 If No, description will be required:  
**PACKAGING**  
 Packaging req.: Standard  
 Special packaging: No  
 Special packaging qty:  
 Special packaging per.: N/A  
 Type of cartons: Standard  
 Lead time (specify estimated delivery date):  
**SPECIAL INSTRUCTIONS**

Proposal ID: 20168

**If you can think it we can print it!**  
 Count on Staples® Copy & Print for all your printing needs.



Special Instructions: 17000 are to be mailed/dropped to PO,  
1000 to be sent to Library

Previous PO#:  
Overrun / Underrun: Exact Quantity

PRICING REQUIREMENT:

Newsletters - 12p, 110# (742091)	18000	\$346.11	\$6,230.03
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## GENERAL

PRODUCT SKU#: 742091

Proof required: Yes, if yes please specify type of proof

Self cover: Yes

Total number of pages: 12

Number of pages - Cover: 4

Number of pages - Inside: 8

Type of Paper for Cover: Gloss Book

Cover weight: 100# (not 110)

Type of Paper - Inside: Gloss Book

Inside paper weight: 100# (not 110)

Tabs: No

Flat size width: 17

Flat size length: 11

Finished Width (in.): 8.5

Finished Length (in.): 11

## INK AND IMPRINTING

Number of colors - Cover: 4

List Ink Colors - Cover (Process, PMS, etc.): 4 Color Process

Type of coating: Aqueous coating

Ink coverage - Cover: medium coverage

Do Cover colors bleed: Yes

Number of colors - Inside: 4

List Ink Colors - Inside (Process, PMS, etc.): 4 Color Process

Type of coating - Inside: Aqueous

Ink coverage - Inside: medium coverage

Do Inside colors bleed: Yes

## OTHERS

Binding: Saddle stitch

Foil required: No

Color of foils:

Size of foil imprint:

Die cutting: No

Embossing required: No

No. of thermography colors:

Other construction details:

Artwork available/provided: Yes

Proposal ID: 20168

**If you can think it we can print it!**  
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If Yes, describe (negs, shoot copy, etc.): PDF

If No, description will be required:

**PACKAGING**

Packaging req.: Standard

Special packaging: No

Special packaging qty:

Special packaging per.: N/A

Type of cartons: Standard

Lead time (specify estimated delivery date):

**SPECIAL INSTRUCTIONS**

Special Instructions: 17000 are to be mailed / dropped at PO, 1000 to be sent to Library

Previous PO#:

Overrun / Underrun: Exact Quantity

**PRICING REQUIREMENT:**

<b>FULFILLMENT - RETAIL (863077)</b>	<b>17000</b>	<b>\$24.4118</b>	<b>\$415.00</b>
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**GENERAL**

PRODUCT SKU#: 863077

Fulfillment is defined as something that must be assembled and completed by hand. Examples would include Books, Binders, Promotion Items, Sales Kits. etc.....

Category Note:

Drop at PO for every door direct mailing, no other processing needed - SEE EMAIL for Further Specifics!

Detailed description of the project:

Database : select

List processing #1: select

List processing #2: select

File Manipulation #1: select

File Manipulation #2: select

File Manipulation #3: select

**STOCK TYPE**

Letterhead: select

Carrier Envelope: select

Return Envelope: select

Inserts: select

**PACKAGING**

Note: Please list the item and a description of what is to be fulfilled.

Item #1 : dropped to PO for mailing

Item #2:

Item #3:

Item #4:

Item #5:

Proposal ID: 20168

**If you can think it we can print it!**  
 Count on Staples® Copy & Print for all your printing needs.

**copy&print**

Item #6:

**SPECIAL INSTRUCTIONS**

Special instructions for assembly of package: Dropped to PO for every door direct mailing  
Shipping Method: 92870 zip code Ship UPS  
Previous PO#:   
Overrun / Underrun: Exact Quantity

**PRICING**

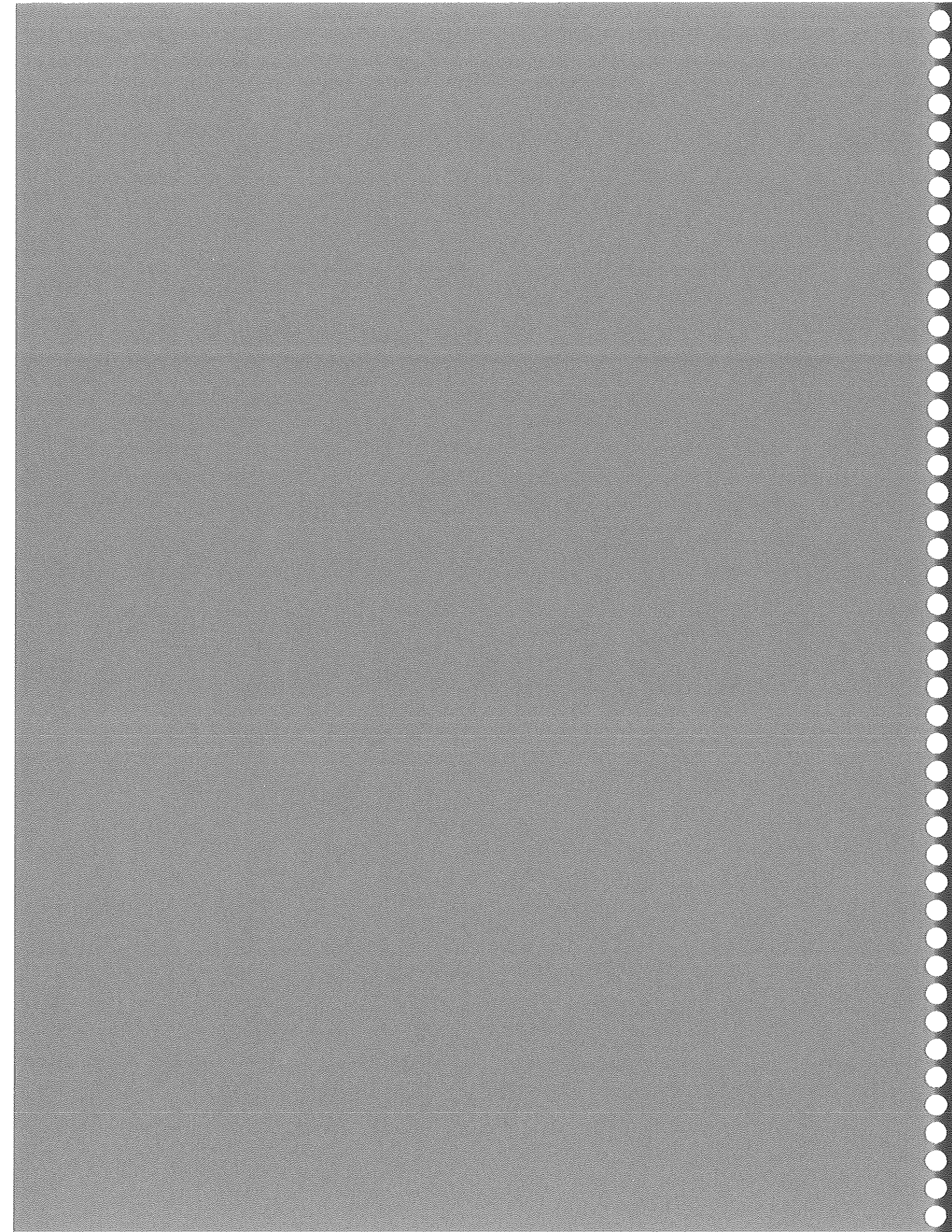
**REQUIREMENT:**

Comments:

Proposal ID: 20168

**If you can think it we can print it!**  
Count on Staples Copy & Print for all your printing needs.

**PUBLICATIONS**





LOCAL AGENCY FORMATION COMMISSION

ORANGE COUNTY

May 9, 2012

CHAIR  
CHARLEY WILSON  
Director  
Santa Margarita  
Water District

VICE CHAIR  
SUSAN WILSON  
Representative of  
General Public

FAT BATES  
Supervisor  
5<sup>th</sup> District

JOE GARCHIO  
Councilmember  
City of Huntington Beach

PETER HERZOG  
Councilmember  
City of Lake Forest

JOHN MOORLACH  
Supervisor  
7<sup>th</sup> District

JOHN WIENERS  
Director  
Irvine Ranch Water District

ALTERNATE  
BILL CAMPBELL  
Supervisor  
1<sup>st</sup> District

ALTERNATE  
JAMES FISLER  
Director  
Mesa Conejo Water  
District

ALTERNATE  
DEREK J. MCGREGOR  
Representative of  
General Public

ALTERNATE  
BOB RING  
Councilmember  
City of Laguna Woods

JOYCE CROSTHWAITTE  
Executive Officer

To: Special District Selection Committee  
Special District General Managers

From: LAFCO Executive Officer

Subject: 2012 OC LAFCO Special District Seat Election Update

Orange County LAFCO received one nomination for the LAFCO Special District seat by the May 8, 2012 deadline. The nomination was for Charles Wilson, current LAFCO special district representative and a board member of the Santa Margarita Water District.

According to the Bylaws of the Orange County Special District Selection Committee, "...if only one candidate is nominated for a vacant seat, that candidate shall be deemed selected, with no further proceedings." (Article III, Section F).

Per the Special District Selection Committee's Bylaws, Mr. Wilson has been officially selected to serve as a LAFCO special district representative for a four year term (2012 – 2016).

Sincerely,

*Joyce Crosthwaite*  
Joyce Crosthwaite

Attn: Special District Selection Committee



Who is CLA?

Datebook

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May 14, 2012

TO: CLA MEMBERS/ SYSTEMS/ NETWORK CONTACTS  
 FROM: Mike Dillon, CLA Lobbyist  
 Christina DiCaro, CLA Lobbyist  
 RE: News From the Capitol

**GOVERNOR RELEASES "MAY REVISION" OF BUDGET –  
 POOR REVENUES MEAN NO SURPRISE FUNDING FOR LIBRARIES**

This morning in a press conference at the State Capitol, Governor Jerry Brown released his "May Revision" of the 2012-13 Budget and somberly announced, "I'm laying out some pretty tough cuts." The "May Revision," as it is also known, allows the Governor to make adjustments to his January Budget, after having received the latest cash receipts and projections for the economy. While there had been hope for a slight uptick in the economy during the first few months of the year, unfortunately the state's tax receipts lagged much more than originally projected. In the "Revise" document released this morning, the Governor notes that while the January Budget estimated a \$9.2 billion deficit, the revised Budget "problem has increased to \$15.7 billion as a result of a reduced revenue outlook, higher costs to fund schools, and decisions by the federal government and courts to block budget cuts." Specifically, a notation in the Governor's May Revision states, "Prior Revenue Forecast Was Too High (\$4.3 billion) – Finance's January forecast was too reliant on strong April and June 2011 receipts, which have now been wiped out by weak financial payments received in April 2012. The May Revision continues to project a modest economic recovery."

Because of the daunting Budget deficit, there was no money put back into the revised Budget to fund the California Library Services Act, the Public Library Foundation, nor the state literacy program. (Incidentally, all information relating to this level of detail in the Budget was embargoed by the Department of Finance for several hours after the release of the May Revision, until the Governor held a second press conference in Los Angeles at 2 p.m.) Today's news from the Governor's office continues to mean that the Budget contains no state funding for public libraries. Over the next few days and weeks, we will be endeavoring to get funding put in to the Budget on the Assembly side, as well as the Senate side. The state must show a specific level of support for public libraries or they will risk losing approximately \$16 million in federal funding – the funding of which goes to support important programs such as the Braille and Talking Books program. We will need your help once again! \_

To address the \$15.7 billion shortfall, the cuts that the Governor and his Director of Finance presented this morning included large reductions to In Home Support Services, Cal Grants, Cal Works, proposes delaying 38 state projects to use that money for trial courts instead, and it taps \$1.4 billion in redevelopment funds (low income housing). Uniquely, the Governor also suggests a 5% pay cut for state workers, as well as a plan to shut state offices one day a week. The Governor very clearly indicated that he was linking his May Revision plan "with a plea to the voters to increase the income and sales tax temporarily," which is embodied in an initiative that he has been spearheading, and which will appear on the November ballot. If successful, the Governor's tax initiative is anticipated to generate approximately \$8.5 billion. The Governor's Revision also suggests a list of "trigger" cuts to help balance this Budget, similar to that which was used last year, if the November tax package is not approved by the voters.

The Governor noted that he had met with Assembly Speaker Perez and Senate President pro Tem Steinberg last night to discuss his plans for the May Revision. A reporter asked the Governor if he had the support of the Democrat leaders for his plan, and then further asked what did he think would be the tone of the negotiations going forward. The Governor replied, "I expect them to be difficult and challenging. There will be tense moments before we all get this resolved. We had an amicable meeting last night." The legislature is required to send a balanced Budget to the Governor by June 15<sup>th</sup>, and time for deliberating the Budget will be compressed with the June 5<sup>th</sup> elections looming.

**IMPORTANT:** Tomorrow we will send you instructions on next steps and we will identify the key legislators that we would like you to write to in this next phase of grass roots advocacy on the Budget. The Budget Subcommittees each received several hundreds of letters from library advocates, and the legislators were very complimentary of your efforts. We hope we can count on you one more time to make another big push to protect library funding in the Budget.

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The banner photo of the Potrero Branch Library in San Francisco was shot by Henrik Kam.

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