
PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Library Board of Trustees

FROM: Elizabeth D. Minter, Library Director *EDM*

SUBJECT: Personnel Report for August 2005

DATE: September 19, 2005

RESIGNATIONS:

None

APPOINTMENTS:

None

OPEN POSITIONS:

None

WORKERS' COMPENSATION LEAVE:

None

Prepared by: Wendy Goodson

TO: Elizabeth D. Minter, Library Director

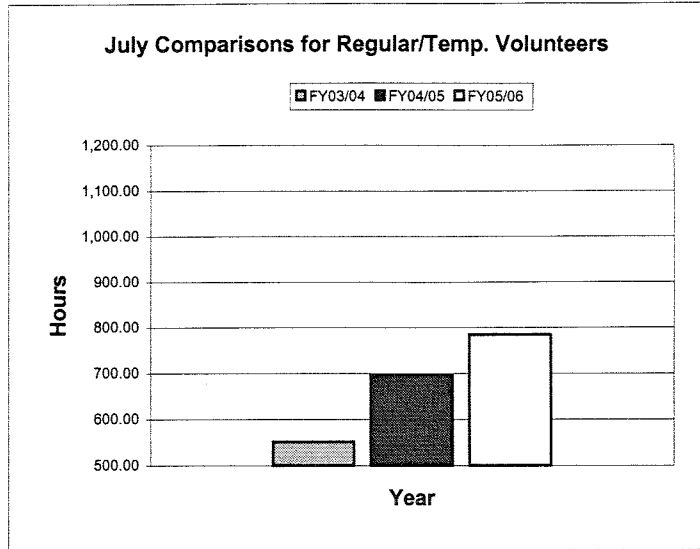
FROM: Laranne Millonzi, Development Director and Volunteer Coordinator *LM*

SUBJECT: **Volunteer Report for Month of August 2005**

REGULAR VOLUNTEERS are committed to an on-going program each week.
 LITERACY VOLUNTEERS are involved in tutoring and other volunteer projects for the Literacy Campaign.
 TEMPORARY VOLUNTEERS are working for a project in school, church, scouts, or court referral cases.

Regular/Temp. Volunteers Hours

	FY03/04	FY04/05	FY05/06
July	735.25	948.25	1,027.50
August	551.50	696.25	784.50
September	385.00	482.00	
October	388.75	487.75	
November	388.25	461.00	
December	359.50	400.75	
January	439.00	*	
February	496.25	959.75	
March	489.25	846.50	
April	476.50	698.00	
May	460.25	559.75	
June	<u>456.00</u>	<u>780.00</u>	
	5,625.50	7,320.00	1,812.00

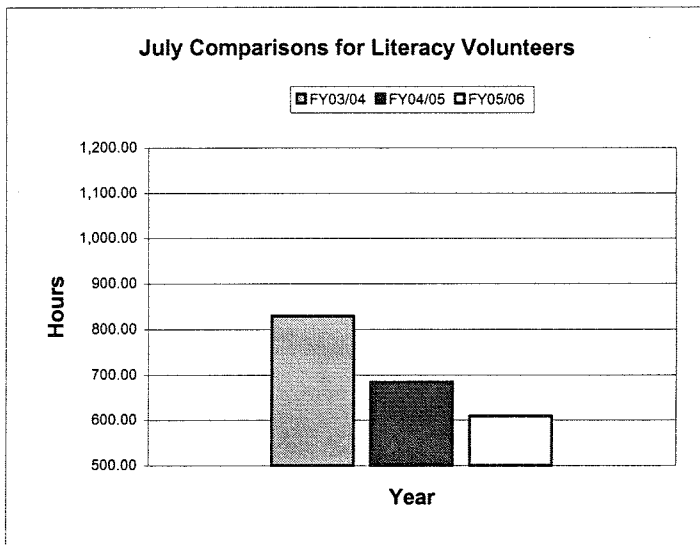


OF ACTIVE VOLUNTEERS FOR JULY

Bookstore:	27
Regular:	13
Temporary:	45
Literacy:	79

Literacy Volunteers Hours

	FY03/04	FY04/05	FY05/06
July	865.00	1,008.00	622.00
August	829.00	684.00	609.00
September	808.00	704.00	
October	820.00	684.00	
November	805.00	1,458.00	
December	853.00	1,075.00	
January	979.00	*	
February	1,472.00	2,084.00	
March	1,275.75	978.00	
April	1,152.00	976.00	
May	562.50	814.00	
June	<u>526.50</u>	<u>1,041.00</u>	
	10,947.75	11,506.00	1,231.00



* January hours are reported with February's hours.

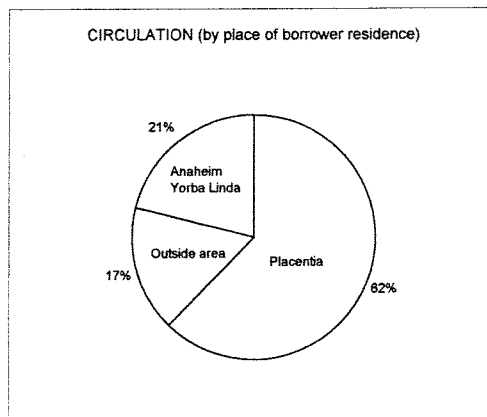
Placentia Library District
Circulation Report for August 2005

	FY05-06 YTD	FY04-05 YTD	% Change FY05 TO FY06	FY05-06 Aug-05	FY04-05 Aug-05		
1st Time Checkouts	35,934	26,768	34.2%	17,416	12,972		
Phone Renewals	1,975	4,648	-57.5%	947	2,324		
In-Building Renewals	992	523	89.7%	493	290		
TOTAL RENEWALS	2,967	5,171	-42.6%	1,440	2,614		
TOTAL CHECKOUTS	38,901	31,939	21.8%	18,856	15,586		
Holds Filled	1,017	889	14.4%	501	480		
PATRONS REGISTERED (this report period)	1,290	644	100.3%	808	315		
Titles Added	448	442	1.4%	123	159		
Volumes Added	495	530	-6.6%	131	166		
CIRCULATION (by material type)							
Adult Print	13,506	13,837	-2.4%	6,733	7,246		
Juvenile Print	16,371	14,302	14.5%	7,182	6,388		
Total Print	29,877	28,139	6.2%	13,915	13,634		
Audio	2,159	1,991	8.4%	1,141	1,056		
Visual	8,810	3,336	164.1%	4,677	1,712		
Total Audio Visual	10,969	5,327	105.9%	5,818	2,768		
TOTAL CIRCULATION	40,846	33,466	22.1%	19,733	16,402		
CIRCULATION (by place of borrower residence) See chart below							
Placentia	25,360	20,558	23.4%	11,901	9,822	62.1%	40,847
Anaheim/Yorba Linda	6,810	5,268	29.3%	3,384	2,618	16.7%	
Outside Tri-City	8,676	7,640	13.6%	4,448	3,962	21.2%	
TYPES OF ACTIVE BORROWERS							
Adult			18.2%	14,005	11,850		
Young Adult			23.7%	371	300		
Juvenile			31.0%	3,747	2,860		
New Borrower			0.6%	1,104	1,097		
Other (staff)			128.4%	514	225		
TOTAL ACTIVE BORROWERS *			20.9%	19,741	16,332		
TOTAL REGISTERED BORROWERS **			20.8%	22,693	18,785		
ATTENDANCE***	65,195	57,940	12.52%	*33,731	27,885		

* Active borrowers have checked out material this report period

** Registered borrowers have checked out material in the past year

*** Attendance figure is not an accurate count.



PLACENTIA INVOICES

PERIOD COVERED FY2003-2004	DATE INVOICE	S. CA EDISON	TURF	GROUNDS	MAINT/ REPAIRS	CIV CTR SEISMIC	IRRIGATION CONTROL	TOTAL
Jul-03	07/24/03	4,522.91	1,150.57	650.77	207.50	0.00	7.20	6,538.95
Aug-03	08/07/03	5,933.96	1,566.39	604.52	0.00	0.00	7.20	8,112.07
Sep-03	09/08/03	5,103.96	1,370.47	604.52	215.00	0.00	7.19	7,301.14
Oct-03	10/13/03	2,650.78	1,150.57	604.52	107.50	0.00	7.19	4,520.56
Nov-03	11/10/03	4,002.21	1,150.57	604.52	107.50	0.00	7.24	5,872.04
Dec-03	12/12/03	3,276.82	2,064.00	604.52	1,520.17	0.00	7.23	7,472.74
Jan-04	01/13/04	2,950.98	1,407.66	705.74	155.00	0.00	7.24	5,226.62
Feb-04	02/10/04	2,987.54	1,150.57	568.93	107.50	0.00	7.23	4,821.77
Mar-04	03/08/04	3,020.00	1,150.57	619.54	107.50	0.00	7.20	4,904.81
Apr-04	04/08/04	3,046.38	1,150.57	619.54	107.50	0.00	7.45	4,931.44
May-04	05/12/04	3,106.89	1,150.57	619.54	107.50	0.00	0.00	4,984.50
Jun-04	06/15/04	3,544.04	1,150.57	647.62	215.00	0.00	7.28	5,564.51
TOTAL		39,623.56	14,462.51	6,803.51	2,750.17	0.00	72.45	63,712.20
AVG		3,301.96	1,205.21	566.96	229.18	0.00	6.04	5,309.35

PERIOD COVERED FY2004-2005	DATE INVOICE	S. CA EDISON	TURF	GROUNDS	MAINT/ REPAIRS	CIV CTR SEISMIC	IRRIGATION CONTROL	TOTAL
Jul-04	07/28/04	4,661.33	1,150.57	690.71	276.54	0.00	7.27	6,786.42
Aug-04	08/23/05	5,332.93	1,150.57	722.54	302.50	0.00	7.29	7,515.83
Sep-04	09/14/04	5,250.20	1,150.57	679.43	0.00	0.00	0.00	7,080.20
Oct-04	10/15/04	5,155.44	1,150.57	679.43	215.00	0.00	14.45	7,214.89
Nov-04	11/04/04	3,963.90	1,150.57	686.96	0.00	0.00	7.18	5,808.61
Dec-04	12/14/05	0.00	1,150.57	788.19	252.50	0.00	7.18	2,198.44
Jan-05	01/10/05	6,334.08	1,150.57	875.17	0.00	0.00	14.40	8,374.22
Feb-05	02/07/05	3,493.88	1,150.57	802.54	107.50	0.00	7.23	5,561.72
Mar-05	03/09/05	3,337.04	2,392.41	726.17	107.50	0.00	7.24	6,570.36
Apr-05	04/13/05	3,017.99	0.00	726.17	107.50	0.00	7.30	3,858.96
May-05	05/02/05	0.00	1,150.57	573.42	0.00	0.00	7.22	1,731.21
Jun-05	06/10/05	6,593.11	1,150.57	580.92	215.00	0.00	0.00	8,539.60
TOTAL		47,139.90	13,898.11	8,531.65	1,584.04	0.00	86.76	71,240.46
AVG		3,928.33	1,158.18	710.97	132.00	0.00	7.23	5,936.71

PERIOD COVERED FY2005-2006	DATE INVOICE	S. CA EDISON	TURF	GROUNDS	MAINT/ REPAIRS	CIV CTR SEISMIC	IRRIGATION CONTROL	TOTAL
Jul-05	07/11/05	4,306.02	1,150.57	649.79	0.00	0.00	14.68	6,121.06
Aug-05	08/08/05	5,806.71	1,150.57	649.79	107.50	0.00	7.42	7,721.99
Sep-05	09/12/05	5,666.05	1,150.57	243.44	460.73	0.00	7.20	7,527.99
Oct-05		0.00	0.00	0.00	0.00	0.00	0.00	0.00
Nov-05		0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dec-05		0.00	0.00	0.00	0.00	0.00	0.00	0.00
Jan-06		0.00	0.00	0.00	0.00	0.00	0.00	0.00
Feb-06		0.00	0.00	0.00	0.00	0.00	0.00	0.00
Mar-06		0.00	0.00	0.00	0.00	0.00	0.00	0.00
Apr-06		0.00	0.00	0.00	0.00	0.00	0.00	0.00
May-06		0.00	0.00	0.00	0.00	0.00	0.00	0.00
Jun-06		0.00	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL		15,778.78	3,451.71	1,543.02	568.23	0.00	29.30	21,371.04
AVG		5,259.59	1,150.57	514.34	189.41	0.00	9.77	7,123.68

TOTAL DOLLARS SPENT

FY2003-2004	LABOR	EQUIPMENT	MATERIAL	TOTAL	50% LIBRARY
Jul-03	1,035.04	174.00	0.00	1,209.04	604.52
Aug-03	1,035.04	174.00	0.00	1,209.04	604.52
Sep-03	1,035.04	174.00	0.00	1,209.04	604.52
Oct-03	1,035.04	174.00	0.00	1,209.04	604.52
Nov-03	1,035.04	174.00	0.00	1,209.04	604.52
Dec-03	1,207.48	204.00	0.00	1,411.48	705.74
Jan-04	963.86	174.00	0.00	1,137.86	568.93
Feb-04	1,050.08	189.00	0.00	1,239.08	619.54
Mar-04	1,050.08	189.00	0.00	1,239.08	619.54
Apr-04	1,050.08	189.00	0.00	1,239.08	619.54
May-04	1,106.24	189.00	0.00	1,295.24	647.62
Jun-04	1,177.42	204.00	0.00	1,381.42	690.71
TOTAL	12,780.44	2,208.00	0.00	14,988.44	7,494.22
AVG	1,065.04	184.00	0.00	1,249.04	624.52

TOTAL DOLLARS SPENT

FY2004-2005	LABOR	EQUIPMENT	MATERIAL	TOTAL	50% LIBRARY
Jul-04	1,177.42	204.00	0.00	1,381.42	690.71
Aug-04	1,233.58	211.50	0.00	1,445.08	722.54
Sep-04	1,147.36	211.50	0.00	1,358.86	679.43
Oct-04	1,147.36	211.50	0.00	1,358.86	679.43
Nov-04	1,177.42	196.50	0.00	1,373.92	686.96
Dec-04	1,364.88	211.50	0.00	1,576.38	788.19
Jan-05	1,263.33	189.00	0.00	1,452.33	726.17
Feb-05	1,401.08	204.00	0.00	1,605.08	802.54
Mar-05	1,263.33	189.00	0.00	1,452.33	726.17
Apr-05	1,263.33	189.00	0.00	1,452.33	726.17
May-05	987.83	159.00	0.00	1,146.83	573.42
Jun-05	987.83	174.00	0.00	1,161.83	580.92
TOTAL	14,414.75	2,350.50	0.00	16,765.25	8,382.63
AVG	1,201.23	195.88	0.00	1,397.10	698.55

TOTAL DOLLARS SPENT

FY2005-2006	LABOR	EQUIPMENT	MATERIAL	TOTAL	50% LIBRARY
Jul-05	1,125.58	174.00	0.00	1,299.58	649.79
Aug-05	1,125.58	174.00	0.00	1,299.58	649.79
Sep-05	372.88	114.00	0.00	486.88	243.44
Oct-05	0.00	0.00	0.00	0.00	0.00
Nov-05	0.00	0.00	0.00	0.00	0.00
Dec-05	0.00	0.00	0.00	0.00	0.00
Jan-06	0.00	0.00	0.00	0.00	0.00
Feb-06	0.00	0.00	0.00	0.00	0.00
Mar-06	0.00	0.00	0.00	0.00	0.00
Apr-06	0.00	0.00	0.00	0.00	0.00
May-06	0.00	0.00	0.00	0.00	0.00
Jun-06	0.00	0.00	0.00	0.00	0.00
TOTAL	2,624.04	462.00	0.00	3,086.04	1,543.02
AVG	874.68	154.00	0.00	1,028.68	514.34

DOLLARS BY TYPE OF WORKER

FY2003-2004	SUPERVISOR	CREWLEAD	SWEEPER	TRIMMER	MAINT WORK	TOTAL
Jul-03	284.72	240.48	60.56	0.00	449.28	1,035.04
Aug-03	284.72	240.48	60.56	0.00	449.28	1,035.04
Sep-03	284.72	240.48	60.56	0.00	449.28	1,035.04
Oct-03	284.72	240.48	60.56	0.00	449.28	1,035.04
Nov-03	284.72	240.48	60.56	0.00	449.28	1,035.04
Dec-03	284.72	300.60	60.56	0.00	561.60	1,207.48
Jan-04	213.54	240.48	60.56	0.00	119.28	633.86
Feb-04	213.54	270.54	60.56	0.00	505.44	1,050.08
Mar-04	213.54	270.54	60.56	0.00	505.44	1,050.08
Apr-04	213.54	270.54	60.56	0.00	505.44	1,050.08
May-04	213.54	270.54	60.56	0.00	561.60	1,106.24
Jun-04	284.72	270.54	60.56	0.00	561.60	1,177.42
TOTAL	3,060.74	3,096.18	726.72	0.00	5,566.80	12,450.44
AVG	255.06	258.02	60.56	0.00	463.90	1,037.54

DOLLARS BY TYPE OF WORKER

FY2004-2005	SUPERVISOR	CREWLEAD	SWEEPER	TRIMMER	MAINT WORK	TOTAL
Jul-04	284.72	270.54	60.56	0.00	561.60	1,177.42
Aug-04	284.72	270.54	60.56	0.00	617.76	1,233.58
Sep-04	284.72	240.48	60.56	0.00	561.60	1,147.36
Oct-04	284.72	240.48	60.56	0.00	561.60	1,147.36
Nov-04	284.72	270.54	60.56	0.00	561.60	1,177.42
Dec-04	355.90	330.66	60.56	0.00	617.76	1,364.88
Jan-05	337.76	310.95	65.80	0.00	548.82	1,263.33
Feb-05	379.98	345.50	65.80	0.00	609.80	1,401.08
Mar-05	337.76	310.95	65.80	0.00	548.82	1,263.33
Apr-05	337.76	310.95	65.80	0.00	548.82	1,263.33
May-05	253.32	241.85	65.80	0.00	426.86	987.83
Jun-05	253.32	241.85	65.80	0.00	426.86	987.83
TOTAL	3,679.40	3,385.29	758.16	0.00	6,591.90	14,414.75
AVG	306.62	282.11	63.18	0.00	549.33	1,201.23

DOLLARS BY TYPE OF WORKER

FY2005-2006	SUPERVISOR	CREWLEAD	SWEEPER	TRIMMER	MAINT WORK	TOTAL
Jul-05	295.54	276.40	65.80	0.00	487.84	1,125.58
Aug-05	295.54	276.40	65.80	0.00	487.84	1,125.58
Sep-05	168.88	138.20	65.80	0.00	0.00	372.88
Oct-05	0.00	0.00	0.00	0.00	0.00	0.00
Nov-05	0.00	0.00	0.00	0.00	0.00	0.00
Dec-05	0.00	0.00	0.00	0.00	0.00	0.00
Jan-06	0.00	0.00	0.00	0.00	0.00	0.00
Feb-06	0.00	0.00	0.00	0.00	0.00	0.00
Mar-06	0.00	0.00	0.00	0.00	0.00	0.00
Apr-06	0.00	0.00	0.00	0.00	0.00	0.00
May-06	0.00	0.00	0.00	0.00	0.00	0.00
Jun-06	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL	759.96	691.00	197.40	0.00	975.68	2,624.04
AVG	253.32	230.33	65.80	0.00	325.23	874.68

TIME BY TYPE OF WORKER

FY2003-2004	SUPERVISOR	CREWLEAD	SWEEPER	BLDG MAINT		MAINT WORK	TOTAL
				TRIMMER			
Jul-03	8.00	8.00	2.00	0.00		16.00	34.00
Aug-03	8.00	8.00	2.00	0.00		16.00	34.00
Sep-03	8.00	8.00	2.00	0.00		16.00	34.00
Oct-03	8.00	8.00	2.00	0.00		16.00	34.00
Nov-03	8.00	8.00	2.00	0.00		16.00	34.00
Dec-03	8.00	10.00	2.00	0.00		20.00	40.00
Jan-04	6.00	8.00	2.00	0.00		16.00	32.00
Feb-04	6.00	9.00	2.00	0.00		18.00	35.00
Mar-04	6.00	9.00	2.00	0.00		18.00	35.00
Apr-04	6.00	9.00	2.00	0.00		18.00	35.00
May-04	6.00	9.00	2.00	0.00		20.00	37.00
Jun-04	8.00	9.00	2.00	0.00		20.00	39.00
TOTAL	86.00	103.00	24.00	0.00		210.00	423.00
AVG	7.17	8.58	2.00	0.00		17.50	35.25

TIME BY TYPE OF WORKER

FY2004-2005	SUPERVISOR	CREWLEAD	SWEEPER	BLDG MAINT		MAINT WORK	TOTAL
				TRIMMER			
Jul-04	8.00	9.00	2.00	0.00		20.00	39.00
Aug-04	8.00	9.00	2.00	0.00		22.00	41.00
Sep-04	8.00	8.00	2.00	0.00		20.00	38.00
Oct-04	8.00	8.00	2.00	0.00		20.00	38.00
Nov-04	8.00	9.00	2.00	0.00		20.00	39.00
Dec-04	10.00	11.00	2.00	0.00		22.00	45.00
Jan-05	8.00	9.00	2.00	0.00		18.00	37.00
Feb-05	9.00	10.00	2.00	0.00		20.00	41.00
Mar-05	8.00	9.00	2.00	0.00		18.00	37.00
Apr-05	8.00	9.00	2.00	0.00		18.00	37.00
May-05	6.00	7.00	2.00	0.00		14.00	29.00
Jun-05	6.00	7.00	2.00	0.00		14.00	29.00
TOTAL	95.00	105.00	24.00	0.00		226.00	450.00
AVG	7.92	8.75	2.00	0.00		18.83	37.50

TIME BY TYPE OF WORKER

FY2005-2006	SUPERVISOR	CREWLEAD	SWEEPER	BLDG MAINT		MAINT WORK	TOTAL
				TRIMMER			
Jul-05	7.00	8.00	2.00	0.00		16.00	33.00
Aug-05	7.00	8.00	2.00	0.00		16.00	33.00
Sep-05	4.00	4.00	2.00	0.00		0.00	10.00
Oct-05	0.00	0.00	0.00	0.00		0.00	0.00
Nov-05	0.00	0.00	0.00	0.00		0.00	0.00
Dec-05	0.00	0.00	0.00	0.00		0.00	0.00
Jan-06	0.00	0.00	0.00	0.00		0.00	0.00
Feb-06	0.00	0.00	0.00	0.00		0.00	0.00
Mar-06	0.00	0.00	0.00	0.00		0.00	0.00
Apr-06	0.00	0.00	0.00	0.00		0.00	0.00
May-06	0.00	0.00	0.00	0.00		0.00	0.00
Jun-06	0.00	0.00	0.00	0.00		0.00	0.00
TOTAL	18.00	20.00	6.00	0.00		32.00	76.00
AVG	6.00	6.67	2.00	0.00		10.67	25.33



Elizabeth Minter

From: gneill@csgda.net
Sent: Friday, September 09, 2005 2:20 PM
To: eminter@placentalibrary.org
Subject: CSGDA Legislative Update - September 9, 2005

Legislature Adjourns

The Legislature ended the first year of the 2005-06 Session last night and will reconvene on January 4. For an in-depth report on legislation of interest to special districts considered this year, plan to attend CSGDA's Annual Conference in Long Beach September 27-29, where CSGDA Legislative Advocate Ralph Heim will deliver his ever-popular annual legislative report. You can register by clicking on the [CSGDA Annual Conference](#) link at www.csgda.net or by calling 877/924-CSGDA toll-free and requesting a registration form.

Eminent Domain Legislation Put on Hold

After a flurry of legislative activity instigated by the U. S. Supreme Court decision in *Kelo v. City of New London*, key legislators opted to hold bills this year and conduct interim hearings this fall. Senator Christine Kehoe (D-San Diego), chair of the Senate Local Government Committee and author of Senate Bill 1026, and Assembly Member Gene Mullin (D-South San Francisco), chair of the Assembly Housing and Community Development Committee and author of AB 1162, decided not to pursue their legislation in the final days of the session. Their bills are identical, and propose to impose a 2-year moratorium on the use of eminent domain by redevelopment-type agencies for single-family, owner-occupied residential property for a private use. The bills also require the state to produce a report on the use of eminent domain in California by all public entities of both residential and commercial properties.

Both committees will hold joint committee hearings this fall to receive testimony from interested parties relative to what reforms, if any, are needed as a result of the *Kelo* decision. Issues will include the definition of "blight" and the use of eminent domain by redevelopment agencies and other local governments, including special districts. CSGDA will participate in the interim hearings and advise members when the hearing calendar is set. In the meantime, you can find the text of the *Kelo* decision, eminent domain bills and several other eminent domain resources in the [Legislation & Action](#) section of the [CSGDA member's website](http://members.csgda.net) (<http://members.csgda.net>) or by calling 877/924-CSGDA toll-free and requesting the materials.

CSGDA Sets the Record Straight with The Bee

CSGDA had its first op-ed printed yesterday in The Sacramento Bee. CSGDA Executive Director Catherine Smith submitted the op-ed in response to an editorial, [Epidemic of Districts](#), printed in The Bee on August 11. You can read the defense of governance by district by visiting www.csgda.net or by viewing yesterday's special update in the [Legislation & Action](#) section of the [CSGDA member's website](http://members.csgda.net) (<http://members.csgda.net>).

CSGDA Sends Governor, Resources Secretary Joint Letters on Housing

Late last week, CSGDA sent letters to Governor Schwarzenegger and Resources Secretary Mike Chrisman encouraging the full implementation of AB 857, which passed in 2002. The bill's main provision adds three planning priorities for the state: to promote infill development and equity, to protect environmental and agricultural resources, and to encourage efficient development patterns.

The letters, which were signed by leaders of CSGDA, CSAC, Sierra Club, American Farmland Trust, Endangered Habitats League, CALAFCO and the California Farm Bureau Federation (CFBF only

signed the letter to Secretary Chrisman) were also sent to remind the Administration that other groups besides cities and builders have a vested interest in the housing dialogue. Housing is a major issue in California right now, and it is important to ensure that the state's plan meets the needs of all Californians. You can find the two letters and the text of AB 857 in the Legislation & Action section of the CSDA member's website (<http://members.csda.net>) or by calling 877/924-CSDA toll-free and requesting the materials.

New Eye on Infrastructure Newsletter Available

The September edition of the California Infrastructure Coalition's Eye on Infrastructure newsletter is now available in the Member Services section of the CSDA member's website. The California Infrastructure Coalition's mission is to build support for dedicated and consistent sources of funding for infrastructure facilities and systems at levels sufficient to sustain them. You or your district can join CIC at www.califrastructure.org or by calling 916/442-5000.

Email Updates Available for All Member Agencies Officials and Employees

Past and current Legislative Updates are available in the Legislation & Action section of the CSDA member's website (<http://members.csda.net>). If anyone else at your agency would like to receive these updates by email, or if you would like to stop receiving these updates, let us know by calling toll-free 877/924-CSDA or by emailing gneill@csda.net.

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Elizabeth Minter

From: gneill@cnda.net
Sent: Thursday, September 08, 2005 4:27 PM
To: eminter@placentalibrary.org
Subject: CSDA Sets the Record Straight with The Bee

CSDA Sets the Record Straight with The Bee

CSDA had its first op-ed printed today in The Sacramento Bee. CSDA Executive Director Catherine Smith submitted the op-ed in response to an editorial, "Epidemic of Districts," printed in the Bee on August 11.

The August 11 piece continued the string of negative editorials the Sacramento Bee has published on special districts. The Sacramento-Yolo Mosquito and Vector Control District had recently made a controversial decision to perform aerial spraying in Sacramento County due to a skyrocketing number of reported cases of West Nile Virus. The Bee did not disagree with the spraying like some county residents did, but took advantage of the controversy to reiterate their claim that districts are not sufficiently effective or accountable. They recommended creating "citizens charter commissions" to review local special districts and recommend reforms and consolidations. The editorial goes on to say that "as long as special districts are unaccountable to a regional elected body such as a board of supervisors they will have little incentive to be responsive, much less proactive."

You may remember that it was a series of Sacramento Bee editorials that first inspired Senator Deborah Ortiz (D-Sacramento) to draft her special district reform legislation, this year's SB 393 and last year's SB 1272, neither of which gained the support of her colleagues.

The text of the CSDA's op-ed is presented below.

Another view: Special districts keep government local and accountable

By Catherine Smith, Special To The Bee

Catherine Smith is responding to The Bee's editorial "Epidemic of districts / Spraying brings obscure issue into focus," which appeared Aug. 11. Smith is executive director of the California Special Districts Association. Reach her at casmith@cnda.net.

A recent poll by Charlton Research tells us that Californians overwhelmingly want:

- * Government to be more responsive to citizens' needs.
- * Local revenues to be used for local services.
- * Government to be as close - as local - as possible to the people it serves to improve service and accountability.

The spraying by the Sacramento-Yolo Mosquito and Vector Control District to fight the spread of the West Nile virus is a textbook example of how special districts, the most local form of government, give Californians what they want. The district did exactly what it was created to do: It used local property tax dollars to save lives.

The Bee supported the spraying, but leapt to a puzzling conclusion because some of the postcards the district sent to households didn't arrive before the spraying began. To The Bee, that indicated there were too many special districts or a need for greater control by regional officials. In fact, the district made an extraordinary effort to alert local residents that a safe and effective spray would be used to protect their health, and numerous stories appeared in The Bee and on local newscasts well before spraying began.

What's most important is that the district acted swiftly and responsibly; requiring the approval of regional bodies would have slowed action and led to more West Nile cases.

Bigger is not necessarily better, and that's especially true with government.

Consolidation at the state or regional level often creates inequities and leads to a distribution of services based more on political power rather than actual need. Decisions affecting neighborhoods are made miles, and often hundreds of miles, away. That's why communities vote to form special districts: to bring control of those decisions and the services they need closer to home.

Special districts provide local services such as fire protection, clean water, libraries, parks and much more. These services are funded by property taxes paid only by district residents, and districts are overseen by directors from the community who are either elected by district residents or appointed by other elected bodies.

Removing the autonomy of special district boards and requiring them to report to another set of elected officials at the regional level before decisions can be made, as The Bee suggests, would dilute the voice of the community that selected them and would undoubtedly lead to less-responsive service.

The excellent work by the Sacramento-Yolo Mosquito and Vector Control District is hardly a call for fewer districts and taking decisions away from residents who are most directly affected. Instead, it is a valuable reminder that there are dedicated special districts throughout California that make our communities safer, healthier and better places to live by responding to the needs of the people they serve.

Elizabeth Minter

From: gneill@csla.net
Sent: Friday, September 02, 2005 4:37 PM
To: eminter@placentalibrary.org
Subject: CSDA Legislative Update - September 2, 2005

Assembly Bill 1234 Heads to Governor

Assembly Bill 1234 by Assembly Local Government Committee Chair Simsn Salinas (D-Salinas) passed the Assembly on concurrence Wednesday and is before the Governor for action. During the Senate Floor debate on the bill, Senator Deborah Ortiz (D-Sacramento) argued against the bill as "containing some good provisions," but not going far enough and lacking strong audit provisions, such as those contained in her legislation (SB 393). Senator Jackie Speier (D-Hillsborough) joined Senator Ortiz as the only NO votes on the Senate Floor. CSDA has sent an alert to the membership asking for support letters to the Governor with copies to Assembly Member Salinas. Please take the time to urge the Governor to sign AB 1234. You can find the sample letter and the text of the bill in the Legislation & Action section of the CSDA member's website (<http://members.csla.net>).

Senate Bill 135 Awaits Governor's Action

Senate Bill 135 by Senate Local Government Committee Chair Christine Kehoe (D-San Diego), relating to community services districts and supported by CSDA, has also passed to the Governor and CSDA urges all CSDs to write the Governor requesting his signature. You can find a sample letter and more information about the bill in the Legislation & Action section of the CSDA member's website (<http://members.csla.net>).

Cal/OSHA Fine Bill Signed

Assembly Bill 186 by Assembly Member Russ Bogh (R-Beaumont) would permit fire protection agencies to seek reimbursement for specific levied fines by Cal/OSHA under specified circumstances. The Governor signed the bill this week. CSDA was among the many organizations in support of AB 186.

Eminent Domain

On Wednesday, the Senate Judiciary Committee considered three of the major eminent domain measures. The committee defeated Senate Constitutional Amendment No. 15 by Senator Tom McClintock (R-Thousand Oaks); held in committee Senate Constitutional Amendment No. 12 by Senators Tom Torlakson (D-Antioch) and Kehoe, at their request; and passed with amendments Assembly Bill 1162 by Assembly Member Gene Mullin (D-South San Francisco). AB 1162 proposes to place a two-year moratorium on the use of eminent domain for single-family, owner-occupied residential property for a "private" purpose. The bill also proposes a one-year study of the issues surrounding the U.S. Supreme Court's recent *Kelo* decision. Senators Torlakson and Kehoe announced that they will be holding hearings "up and down" the state this fall to receive comments on their SCA No. 12. Assembly Member Mullin's AB 1162 was amended to include commercial property in the study portion of the bill, but not in the two-year moratorium. It remains unclear whether AB 1162 or any of the remaining eminent domain bills will pass this year. You can find copies of all three of these measures, as well as other information about eminent domain including the text of the *Kelo* decision, in the Legislation & Action section of the CSDA member's website (<http://members.csla.net>).

Final Four

We are down to the final four days of this year's legislative session, scheduled to adjourn on September 9, which will end as crazily as all sessions. A complete report on all legislation of importance to CSDA will be presented during the CSDA Annual Conference, September 27-29 in Long Beach. To register for the conference online, visit www.csla.net/confreg.htm.

New Orleans Assistance

You have all heard about the massive natural disaster that struck New Orleans and its surroundings, sending the area spiraling into chaos and tragedy. There are many organizations that are doing all they can to help the refugees during this catastrophe, apparently the worst in U.S. history. Here is a partial list of resources and ways you can help:

Salvation Army (www.salvationarmyusa.org; 800/SAL-ARMY; 800/725-2769)

Red Cross (www.redcross.org; 800/HELP-NOW; 800/435-7669)

Hurricane Relief Fund (www.nolahurricanefund.org)

Army Corp of Engineers Q and A on Unwatering New Orleans (PDF)

(www.mvd.usace.army.mil/hurricane/docs/QAs%20on%20unwatering%20New%20Orleans.pdf)

Katrina Help Wiki (http://katrinahelp.info/wiki/index.php/Main_Page)

Hurricane Katrina Information (www.fema.gov/index.shtm)

Email Updates Available for All Member Agencies Officials and Employees

Also, past and current Legislative Updates are available in the Legislation & Action section of the CSDA member s website. If anyone else at your agency would like to receive these updates by email, or if you would like to stop receiving these updates, let us know by calling toll-free 877/924-CSDA or by emailing gneill@csda.net.

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Elizabeth Minter

From: gneill@csga.net
Sent: Thursday, September 01, 2005 10:32 AM
To: eminter@placentalibrary.org
Subject: Urge Governor to Sign AB 1234!

Great news. Assembly Member Salinas AB 1234 passed the Assembly Tuesday on a 71-0 vote.

The bill is now headed to Governor Arnold Schwarzenegger's desk.

Tuesday's action was the Assembly's concurrence of the Senate amendments to the bill. AB 1234 now goes through a formal process called "enrollment" and the bill will reach the Governor within a few days. Once he physically receives the bill, the Governor will have 12 days to act on the bill.

Now is the time for you to write a letter to the Governor, asking him to sign the bill. Even if your district has previously sent a letter of support to your legislators, please consider sending one to the Governor as well. Below you'll find a sample letter that you can customize to fit your own needs. Please send a "cc" to Assembly Member Salinas (State Capitol, Room 2175, Sacramento CA 95814) and to CSGA (1112 I Street, Suite 200; fx. 916/442-7889).

If you know of an adjacent district that hasn't yet supported the bill, this is the time to act. Below the sample letter you'll find a list of the bill's recorded supporters (as of 08/23).

Please send your letter to the Governor in the next few days to ensure he receives it before he makes his decision.

For more information about AB 1234, you can view past Legislative Updates about the bill in the CSGA member's website (<http://members.csga.net>). The past Legislative Updates are located in the 'Legislation & Action' section of the site, and the contents of each update is listed for your convenience. If you're not sure what your district's username and password are, please call the CSGA office toll-free at 877/924-CSGA.

SAMPLE LETTER OF SUPPORT FOR AB 1234

[DISTRICT LETTERHEAD]

September 1, 2005

The Honorable Arnold Schwarzenegger
Governor
State of California
State Capitol
Sacramento, California 95814

Dear Governor Schwarzenegger:

The <<DISTRICT NAME>> respectfully requests that you sign Assembly Bill 1234 (Salinas), which is now before you for action.

This measure was introduced by Assembly Member Salinas in order to provide reforms in the areas of compensation and ethics training for local governments. There have been some recent high profile incidents

9/6/2005

regarding local government entities (special districts, cities and counties). AB 1234 seeks to provide more transparency to local governments and accountability to the public:

- 7 This measure contains 3 key provisions to "sunshine" the activities of local government officials.
 1. It includes new provisions for ethics training for local government officials and designated employees.
 2. It clarifies the rules pertaining to compensation to members of a local government legislative body for attendance at authorized meetings and conferences.
 3. It sets guidelines for reimbursement of members of a local government legislative body for actual and necessary expenses incurred in the performance of official duties, such as travel, meals and lodging.
- 7 AB 1234 has received bipartisan support in both houses and there is no recorded opposition to the bill.

Please support this legislation and sign AB 1234 into law.

Sincerely,

<<YOUR NAME>>

<<YOUR TITLE>>

cc: Honorable Simsn Salinas
CSDA

List of recorded support for AB 1234 (as of 08/23/05):

Amador Water Agency
American Federation of State, County, and Municipal Employees
Apple Valley Fire Protection District
Association of California Water Agencies
Baker, Manock & Jensen
Bear Valley Community Services District
Biggs-West Gridley Water District
Bighorn-Desert View Water Agency
Borrego Water District
Browns Valley Irrigation District
California Association of Recreation and Park Districts
California Association of Sanitation Agencies
California Fire Chiefs Association
California Municipal Utilities Association
California Special Districts Association
California State Association of Counties
Calleguas Municipal Water District
Castaic Lake Water Agency
Castroville Water District
Central Basin Municipal Water District
Coachella Valley Water District
Contra Costa Water District
Cucamonga Valley Water District
Del Rio Woods Recreation and Park District
East Bay Municipal Utility District
Eastern Municipal Water District
El Dorado Irrigation District
El Toro Water District
Elsinore Valley Municipal Water District

9/6/2005

Fall River Mills Community Services District
Fire Districts Association of California
Foothill Municipal Water District
Goleta West Sanitary District
Helix Water District
Hidden Valley Lake Community Services District
Hispanic Chamber of Commerce Silicon Valley
Humboldt Bay Municipal Water District
Imperial Irrigation District
Indian Wells Valley Water District
Irvine Ranch Water District
Kern County Cemetery District
Kern County Water Agency
Kings River Conservation District
Lagerlof, Senecal, Bradley, Gosney & Kruse, LLP
Las Virgenes Municipal Water District
League of California Cities
Lincoln Avenue Water Company
Merced Irrigation District
Metropolitan Water District of Southern California
Midpeninsula Regional Open Space District
Modesto Irrigation District
Monte Vista Water District
Mosquito and Vector Control Association of California
Municipal Water District of Orange County
Nevada Irrigation District
Olivenhain Municipal Water District
Orange County Water District
Pajaro Valley Water Management Agency
Public Water Agencies Group
Reclamation District No. 108
Rincon del Diablo Municipal Water District
Rio Alto Water District
San Bernardino Valley Water Conservation District
San Diego County Water Authority
San Juan Water District
Santa Ana Watershed Project Authority
Santa Barbara County Special District Association
Santa Clara County La Raza Roundtable
Santa Clara County Special Districts Association
Santa Clara Valley Water District
Solano Irrigation District
South San Joaquin Irrigation District
South Tahoe Public Utility District
Stockton East Water District
Tehama-Colusa Canal Authority
Tulare Irrigation District
Tuolumne Utilities District
United Water Conservation District
Vallecitos Water District
Valley Center Municipal Water District
Vista Irrigation District
Walnut Valley Water District
Water Replenishment District of Southern California
West Basin Municipal Water District
Yorba Linda Water District
Zone 7 Water Agency of Alameda County

Elizabeth Minter

From: gneill@csgda.net
Sent: Friday, August 26, 2005 9:52 AM
To: eminter@placentalibrary.org
Subject: Legislative Update

SENATE BILL 135 CLOSE TO PASSAGE

Senate Bill 135, relating to updating the community services district law, has passed the Assembly and will be taken-up next week in the Senate for concurrence in Assembly amendments. Senate action could come as early as Monday and CSDA will ask all community services districts to write support letters to the Governor. Watch for the announcement.

ASSEMBLY BILL 1234 AWAITS ACTION ON SENATE FLOOR

While it was anticipated that Senator Torlakson would present Assembly Bill 1234 by Assembly Member Salinas on the Senate Floor yesterday, the Senate did not reach the measure on the calendar. Given that the Senate will be in session every day starting Monday through the remainder of the session, AB 1234 will be considered as early as Monday. We still expect Senator Ortiz to oppose AB 1234 as not going far enough relative to audit and ethics training for special districts. Assembly Bill 1234 relates to all local governments, but we anticipate Senator Ortiz will focus her opposition to special districts. CSDA remains optimistic the Senate will approve AB 1234 shortly and pass the measure back to the Assembly for concurrence in Senate amendments. If you have not responded to CSDA's Legislative Alert asking all CSDA members to contact their Senators, there is still time, but any such contacts should be made immediately.

EMINENT DOMAIN--WHAT'S NEXT

We anticipate policy committee hearings next week on a number of the recently introduced and/or amended constitutional amendments and bills relating to eminent domain. While we see no clear direction as of this writing, there appears to be movement toward the bills imposing a 2-year moratorium on the use of eminent domain for single-family, owner-occupied residential property for private purposes. Republicans want business properties added to the moratorium and failing such, may not support these bills. Assuming the Legislature does not work the Labor Day weekend, the Legislature has nine days left before adjournment and the eminent domain issue is sure to play large during the final days of the Session.

Email Updates Available for All Member Agencies Officials and Employees

If anyone else at your agency would like to receive these updates by email, or if you would like to stop receiving these updates, let us know by calling toll-free 877/924-CSDA or by emailing gneill@csgda.net.

Also, past and current Legislative Updates are available in the Legislation & Action section of the [CSDA Member's website](#).

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(877) 924-CSDA * www.csgda.net

Elizabeth Minter

From: Geoffrey Neill [gneill@csla.net]
Sent: Monday, August 22, 2005 1:14 PM
To: Geoffrey Neill
Subject: AB 1234 Floor Alert - Action Requested



AB 1234 floor
alert.doc (32 KB...)

Attached to this email you will find a sample Floor Alert for Assembly Bill 1234, relating to local governments' good governance practices.

Floor alerts are used as a last push for a piece of legislation, when it is almost time for legislators to vote on a bill, to make sure your legislator knows what the bill is about and that there is support for it in his or her district.

To help ensure AB 1234's passage, please print out the attached page on your district's letterhead and fax it to your state Senator(s) and to Assembly Member Salinas, the bill's author. You can also copy the text of the message and email to your Senator(s) and Mr. Salinas. (Mr.

Salinas can be reached at 916/319-2128 [fax] or
assemblymember.salinas@assembly.ca.gov.)

Also, if you have trouble with the word file attachment, or prefer not to open it for security reasons, you can find the text of the Floor Alert in the 'Legislation & Action' section of CSDA's member website.

You can also find the text of the bill and the contact information for your Senator(s) on that website. If you're not sure what your district's username and password are, please contact the CSDA office toll-free at 877/924-CSDA (2732).

Geoffrey Neill
Public Affairs Specialist
California Special Districts Association 877/924-CSDA www.csla.net

Floor Alert – AB 1234 (Salinas)

SUPPORT

AB 1234 (Salinas) is supported by the following organizations:

*CA Special District Association
Association of CA Water Agencies
League of CA Cities
California State Association of Counties (CSAC)
California Municipal Utilities Association (CMUA)
California Association of Sanitation Agencies
Santa Clara Valley Water District
East Bay Municipal Utility District
Metropolitan Water District of Southern California
San Diego County Water Authority
and more than 80 individual cities, counties, and special districts.*

This measure was introduced by Assembly Member Salinas in order provide reforms in the areas of compensation and ethics training for Local Governments. There have been some recent high profile incidents regarding local government entities (special districts, cities, and counties). AB 1234 seeks to provide more transparency to local governments and accountability to the public.

- This measure contains 3 key provisions to "sunshine" the activities of local government officials.
 1. It includes new provisions for ethics training for local government officials and designated employees.
 2. It clarifies the rules pertaining to compensation to members of a local government legislative body for attendance at authorized meetings and conferences.
 3. It sets guidelines for reimbursement of members of a local government legislative body for actual and necessary expenses incurred in the performance of official duties, such as travel, meals, and lodging.
- AB 1234 has received bi-partisan support in both houses and there is no known opposition to the bill.

We ask for your "aye" vote.

Elizabeth Minter

From: gneill@csgda.net
Sent: Friday, August 19, 2005 9:47 AM
To: eminter@placentalibrary.org
Subject: CSGDA Legislative Update - August 19, 2005

SPECIAL ELECTION TALKS FAIL TO PRODUCE COMPROMISE

In a last minute attempt to reach an accord on the Governor's initiatives pending on the November special election ballot, discussions between the Governor and legislative leaders broke off late last night, and it appears no additional talks are planned. The Secretary of State had set Thursday midnight as his deadline for the Legislature to place alternative measures on November's ballot, even though that deadline was, some thought, soft, and could be extended at least two additional weeks. In any event, the Governor and legislative leaders accepted last night's deadline and now both sides are gearing up for what promises to be a "scorched earth" campaign. The Governor invited former Assembly Speaker Bob Hertzberg to assist in efforts to broker accords, but as the Governor emerged early this morning to meet with the press, he stated that they were "very close" on most issues, but time had run out and he's very disappointed accords were not reached. On to November...

AB 1234 HEADS FOR CRITICAL SENATE FLOOR VOTE

Assembly Bill 1234 by Assembly Local Government Committee Chair Simsn Salinas (D-Salinas), relating to ethics training and related provisions, will be considered by the Senate next Thursday, August 25. Senator Tom Torlakson (D-Antioch) will present AB 1234 on behalf of Assembly Member Salinas. Senator Ortiz (D-Sacramento) has informed Assembly Member Salinas that she will oppose AB 1234 and urge other Senators to do likewise. She will argue the bill does not go far enough to address ethics and auditing of local governments, specifically special districts.

CSGA is asking all of its members to contact their Senators urging them to support AB 1234. Watch for more information from CSGA and please contact your Senator prior to Thursday's scheduled vote.

EMINENT DOMAIN □ WHAT'S NEXT

On Wednesday, August 17, the Senate Local Government Committee held an informational hearing relating to the recent U. S. Supreme Court's ruling in *Kelo v. City of New London* and its effects on California's local governments. Since the decision was issued, numerous constitutional amendments and bills have been introduced and amended to address the opinion. While predictions for the remaining three weeks of this year's legislative session are dangerous at best, it appears that the Legislature will move slowly and may not adopt any constitutional changes this year, but some legislative proposals may move forward.

For example, Senator Kehoe (D-San Diego), Chair of the Senate Local Government Committee, indicated her intention to amend a bill, probably SB 1026, to provide a 2-year moratorium on the use of eminent domain for single-family, owner-occupied residential property. During the moratorium, the California Research Bureau will prepare a comprehensive report on what, if anything, California should do to respond to the Court's opinion. CSGA's Legislative Committee is meeting today and will consider positions for all of the constitutional amendments and bills to be positioned to engage on any of the measures that move forward.

Email Updates Available for All Member Agencies □ Officials and Employees

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these updates, let us know by calling toll-free 877/924-CSDA or by emailing gneill@csda.net.

Also, past and current Legislative Updates are available in the Legislation & Action section of the CSDA Member's website.

CSDA keeping special districts informed!

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Elizabeth Minter

From: gneill@csgda.net
Sent: Friday, August 12, 2005 9:59 AM
To: eminter@placentalibrary.org
Subject: CSGDA Legislative Update - August 12, 2005

They're Back

The Legislature returns Monday to complete the first year of the 2005-06 legislative year, scheduled to recess on September 9. The final weeks of the session are always a hectic rush to the finish line, and this year should prove no different. With hundreds of bills pending final action during the remaining four weeks, coupled with the preoccupation with the November special election, this year's end-of-session may actually be more complicated in some respects. Additionally, the final four weeks also signal the "gut and amend" season, wherein totally new language is amended into existing bills, many without the benefit of policy committee oversight and/or hearings. But then, it's only four weeks...

Redistricting Initiative Suffers Another Setback

On Tuesday, August 9, by a 2 to 1 vote, the 3rd District Court of Appeal sustained a Sacramento Superior Court's ruling that struck Proposition 77 from the November special election ballot. The majority opinion described the issue before the Court as a "tragicomedy," and agreed with the trial court that the differences in the language that was submitted to the Attorney General verses that which was submitted for circulation contain differences that warrant the initiative to be stricken from the ballot. Next stop -- the California Supreme Court.

Senate Committee Hearing on *Kelo* Decision

On Wednesday, August 17, the Senate Local Government Committee will hold an informational hearing on "Kelo & California: How the Supreme Court's Decision Affects California's Local Governments." The hearing will be held in the State Capitol, Room 112, from 10:00 a.m. until noon. The preliminary agenda and background materials are now available in the *Legislation & Action* section of the CSGDA Member's website (<http://members.csgda.net>), or from the Senate Local Government Committee office. At issue is the recent U. S. Supreme Court ruling in *Kelo v. City of New London*, wherein the Court held that the U. S. Constitution does not prevent the transfer of property, seized through eminent domain, to private entities for private profit. In response to the decision, two constitutional amendments and one bill have been amended to relate to eminent domain. All three pieces of legislation, as well as the text of the Supreme Court's decision, are also available on the CSGDA Member's website.

The constitutional amendments are identical and are Senate Constitutional Amendment No. 15 by Senator McClintock (R-Northridge), et al., and Assembly Constitutional Amendment No. 22 by Assembly Member La Malfa (R-Richvale), et al. The legislation is Assembly Bill 590 by Assembly Member Walters (R-Laguna Niguel), which amends the Code of Civil Procedure to read: "In the exercise of eminent domain, "public use" does not include the taking or damaging of property for private use, including, but not limited to, the condemnation of nonblighted property for private business development." SCA No. 15 and ACA No. 22 amend the California Constitution and state in part: "Private property may not be taken or damaged for private use." Additionally, the measures state: "Private property may be taken by eminent domain only for a stated public use and only upon an independent judicial determination on the evidence that the condemnor has proven that no reasonable alternative exists. Property taken by eminent domain shall be owned and occupied by the condemnor or may be leased only to entities that are regulated by the Public Utilities Commission. All property that is taken by eminent domain shall be used only for the stated public use." Finally, the measures state: "If any property taken through eminent domain after the effective date of this subdivision ceases to be used for the stated public

use, the former owner of the property or a beneficiary or an heir, if a beneficiary or heir has been designated for this purpose, shall have the right to reacquire the property for the compensated amount or the fair market value of the property, whichever is less, before the property may be sold or transferred."

We understand the authors desire to have the measure appear on the November special election ballot, which the Secretary of State has advised would require the Legislature to pass the measure by the end of next week. Constitutional amendments require a two-thirds vote of each house. CSDA is formulating positions for these measures.

Email Updates Available for All Member Agencies Officials and Employees

If anyone else at your agency would like to receive these updates by email, or if you would like to stop receiving these updates, let us know by calling toll-free 877/924-CSDA or by emailing gneill@csda.net. Also, past Legislative Updates are available in the Legislation & Action section of the [CSDA Member's website](#).

CSDA keeping special districts informed!

1112 I Street, Suite 200 * Sacramento, CA 95814
(916) 442-7887 * (916) 442-7889 fax
(877) 924-CSDA * www.csda.net

Elizabeth Minter

From: Jeri Takeda [jtakeda@mcls.org]
ent: Monday, August 29, 2005 9:31 AM
o: 'MCLS/SLS/SSCLS/Associate Member Directors'
Cc: shaber; bcusten; bgallardo; ccarlisle; hfirchow; jlambert; jstaff; mgermroth; palger
Subject: FW: [CALIX:4304] News from the Capitol

-----Original Message-----

From: owner-calix@listproc.sjsu.edu
[mailto:owner-calix@listproc.sjsu.edu] On Behalf Of Laura Fisher
Sent: Monday, August 29, 2005 8:50 AM
To: Calix
Subject: [CALIX:4304] News from the Capitol

TO: CLA MEMBERS/ SYSTEMS/ NETWORK CONTACTS

FROM: Mike Dillon, Lobbyist; Christina Dillon, Lobbyist

RE: NEWS FROM THE CAPITOL

SENATE AND ASSEMBLY "HOLD" TWO BIG LIBRARY BILLS DUE TO COST PRESSURES AND POLICY CONCERNS

Thursday afternoon, the Senate Appropriations Committee and Assembly Appropriations Committee met to address their significant list of "suspense file" items. As you will recall, the so-called "suspense file" is a method by which both fiscal committees in each house automatically hold bills with a dollar value in excess of \$150,000 so that each bill may be prioritized on their fiscal and policy merit. Then, on one single day, all fiscal bills are dispensed with and are either passed out of committee and sent to the Floor for vote, or held due to cost or policy concerns (ultimately rendering the bill "dead" for the year.) The "suspense file" process is nerve-wracking for lobbyists and legislators, as it is highly secretive, and one does not know until the minute the bill is announced whether or not it is going to be passed to the Floor or if it is headed to the "suspense" graveyard.

Yesterday, two bills that are being closely monitored by the CLA Legislative Committee, chaired by Mark Smith, were held on the "suspense file."

Specifically, here are some of the details about the two bills held in committee yesterday:

SB 682-SIMITIAN: "THE IDENTITY INFORMATION PROTECTION ACT OF 2005"

"The bill requires that certain security measures be implemented into state and local government-issued identification documents that incorporate Radio Frequency Identification (RFID) technology, with certain specified exceptions, and for three years, prohibits the use of RFID in four classes of government documents including: 1) drivers licenses, 2) ID cards issued to K-12 students, 3) government-issued medical benefit cards, and 4) library cards issued by a public library."

(Source: Assembly Appropriations
analysis)

Earlier in the year, we previously reported that our office received a call from the Senate Office of Research who was conducting confidential research on the use of RFID tags in library cards. When we polled the CLA Legislative

Committee, they indicated that while the books and other materials at the library may contain RFID tags, the actual library cards have bar codes or another identifier, not RFID chips. We later received confirmation that it was Senator Simitian who commissioned the inquiry at Senate Office of Research. As many of you know, Senator Simitian has long been one of CLA's biggest supporters, and we believe he was trying to best determine how much libraries would be impacted by the measure in advance of SB 682 being introduced. A few days later we attended a comprehensive briefing by the sponsors of his bill, the American Civil Liberties Union and the Electronic Frontier Foundation. They explained the bill was prompted by a situation at a school in Northern California where students were asked to wear a badge containing an RFID tag, while on campus, to track their attendance at the school. Scanners were placed above doorways, etc. Parents objected to the invasive badges and the campus quickly disbanded the program. In April, the bill had two substantive hearings in the Senate Judiciary Committee, but no organized opposition was present at either hearing, which surprised us.

The bill then passed the Senate Floor and headed over to the Assembly.

In the meantime, the CLA Legislative Team had established an excellent Task Force, consisting of Chair, Mark Smith (Riverside County Library System), Jackie Griffin of the Berkeley Public Library, and Kathleen Smith at the Fresno Public Library. They had significant concerns that because the RFID technology is "young yet, it would be detrimental to pass a piece of prohibitive legislation so early in the game," and requested that CLA submit language to Senator Simitian calling for an amendment to allow for future "hybrid" or permissive options. The public library could offer 1) a barcode system, or, 2) if the library offered an RFID card system and a barcode system, the patron could choose their style of card, using an opt-in approach, and would sign a waiver of informed consent if they chose the RFID model. Unfortunately, the author and the sponsor rejected our language and the prohibition for public library card usage remained in the bill.

The bill faced a much more difficult time in the Assembly Judiciary Committee. We spent a great deal of time speaking with committee staff regarding our concerns, and ultimately the thorough 11 page committee analysis posed the question: "The Committee may wish to explore with the author the possibility of permitting all educational institutions and libraries to use RFID technology with security protections." Despite the consultant's argument, the author was resistant to exempting public libraries from the bill, but agreed to exempt higher education, partially because the UC system, according to the analysis, "had already invested several million dollars into RFID technology for use on its campuses and in its libraries." At this hearing, a large coalition of opponents turned out, representing various electronics groups, including the American Electronics Association, Oracle, Texas Instruments, etc. and even the state's own Department of Consumer Affairs who is concerned with Homeland Security issues. At the end of the hearing, Chairman Dave Jones said, "I personally have concerns with limiting the technology and with the limiting of certain classifications of documents, but I know the author will continue to work with everyone." The bill passed on a vote of 6 "ayes" (all Democrats) and 3 "noes" (all Republicans).

Subsequently, the Assembly Appropriations Committee identified costs to state and local agencies of several dollars per card and several hundred dollars per reader station for the new, enhanced systems and massive encryption requirements that would be required under this bill. Also, the Committee consultant identified an unusual potential cost brought about by the bill - civil actions. The consultant warns SB 682 could cause "potential unknown cost to the state or local agencies to defend against civil actions brought pursuant to alleged non-compliance" and "potential costs for adverse judgments against the state or local agencies in such actions." In a surprise twist during Thursday's Appropriation's "suspense file" hearing,

Assembly Appropriations Committee Chair, Judy Chu, announced that she would be holding "20 bills over as two-year bills. If you don't hear a bill number called out, that means we are holding on to it until January." SB 682-Simitian was one of the 20 bills held by the Committee, with the opportunity for it to be resurrected any time next year. However, the San Jose Mercury News is reporting that the Senator has stated that he would vow to "try to revive it before the Legislature adjourns for the year on Sept.

9." The Senator would need to obtain a significant amount of rule waivers and obtain the blessing of Assembly and Senate Leadership to be able to move his bill before the end of session, which would be quite difficult.

AB 1388: RIDLEY-THOMAS: ADVANCED TELECOMMUNICATIONS EDUCATION AND HEALTH ACCOUNT WITHIN THE CALIFORNIA TELECONNECT FUND ADMINISTRATIVE COMMITTEE FUND

You may recall that several years ago there was a large surplus contained in the Teleconnect Fund, within the Public

Utilities Commission Budget. As it was a tight Budget year during that session, the Budget Subcommittees and Budget Conference Committees voted to "borrow" \$150 million from the Teleconnect Fund, as it appeared it was not being utilized and could assist the state in helping to balance the Budget. Since that time, a group of lobbyists (representing schools, libraries, and community based organizations), including CLA, have supported annual legislation that seeks to turn some of the "loaned" money to the Teleconnect Fund. This year, AB 1388 by Assemblyman Mark Ridley-Thomas would direct the Public Utilities Commission to administer a grant program pertaining to telemedicine resources in urban and rural areas, and a grant program to "demonstrate the benefits of using the state's telecommunications networks to deliver supplemental education services. Grants may be made to: (a) entities which deliver services to pupils in grades 6 through 12, and (b) public libraries."

The Senate Appropriations Committee analysis noted that it "is difficult to estimate the potential cost pressures, because they would depend on the parameters of the grant programs created by the commission. Nevertheless, the costs could be millions of dollars annually through 2013, when the provisions of the bill sunset." Perhaps, not surprisingly, the committee chose to hold the bill on its "suspense file" rendering the measure dead for the year.

-----calix-+

Views expressed on CALIX are the opinion of the sender and do not necessarily reflect the position of the California Library Association.

How to get off CALIX: Subscribers are strongly encouraged to keep abreast of CLA and California library news via this mailing list.

To sign off from the list, send email to listproc@listproc.sjsu.edu with the following request: SIGNOFF CALIX or UNSUBSCRIBE CALIX in the body of the message. Make sure your subject line is blank and nothing other than the command is in the body of the message.

-----calix--

Agenda Item 25

TO: Elizabeth Minter, Library Director

FROM: Jim Roberts, Public Services Manager/Literacy Coordinator *JR*

DATE: September 19, 2005


SUBJECT: **Status of Placentia Library Literacy Services (PLLS) Partnerships with the Community.**

Provided below is a list of active PLLS partnerships/coalitions in the community. Those with an asterisk (*) are pending and have not yet begun.

- ◆ This past school year, we had over 100 high school tutors participating in PRREP, a partnership with the PYLUSD and Placentia Rotary.
- ◆ We partner with Even Start at Ruby Drive Elementary School, where we offer Spanish literacy classes on Friday mornings during the school year.
- ◆ Federal Work Study (FWS) is a partnership among Western State University College of Law, Cal State Fullerton and the Library where qualified FWS students work part-time at the Library and off-site, primarily tutoring children. Most FWS staff stop for the summer. Cal State Fullerton and PLLS have two additional partnerships: 1. the Intern Program, and 2. Service Learning.
- ◆ Fullerton College has a Service Learning partnership where several instructors require 10-20 hours of community service. PLLS is a participating agency.
- ◆ *EVEN START* collaboration with Ruby Drive Elementary School began in FY 2003-04 and will continue this FY.
- ◆ PLLS is listed as a participating agency for interns with Valencia High School's Val Tech and International Baccalaureate (IB) programs. We have two IB interns this school year.
- ◆ *In June, the California State Library awarded the PLLS an LSTA Grant to partner with H.I.S. House to start an after school homework program for children there. That project will begin on Monday, September 19.
- ◆ *On Monday, September 19, PLLS will begin a homework club at Topaz Elementary School for 7th grade student who attend Tuffree Middle School and are graduates of Topaz.



TO: Elizabeth Minter, Library Director

FROM: Jim Roberts, Public Services Manager/Literacy Coordinator 

DATE : September 19, 2005

SUBJECT: Poet Laureate.

Meredith Laskow, Poet Laureate of the Placentia Library District, did not meet with the Program Committee since the last Library Board Meeting.

We plan to have future outreach at four senior centers this calendar year, the Placentia Senior Center, Atria De Palma, Bradford Terrace, and Emerald Isle.

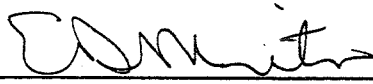
California Library Literacy Services Certification

California State Library
Budget Office
P.O. Box 942837
Sacramento, CA 94237-0001

Library/Agency: Placentia Library District

Certification

I affirm that all information provided to the California State Library for review in association with this award is correct and complete to the best of my knowledge.

Signed  Date July 24, 2005
Authorized representative

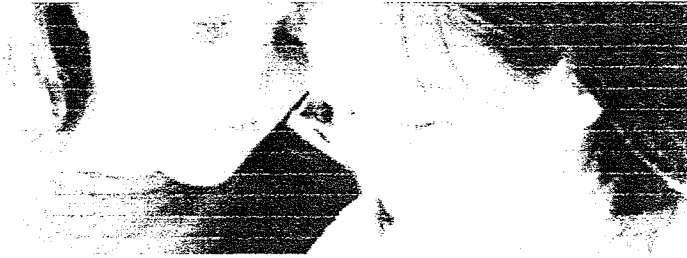
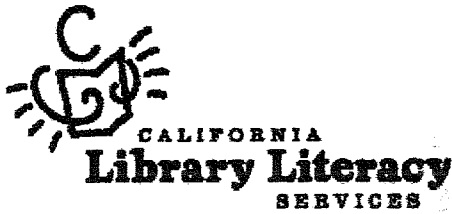
Elizabeth D. Minter, Library Director
Type or print name and title, of authorized representative

Placentia Library District
Legal name of local grantee

411 E. Chapman Avenue Placentia
Street address of named grantee City

Orange 92870 (714) 524-8408, ext 203
County Zip Code Telephone of authorized representative

Jim Roberts (714) 524-8408, ext 215
Coordinator/Director of program if different Telephone



REPORTING

California State Library Final Report FY 2004/2005

Name of Library: **Placentia Library District**

[Main Menu](#) | [Reports](#) | [Log off](#)

Page 1 of 11

Reporter's Information

Applicant contact:

Phone: (xxx)xxx-xxxx

Fax: (xxx)xxx-xxxx

E-mail:

Address:

Check here if your contact information (including email address) has changed since last report submitted.

Number of Library sites in your jurisdiction that provide direct literacy services (e.g. dedicated literacy staff and office) and/or literacy support services (e.g. literacy referral/materials collection/training site/tutor-student meeting place/etc.)

Number of literacy sites in your jurisdiction not in libraries.



REPORTING

California State Library Final Report FY 2004/2005

Name of Library: **Placentia Library District**

[Main Menu](#) | [Reports](#) | [Log off](#)

Page 2 of 11

CLLS Adult Learner Activity Report ?

SEMI-ANNUAL SUMMARY			Mid-Year	Final	Total																																																	
1.	Continuing Adult Learners from prior reporting period. ?	Override	94	152		⚠																																																
2.	Adult Learners who began instruction <i>during this reporting period.</i> (January 1 - June 30) ?		58	44																																																		
3.	Total Adult Learners who received instruction <i>during this reporting period.</i> ? (#1 + #2 = #3)		152	196																																																		
4.	Adult Learners who left <i>during this reporting period.</i> ?		0	0																																																		
5.	Adult Learners remaining at the end of this reporting period. ? (#3 - #4 = #5)		152	196																																																		
6.	Cumulative total Adult Learners who received instruction <i>during this fiscal year.</i> Includes students that were instructed but who left before the end of filing periods. ? (#6 from mid-year + #2)		152	196																																																		
Adult Learner Demographics ?																																																						
7.	<table border="1"> <thead> <tr> <th>Ethnicity</th> <th>Mid-Year</th> <th>Final</th> </tr> </thead> <tbody> <tr> <td>Asian</td> <td>71</td> <td>72</td> </tr> <tr> <td>Black</td> <td>2</td> <td>2</td> </tr> <tr> <td>Latino</td> <td>60</td> <td>100</td> </tr> <tr> <td>Native American</td> <td>0</td> <td>0</td> </tr> <tr> <td>Pacific Islander</td> <td>0</td> <td>0</td> </tr> <tr> <td>White</td> <td>9</td> <td>12</td> </tr> <tr> <td>Other</td> <td>10</td> <td>10</td> </tr> </tbody> </table>		Ethnicity	Mid-Year	Final	Asian	71	72	Black	2	2	Latino	60	100	Native American	0	0	Pacific Islander	0	0	White	9	12	Other	10	10	<table border="1"> <thead> <tr> <th>Age</th> <th>Mid-Year</th> <th>Final</th> </tr> </thead> <tbody> <tr> <td>16-19</td> <td>7</td> <td>7</td> </tr> <tr> <td>20-29</td> <td>12</td> <td>30</td> </tr> <tr> <td>30-39</td> <td>60</td> <td>74</td> </tr> <tr> <td>40-49</td> <td>61</td> <td>69</td> </tr> <tr> <td>50-59</td> <td>9</td> <td>13</td> </tr> <tr> <td>60-69</td> <td>3</td> <td>3</td> </tr> <tr> <td>70+</td> <td>0</td> <td>0</td> </tr> </tbody> </table>		Age	Mid-Year	Final	16-19	7	7	20-29	12	30	30-39	60	74	40-49	61	69	50-59	9	13	60-69	3	3	70+	0	0		
Ethnicity	Mid-Year	Final																																																				
Asian	71	72																																																				
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60-69	3	3																																																				
70+	0	0																																																				

Unknown	0	<input type="text" value="0"/>	Unknown	0	<input type="text" value="0"/>
Total:	152	<input type="text" value="196"/>	Total:	152	<input type="text" value="196"/>

Gender	Mid-Year	Final
Male	24	<input type="text" value="33"/>
Female	128	<input type="text" value="163"/>
Unknown	0	<input type="text" value="0"/>
Total:	152	<input type="text" value="196"/>

	Mid-Year	Final	Total
8. Adults referred to other programs (never instructed) this reporting period ?	0	<input type="text" value="0"/>	
9. Adult Learners awaiting instruction or rematch at end of this reporting period ?	45	<input type="text" value="65"/>	
10. Total number of Adult Learner instruction <u>hours</u> for this reporting period (can include one-on-one tutoring, small group, computer instruction, etc.) (January 1 - June 30) ?	4100	<input type="text" value="5346"/>	<input type="text" value="9446"/>
11. Number of books given to Adult Learners. ?	58	<input type="text" value="7"/>	<input type="text" value="65"/>
12. Additional Comments:			
Subject Heading: <input style="width: 90%;" type="text"/>			
<div style="text-align: right;"> Yes No <input type="radio"/> <input checked="" type="radio"/> </div>			
Post to forum? (Will be available for everyone to view.)			



REPORTING

California State Library Final Report FY 2004/2005

Name of Library: **Placentia Library District**

[Main Menu](#) | [Reports](#) | [Log off](#)

Page 3 of 11

Family Literacy Report:				
Note: These are unduplicated counts (except where noted)		Mid-Year	Final	Total
1.	Total number of Adult Learner Families Served * ?	10	22	32
2.	Total number of children under 5 served in these families. ?	10	22	32
3.	Total number of children age 5 and over served in these families. ?	17	58	75
4.	Number of FFL Meetings Held ?	1	5	6
5.	Number of FFL Attendees as of report date. (cumulative count) ?	35	129	164
6.	Number of books given to FFL families. ?	30	134	164

Volunteer hour information for family literacy is on following page.

ELLI Report:																								
Note: These are unduplicated counts (except where noted)		Mid-Year	Final	Total																				
1.	Total number of ELLI Children served. ?	74	76	150																				
2.	Total number of ELLI Parents served. ?	70	72	142																				
3.	<table border="1"> <thead> <tr> <th>First or Home Language of ELLI Children served: ?</th> <th>Mid-Year</th> <th>Final</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Spanish</td> <td>59</td> <td>67</td> <td>126</td> </tr> <tr> <td>Vietnamese</td> <td>0</td> <td>0</td> <td>0</td> </tr> <tr> <td>Hmong</td> <td>0</td> <td>0</td> <td>0</td> </tr> <tr> <td>Chinese</td> <td>2</td> <td>2</td> <td>4</td> </tr> </tbody> </table>	First or Home Language of ELLI Children served: ?	Mid-Year	Final	Total	Spanish	59	67	126	Vietnamese	0	0	0	Hmong	0	0	0	Chinese	2	2	4			
First or Home Language of ELLI Children served: ?	Mid-Year	Final	Total																					
Spanish	59	67	126																					
Vietnamese	0	0	0																					
Hmong	0	0	0																					
Chinese	2	2	4																					

Other	Farsi (Persian)	4	4	8
Other	Other non-English language	0	3	3
Other		0	0	0
Total		65	76	141

4.	Number of Group Meetings held with just ELLI Children. ?	3	4	7
5.	Number of Group Meetings held with just ELLI Parents. ?	0	0	0
6.	Number of Group Meetings held with ELLI Families. ?	1	1	2
7.	Number of ELLI Attendees as of <i>report date</i> . (cumulative count) ?	144	0	144
8.	Number of books given to ELLI participants. ?	0	0	0

Volunteer hour information for ELLI program is on following page.

Save and quit
 ?

MLLS Report:

Note: These are unduplicated counts (except where noted)		Mid-Year	Final	Total
1.	Number of children under 5 served. ?	0	0	0
2.	Number of children age 5 and older served. ?	0	0	0
3.	Number of Parents/Caregivers served. ?	0	0	0
4.	Number of MLLS Site Visits ?	0	0	0
5.	Number of MLLS Attendees as of <i>report date</i> . (cumulative count) ?	0	0	0
6.	Number of books given to MLLS families. ?	0	0	0

Volunteer hour information for MLLS program is on following page.

Save and quit
 ?

ESL Report:

Note: If you have already counted these as adult learners do not count them here. These are unduplicated counts (except where noted)		Mid-Year	Final	Total
1.	Number of ESL Adults served. ?	0	0	0
2.	First or Home Language of ESL Adults served: ?	Mid-Year	Final	Total
	Spanish	0	0	0
	Vietnamese	0	0	0
	Hmong	0	0	0
	Chinese	0	0	0
	Other	0	0	0
	Other	0	0	0

Other <input style="width: 100%;" type="text"/>	0	<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>
Total	0	<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>

3. Number of books given to ESL learners. ? 0

Volunteer hour information for ESL program is on following page.

 Save and quit ?

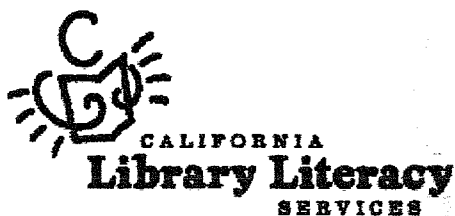
"Other Services:"

Include outreach and educational programming to at-risk population provided through your literacy services office and not funded by CLLS. ?

Note: These are unduplicated counts (except where noted)

		Mid-Year	Final	Total																		
1.	Program #1 Name: <input style="width: 100%;" type="text" value="Spanish Literacy"/>	12	<input style="width: 30px;" type="text" value="0"/>	<input style="width: 30px;" type="text" value="12"/>																		
	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%;">Program #1 Service Recipients</td> <td style="width: 5%;"><input type="checkbox"/></td> <td style="width: 25%;">Other at risk Children under 5</td> <td style="text-align: center;">0</td> <td style="text-align: center;"><input style="width: 30px;" type="text" value="0"/></td> <td style="text-align: center;"><input style="width: 30px;" type="text" value="0"/></td> </tr> <tr> <td></td> <td><input type="checkbox"/></td> <td>Other at risk Children ages 5-17</td> <td style="text-align: center;">0</td> <td style="text-align: center;"><input style="width: 30px;" type="text" value="0"/></td> <td style="text-align: center;"><input style="width: 30px;" type="text" value="0"/></td> </tr> <tr> <td></td> <td><input checked="" type="checkbox"/></td> <td>Other at risk Adults</td> <td style="text-align: center;">12</td> <td style="text-align: center;"><input style="width: 30px;" type="text" value="0"/></td> <td style="text-align: center;"><input style="width: 30px;" type="text" value="12"/></td> </tr> </table>	Program #1 Service Recipients	<input type="checkbox"/>	Other at risk Children under 5	0	<input style="width: 30px;" type="text" value="0"/>	<input style="width: 30px;" type="text" value="0"/>		<input type="checkbox"/>	Other at risk Children ages 5-17	0	<input style="width: 30px;" type="text" value="0"/>	<input style="width: 30px;" type="text" value="0"/>		<input checked="" type="checkbox"/>	Other at risk Adults	12	<input style="width: 30px;" type="text" value="0"/>	<input style="width: 30px;" type="text" value="12"/>			
Program #1 Service Recipients	<input type="checkbox"/>	Other at risk Children under 5	0	<input style="width: 30px;" type="text" value="0"/>	<input style="width: 30px;" type="text" value="0"/>																	
	<input type="checkbox"/>	Other at risk Children ages 5-17	0	<input style="width: 30px;" type="text" value="0"/>	<input style="width: 30px;" type="text" value="0"/>																	
	<input checked="" type="checkbox"/>	Other at risk Adults	12	<input style="width: 30px;" type="text" value="0"/>	<input style="width: 30px;" type="text" value="12"/>																	
Briefly describe this service. This program provides literacy instruction in Spanish to those students who are unable to read and																						
2.	Program #2 Name: <input style="width: 100%;" type="text"/>	0	<input style="width: 30px;" type="text" value="0"/>	<input style="width: 30px;" type="text" value="0"/>																		
	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%;">Program #2 Service Recipients</td> <td style="width: 5%;"><input type="checkbox"/></td> <td style="width: 25%;">Other at risk Children under 5</td> <td style="text-align: center;">0</td> <td style="text-align: center;"><input style="width: 30px;" type="text" value="0"/></td> <td style="text-align: center;"><input style="width: 30px;" type="text" value="0"/></td> </tr> <tr> <td></td> <td><input type="checkbox"/></td> <td>Other at risk Children ages 5-17</td> <td style="text-align: center;">0</td> <td style="text-align: center;"><input style="width: 30px;" type="text" value="0"/></td> <td style="text-align: center;"><input style="width: 30px;" type="text" value="0"/></td> </tr> <tr> <td></td> <td><input type="checkbox"/></td> <td>Other at risk Adults</td> <td style="text-align: center;">0</td> <td style="text-align: center;"><input style="width: 30px;" type="text" value="0"/></td> <td style="text-align: center;"><input style="width: 30px;" type="text" value="0"/></td> </tr> </table>	Program #2 Service Recipients	<input type="checkbox"/>	Other at risk Children under 5	0	<input style="width: 30px;" type="text" value="0"/>	<input style="width: 30px;" type="text" value="0"/>		<input type="checkbox"/>	Other at risk Children ages 5-17	0	<input style="width: 30px;" type="text" value="0"/>	<input style="width: 30px;" type="text" value="0"/>		<input type="checkbox"/>	Other at risk Adults	0	<input style="width: 30px;" type="text" value="0"/>	<input style="width: 30px;" type="text" value="0"/>			
Program #2 Service Recipients	<input type="checkbox"/>	Other at risk Children under 5	0	<input style="width: 30px;" type="text" value="0"/>	<input style="width: 30px;" type="text" value="0"/>																	
	<input type="checkbox"/>	Other at risk Children ages 5-17	0	<input style="width: 30px;" type="text" value="0"/>	<input style="width: 30px;" type="text" value="0"/>																	
	<input type="checkbox"/>	Other at risk Adults	0	<input style="width: 30px;" type="text" value="0"/>	<input style="width: 30px;" type="text" value="0"/>																	
Briefly describe this service.																						
3.	Program #3 Name: <input style="width: 100%;" type="text"/>	0	<input style="width: 30px;" type="text" value="0"/>	<input style="width: 30px;" type="text" value="0"/>																		
	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%;">Program #3 Service Recipients</td> <td style="width: 5%;"><input type="checkbox"/></td> <td style="width: 25%;">Other at risk Children under 5</td> <td style="text-align: center;">0</td> <td style="text-align: center;"><input style="width: 30px;" type="text" value="0"/></td> <td style="text-align: center;"><input style="width: 30px;" type="text" value="0"/></td> </tr> <tr> <td></td> <td><input type="checkbox"/></td> <td>Other at risk Children ages 5-17</td> <td style="text-align: center;">0</td> <td style="text-align: center;"><input style="width: 30px;" type="text" value="0"/></td> <td style="text-align: center;"><input style="width: 30px;" type="text" value="0"/></td> </tr> <tr> <td></td> <td><input type="checkbox"/></td> <td>Other at risk Adults</td> <td style="text-align: center;">0</td> <td style="text-align: center;"><input style="width: 30px;" type="text" value="0"/></td> <td style="text-align: center;"><input style="width: 30px;" type="text" value="0"/></td> </tr> </table>	Program #3 Service Recipients	<input type="checkbox"/>	Other at risk Children under 5	0	<input style="width: 30px;" type="text" value="0"/>	<input style="width: 30px;" type="text" value="0"/>		<input type="checkbox"/>	Other at risk Children ages 5-17	0	<input style="width: 30px;" type="text" value="0"/>	<input style="width: 30px;" type="text" value="0"/>		<input type="checkbox"/>	Other at risk Adults	0	<input style="width: 30px;" type="text" value="0"/>	<input style="width: 30px;" type="text" value="0"/>			
Program #3 Service Recipients	<input type="checkbox"/>	Other at risk Children under 5	0	<input style="width: 30px;" type="text" value="0"/>	<input style="width: 30px;" type="text" value="0"/>																	
	<input type="checkbox"/>	Other at risk Children ages 5-17	0	<input style="width: 30px;" type="text" value="0"/>	<input style="width: 30px;" type="text" value="0"/>																	
	<input type="checkbox"/>	Other at risk Adults	0	<input style="width: 30px;" type="text" value="0"/>	<input style="width: 30px;" type="text" value="0"/>																	
Briefly describe this service.																						
4.	Number of books given to people not part of the CLLS target group.	0	<input style="width: 30px;" type="text" value="0"/>	<input style="width: 30px;" type="text" value="0"/>																		

<input type="button" value="Back"/>	Save and quit	<input type="button" value="Continue"/> ?
Additional Comments:		
Subject Heading: <input style="width: 90%;" type="text"/>		
<div style="text-align: right;">Yes No <input type="radio"/> <input checked="" type="radio"/></div>		
Post to forum? (Will be available for everyone to view.)		
<input type="button" value="Back"/>	Save and quit	<input type="button" value="Continue"/>



REPORTING

California State Library Final Report FY 2004/2005

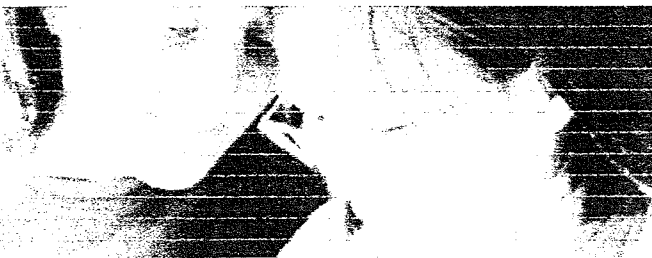
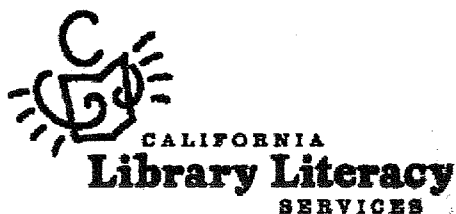
Name of Library: **Placentia Library District**

[Main Menu](#) | [Reports](#) | [Log off](#)

Page 4 of 11

Volunteer Hours - All Programs

	Volunteer Hours Accrued (in Hours) ?	Mid-Year	Final	Total
1.	All Volunteer Adult Literacy Instruction Hours (ALS/FFL/MLLS) (Can include one-on-one tutoring, small group, computer instruction, etc. provided by volunteer. Does not include prep time) ?	2200	<input type="text" value="5346"/>	<input type="text" value="7546"/>
2.	ELLI Volunteer Tutor Instructional Hours for Adults & Children ?	1706	<input type="text" value="1548"/>	<input type="text" value="3254"/>
3.	ESL Volunteer Tutor Instructional Hours (Not State Library grant supported) ?	0	<input type="text" value="0"/>	<input type="text" value="0"/>
4.	All Other Volunteer Hours in Literacy Services (Non-instructional hours volunteered. Includes training and prep time.) ?	0	<input type="text" value="0"/>	<input type="text" value="0"/>
5.	Families for Literacy (Non-instructional hours volunteered) #5 is a subset of #4 ?	320	<input type="text" value="460"/>	<input type="text" value="780"/>
6.	MLLS Volunteer Hours (Non-instructional hours volunteered) #6 is a subset of #4 ?	0	<input type="text" value="0"/>	<input type="text" value="0"/>
7.	Total of Volunteer Hours	4226	<input type="text" value="7354"/>	<input type="text" value="1158"/>



REPORTING

California State Library Final Report FY 2004/2005

Name of Library: **Placentia Library District**

[Main Menu](#) | [Reports](#) | [Log off](#)

Page 5 of 11

Volunteer Tutor Activity Report - Adult Literacy ?

SEMI-ANNUAL SUMMARY			Mid-Year	Final	Total																																																													
1.	Continuing Volunteer Tutors instructing from prior reporting period ?	Override	90	97		⚠																																																												
2.	Volunteer Tutors who began instructing <i>during this reporting period.</i> (January 1 - June 30) ?		44	29																																																														
3.	Total Volunteer Tutors who instructed <i>during this reporting period.</i> ? (#1 + #2 = #3)		134	126																																																														
4.	Volunteer Tutors who left <i>during this reporting period.</i> ?		37	10																																																														
5.	Volunteer Tutors remaining at the end of this reporting period. ? (#3 - #4 = #5)		97	116																																																														
<hr/>																																																																		
6.	Cumulative total Volunteer Tutors who instructed <i>this fiscal year to date (YTD).</i> ? (#6 from mid-year + #2)		134	163																																																														
<hr/>																																																																		
Volunteer Tutor Demographics ?																																																																		
7.	<table border="1"> <thead> <tr> <th>Ethnicity</th> <th>Mid-Year</th> <th>Final</th> </tr> </thead> <tbody> <tr><td>Asian</td><td>35</td><td>38</td></tr> <tr><td>Black</td><td>6</td><td>7</td></tr> <tr><td>Latino</td><td>40</td><td>48</td></tr> <tr><td>Native American</td><td>0</td><td>0</td></tr> <tr><td>Pacific Islander</td><td>0</td><td>0</td></tr> <tr><td>White</td><td>53</td><td>70</td></tr> <tr><td>Other</td><td>0</td><td>0</td></tr> <tr><td>Unknown</td><td>0</td><td>0</td></tr> <tr><td>Total:</td><td>134</td><td>163</td></tr> </tbody> </table>		Ethnicity	Mid-Year	Final	Asian	35	38	Black	6	7	Latino	40	48	Native American	0	0	Pacific Islander	0	0	White	53	70	Other	0	0	Unknown	0	0	Total:	134	163	<table border="1"> <thead> <tr> <th>Age</th> <th>Mid-Year</th> <th>Final</th> </tr> </thead> <tbody> <tr><td>16-19</td><td>17</td><td>17</td></tr> <tr><td>20-29</td><td>24</td><td>35</td></tr> <tr><td>30-39</td><td>24</td><td>32</td></tr> <tr><td>40-49</td><td>31</td><td>36</td></tr> <tr><td>50-59</td><td>28</td><td>32</td></tr> <tr><td>60-69</td><td>10</td><td>10</td></tr> <tr><td>70+</td><td>0</td><td>1</td></tr> <tr><td>Unknown</td><td>0</td><td>0</td></tr> <tr><td>Total:</td><td>134</td><td>163</td></tr> </tbody> </table>		Age	Mid-Year	Final	16-19	17	17	20-29	24	35	30-39	24	32	40-49	31	36	50-59	28	32	60-69	10	10	70+	0	1	Unknown	0	0	Total:	134	163		
Ethnicity	Mid-Year	Final																																																																
Asian	35	38																																																																
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16-19	17	17																																																																
20-29	24	35																																																																
30-39	24	32																																																																
40-49	31	36																																																																
50-59	28	32																																																																
60-69	10	10																																																																
70+	0	1																																																																
Unknown	0	0																																																																
Total:	134	163																																																																

Gender	Mid-Year	Final
Male	38	46
Female	96	117
Unknown	0	0
Total:	134	163

	Mid-Year	Final	Total
8. Volunteer Tutors trained during this reporting period (January 1 - June 30) ?	44	29	73
9. Volunteer Tutors awaiting training/matching/re-matching at end of this reporting period ?	10	15	
10. Number of pre-service Volunteer Tutor training offered. ?	0	0	0
11. Number of in-service Volunteer Tutor workshops offered during this reporting period. ?	0	0	0
12. Volunteers are required to complete ____# of hours tutor training before beginning service. ?	3	3	
13. Additional Comments:			
Subject Heading: <input type="text"/>			
<div style="text-align: right;"> Yes No <input type="radio"/> <input checked="" type="radio"/> </div>			
Post to forum? (Will be available for everyone to view.)			
<input type="button" value="Back"/>	<input type="button" value="Save and quit"/>		<input type="button" value="Continue"/>



REPORTING

California State Library Final Report FY 2004/2005

Name of Library: **Placentia Library District**

[Main Menu](#) | [Reports](#) | [Log off](#)

Page 6 of 11

Staff Commitment - Library Personnel

The online program will provide you with the figures you reported Mid-year for this section. You will only have to enter any changes.

Library Personnel (staff is city, county or district employee)

The following has been entered:

Position/Job Title	Report as FTE							
	Adult Program	Family Program	ELLI Program	MLLS Program	ESL	Other Services		
Literacy Coordinator	1	0	0	0	0	0	Edit	Delete
ELLI & FFL Coordinator	0	0.5	0.5	0	0	0	Edit	Delete
ELLI COORDINATOR	0	0	0.5	0	0	0	Edit	Delete
ELLI tutor	0	0	3	0	0	0	Edit	Delete
Spanish Literacy	0	0	0	0	0	0.25	Edit	Delete
Total:	1	0.5	4	0	0	0.25		
Back	Add New Job						Continue	



REPORTING

California State Library Final Report FY 2004/2005

Name of Library: **Placentia Library District**

[Main Menu](#) | [Reports](#) | [Log off](#)

Page 7 of 11

Staff Commitment - Contract Personnel

Contract Personnel (not a city/county/district employee)

The online program will provide you with the figures you reported Mid-year for this section. You will only have to enter any changes.

The following has been entered:

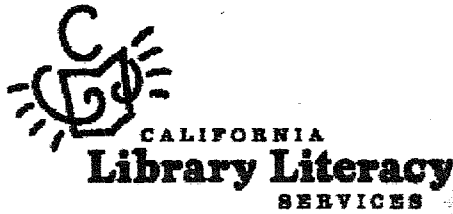
Position/Job Title	Report as FTE					
	Adult Program	Family Program	ELLI Program	MLLS Program	ESL	Other Services
Total:	0	0	0	0	0	0
<input type="button" value="Add New Job"/>						

Additional Comments:

Subject Heading:

Yes **No**

Post to forum? (Will be available for everyone to view.)



REPORTING

California State Library Final Report FY 2004/2005

Name of Library: **Placentia Library District**

[Main Menu](#) | [Reports](#) | [Log off](#)

Page 8 of 11

Community Partners (for all program components)

The online program will provide you with the figures you reported Mid-year for this section. You will only have to enter any changes.

Community Partner Name	Role <small>(Hold ctrl and click to choose more than one)</small>	Partner Provides Service to the Library	Library Provides Service to the Partner	Mutual Exchange of Services
	Supplemental funding Use of facilities Staffing or volunteers Learning materials	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="button" value="Back"/>	<input type="button" value="Save and quit"/>	<input type="button" value="Add"/>	<input type="button" value="Continue"/>	

The following has been entered:

Community Partner Name	Role	Partner Provides Service to the Library	Library Provides Service to the Partner	Mutual Exchange of Services	
Vita-Herb	Other		X		Delete
Placentia Rotary Club	Supplemental funding			X	Delete
Placentia/Yorba Linda Unified School District	Staffing or volunteers			X	Delete
El Dorado High School	Staffing or volunteers			X	Delete
Valencia High School	Staffing or volunteers			X	Delete

Cal State Fullerton	Staffing or volunteers			X	<u>Delete</u>
City of Placentia	Other		X		<u>Delete</u>
Placentia Head Start	Staffing or volunteers			X	<u>Delete</u>
Western State U. College of Law	Staffing or volunteers			X	<u>Delete</u>
Ruby Drive Elementary School	Use of facilities		X		<u>Delete</u>
Tynes Elementary School	Use of facilities		X		<u>Delete</u>
Women's Transitional Living Center	Use of facilities		X		<u>Delete</u>
Melrose Elementary School	Use of facilities		X		<u>Delete</u>
University of Phoenix	Staffing or volunteers			X	<u>Delete</u>



REPORTING

California State Library Final Report FY 2004/2005

Name of Library: **Placentia Library District**

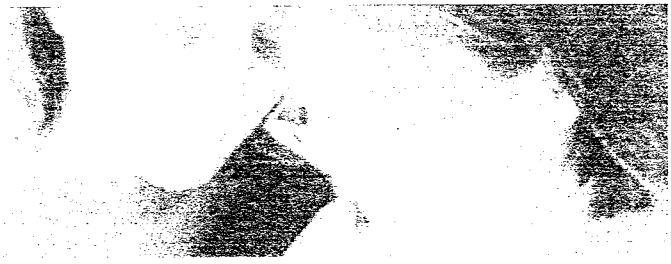
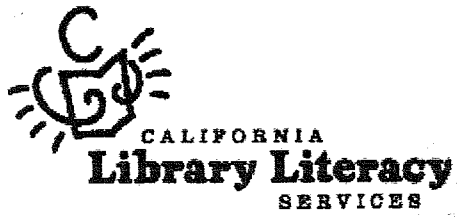
[Main Menu](#) | [Reports](#) | [Log off](#)

Page 9 of 11

In-kind Resource Development Report ?

Who Donated?	What did they donate? (Hold ctrl and click to choose more than one)	Dollar Equivalent
Business	Space Materials Equipment Printing	0
County/Municipal	Space Materials Equipment Printing	0
Education	Space Materials Equipment Printing	2500
Faith Based	Space Materials Equipment Printing	0
Foundation/Non-profit	Space Materials Equipment Printing	0
Friends of the Library	Space Materials Equipment Printing	0
Individual	Space Materials Equipment Printing	0
Library Literacy Regional Network		0

	Space Materials Equipment Printing	
Membership Organizations	Space Materials Equipment Printing	<input type="text" value="0"/>
Service Group/Club	Space Materials Equipment Printing	<input type="text" value="0"/>
Other:	Space Materials Equipment Printing	<input type="text" value="0"/>
	Total:	<input type="text" value="2500"/>
<input type="button" value="Back"/>	Save and quit	<input type="button" value="Continue"/>



REPORTING

California State Library Final Report FY 2004/2005

Name of Library: **Placentia Library District**

[Main Menu](#) | [Reports](#) | [Log off](#)

Page **10** of **11**

Library Impact. How have your literacy services impacted the rest of the library in this report period? Must be completed by Library Director.

The literacy services that we provide have had significant impact on the rest of the library. The literacy programs bring additional patrons and volunteers into the building. Many of these people participate in other library programs and use library services. The community based partnerships developed by the literacy department have positive effects throughout the library as a whole. Our community outreach has provided the library with an outstanding reputation for caring about the citizens of Placentia and neighboring cities.

Save and quit



REPORTING

**California State Library
Final Report FY 2004/2005**

Name of Library: **Placentia Library District**

[Main Menu](#) | [Reports](#) | [Log off](#)

Final Financial Report for Fiscal Year 2004/2005

Budget Categories	Approved Budget							Funding
	Adult Literacy Services	Families for Literacy	ELLI	MLLS	ESL	Other Services	Total	
								State Revenue
1. Salaries and Benefits	\$164,255.00	\$9,000.00	\$17,000.00	\$0.00	\$0.00	\$47,751.00	\$238,006.00	\$59,191.00
2. Contract Staff	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
3. Operations	\$10,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$10,000.00	\$0.00
4. Library Materials	\$0.00	\$3,000.00	\$3,000.00	\$0.00	\$0.00	\$0.00	\$6,000.00	\$0.00
5. Equipment (\$5K+)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
6. Indirect Costs (not to exceed 10%)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total	\$174,255.00	\$12,000.00	\$20,000.00	\$0.00	\$0.00	\$47,751.00	\$254,006.00	\$59,191.00
Grand Total:								\$254

Reporting period: July 1 to June 30 (full year)

Budget Categories	Expenditures for YTD							Funding S	
	Adult Literacy Services		Families for Literacy	ELLI	MLLS	ESL	Other Services	Total	State Revenue
	CLLS	Local							
1. Salaries and	164255	59191	9000	17000	0	0	47751	59191	2

Benefits										
2. Contract Staff	0	0	0	0	0	0	0	0	0	0
3. Operations	10000	0	0	0	0	0	0	0	0	10000
4. Library Materials	0	3000	3000	0	0	0	0	0	0	6000
5. Equipment (\$5K+)	0	0	0	0	0	0	0	0	0	0
6. Indirect Costs (not to exceed 10%)	0	0	0	0	0	0	0	0	0	0
	* 174255	62191	* Portion of expenditures that will be matched in the funding formula for CLLS							
Total:	236446	12000	17000	0	0	47751		59191	236446	
Grand Total:										31319
<input type="button" value="Back"/> <input type="button" value="Save and quit"/> <input type="button" value="Continue"/>										

Additional Comments:

Subject Heading:

Yes **No**

Post to forum? (Will be available for everyone to view.)



REPORTING

California State Library Final Report FY 2004/2005

Name of Library: **Placentia Library District**

[Main Menu](#) | [Reports](#) | [Log off](#)

ROLES AND GOALS

Roles and Goals

[Life-Long Learner](#)

[Family Member](#)

[Worker](#)

[Community Member/Citizen](#)

Total # of adult learners who set at least one goal during this reporting period.

Note: Ideally this number will be as close to your number of adult learners served as possible, if not exactly the same. (Adult Learner Activity Report on page 2, Question #3)

44

[Update](#)



REPORTING

California State Library Final Report FY 2004/2005

Name of Library: **Placentia Library District**

[Main Menu](#) | [Reports](#) | [Log off](#)

Minimum Standards for California Library Literacy Services

Adult Literacy Services

Please describe how you met the remaining minimum standards below. (Note: Other Minimum Standards are answered elsewhere in the report.) (each entry will not take more than 500 characters):

When regular literacy programming is provided outside of a public library setting, how is a strong connection to the library made?

The literacy department participates in extensive community outreach. We work closely with other community based literacy programs like: Evenstart, CBET, and Headstart. We provide information about the library, and library services, to participants of all off-site programming. The literacy staff

How are adult learners provided with on-going support services as needed?

See above, the narrative addresses all of the questions.

In which regional network(s) (BALIT, CVLLN,

NCLC, SCLLN, CSJVLN, etc.) does your literacy staff participate? How many network meetings did your literacy staff attend during this fiscal year?

We are in SCLLN. We attended one regional meeting this past six months.

Please describe the local adult literacy coalition your library participates in.

Placentia Library Literacy Services has a local literacy coalition with the City of Placentia, the Placentia/Yorba Linda Unified School District, The Placentia Rotary Club, Altrusa International, Cal State Fullerton, and Western State U. College of Law, to name some.

Update



REPORTING

California State Library Final Report FY 2004/2005

Name of Library: **Placentia Library District**

[Main Menu](#) | [Reports](#) | [Log off](#)

Minimum Standards for California Library Literacy Services

Families for Literacy (FFL)

Please describe how you met the remaining minimum standards below. (Note: Other Minimum Standards are answered elsewhere in the report) (each entry will not take more than 500 characters):

Since we have recently identified that adult caregivers are the primary focus of family literacy instruction, please describe how your program has evolved to ensure that all adult caregivers participating in family literacy are participants in the library's adult literacy services or in another adult literacy program in the community?

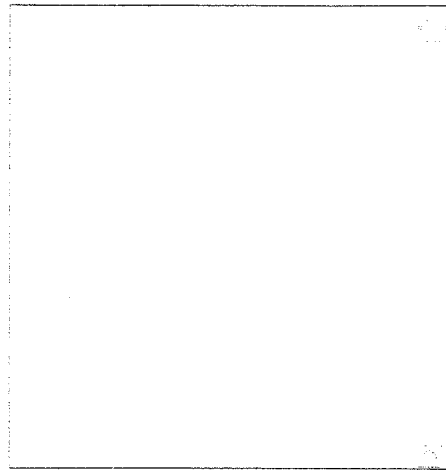
FFL:
The literacy department participates in extensive community outreach. We work closely with other community based literacy programs like: Evenstart, CBET, and Headstart. We provide information about the library, and library services, to participants of all off-site programming.

When regular programming is provided outside of a public library setting, how is a strong connection to the library made?

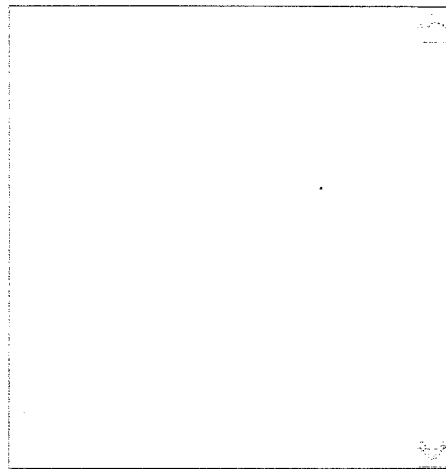
See above. The narrative addresses all of the following questions.

How do literacy and children's services library

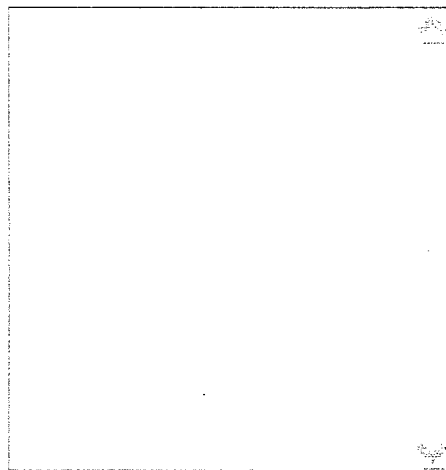
staff cooperate, partner and collaborate to assure maximum integration of library services for participating parents and children?



Please describe programming activities like storytelling, word games and other exercises you utilize that are designed to promote the enjoyment of reading in adults and children.



Please describe how parents/caregivers are given instruction in the use of children's books, in reading aloud to children, in the selection of books on topics such as parenting, childcare, health, nutrition and family life education, and in how to create a literacy-rich environment at home.



Update



REPORTING

California State Library Final Report FY 2004/2005

Name of Library: **Placentia Library District**

[Main Menu](#) | [Reports](#) | [Log off](#)

Minimum Standards for California Library Literacy Services

English Language & Literacy Intensive Program (ELLI)

Please describe how you met the remaining minimum standards below. (Note: Other Minimum Standards are answered elsewhere in the report) (each entry will not take more than 500 characters):

When regular programming is provided outside of a library setting, how is a strong connection to the public library made?

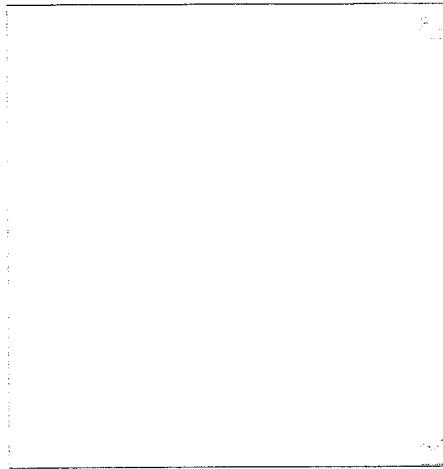
ELLI
Our ELLI program staff works closely with the Placentia/Yorba Linda Unified School District (PYLUSD). The library has a strong connection to all off-site programming. We invite parents to come to the library and to avail themselves of the programs and services that we provide. The library staff

Please describe how you provide instruction to parents on how to navigate the school system and get involved with their child's school as well as other aspects of parenting.

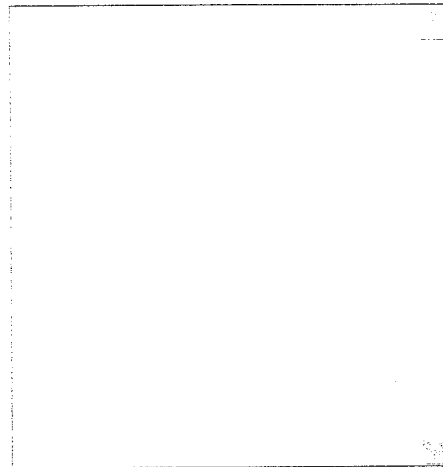
See above. The narrative addresses all of the following questions

How do literacy and children and young adult

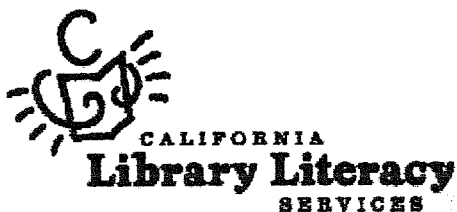
services library staff cooperate, partner and collaborate to assure maximum integration of library services for participating parents and children?



Please describe how programming activities like storytelling, educational games, tutoring, arts programming and book discussions designed to promote the enjoyment of reading and writing in children and adults.



Update



REPORTING

California State Library Final Report FY 2004/2005

Name of Library: **Placentia Library District**

[Main Menu](#) | [Reports](#) | [Log off](#)

Survey Questions for FFL Parents

LEARNER	PRE TEST	POST TEST	AMT CHANGE
<input type="text"/>			
1. Do you read books to your child (ren) or share books with them?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	
1A. How often do you read or share books with your child(ren)?	Times a week: <input checked="" type="radio"/> 7x <input type="radio"/> 6x <input type="radio"/> 5x <input type="radio"/> 4x <input type="radio"/> 3x <input type="radio"/> 2x <input type="radio"/> 1x <input type="radio"/> Under 1x	<input checked="" type="radio"/> 7x <input type="radio"/> 6x <input type="radio"/> 5x <input type="radio"/> 4x <input type="radio"/> 3x <input type="radio"/> 2x <input type="radio"/> 1x <input type="radio"/> Under 1x	<input type="text" value="0x"/>
2. Do you and your child play with words? Like making up rhymes, telling stories, or singing songs together?	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	
2A. How often do you and your child(ren) play with words together?	Times a week: <input checked="" type="radio"/> 7x <input type="radio"/> 6x <input type="radio"/> 5x <input type="radio"/> 4x <input type="radio"/> 3x <input type="radio"/> 2x <input type="radio"/> 1x <input type="radio"/> Under 1x	<input checked="" type="radio"/> 7x <input type="radio"/> 6x <input type="radio"/> 5x <input type="radio"/> 4x <input type="radio"/> 3x <input type="radio"/> 2x <input type="radio"/> 1x <input type="radio"/> Under 1x	<input type="text" value="0x"/>
3. Do you take your child(ren) to the library?	<input checked="" type="radio"/> Yes	<input checked="" type="radio"/> Yes	

3A. How often do you take your child(ren) to the library?

- | | |
|--|--|
| <input type="radio"/> No | <input type="radio"/> No |
| <input checked="" type="radio"/> Weekly | <input checked="" type="radio"/> Weekly |
| <input type="radio"/> Every 2 or 3 Weeks | <input type="radio"/> Every 2 or 3 Weeks |
| <input type="radio"/> Monthly | <input type="radio"/> Monthly |
| <input type="radio"/> Less Than 1x a month | <input type="radio"/> Less Than 1x a month |

[Save and quit](#)

The following has been entered:

LEARNER	PRE TEST			POST TEST			AMT CHANGE			
	Q1	Q2	Q3	Q1	Q2	Q3	Q1A	Q2A	Q3A	
M.R.	Yes	No	Yes	Yes	Yes	Yes	1x	2x	3x	Delete
R.B.	Yes	Yes	Yes	Yes	Yes	Yes	2x	1x	3x	Delete
S.K.	No	No	Yes	No	No	Yes	0x	0x	0x	Delete
C.E.	Yes	No	Yes	Yes	No	Yes	2x	0x	0x	Delete
A.B.	No	No	Yes	Yes	Yes	Yes	2x	1x	0x	Delete
A.P.	Yes	Yes	Yes	Yes	Yes	Yes	0x	2x	0x	Delete
P.P.	Yes	Yes	Yes	Yes	Yes	Yes	2x	1x	0x	Delete
G.F.	Yes	Yes	Yes	Yes	Yes	Yes	0x	1x	0x	Delete
R.M.	Yes	Yes	Yes	Yes	Yes	Yes	1x	1x	0x	Delete
C.F.	Yes	No	Yes	Yes	Yes	Yes	3x	2x	0x	Delete
Y.K.	Yes	Yes	Yes	Yes	Yes	Yes	2x	2x	0x	Delete
A.W.	Yes	No	Yes	Yes	Yes	Yes	2x	2x	0x	Delete
P.O.	No	No	Yes	Yes	Yes	Yes	2x	3x	0x	Delete
	Yes	Yes	Yes	Yes	Yes	Yes	0x	0x	0x	Delete

INDEPENDENT SPECIAL DISTRICTS OF ORANGE COUNTY (ISDOC)

Executive Committee Members

Hon. John S. Dudley
President
El Toro Water District

Hon. Bob Moore
1st Vice President
South Coast Water District

Hon. Trudy Ohlig-Hall
2nd Vice President
Mesa Consolidated Water District

Hon. Sandra Jacobs
3rd Vice President
Santa Margarita Water District

Elizabeth D. Minter
Secretary
Placentia Library District
of Orange County

Hon. Joan C. Finnegan
Treasurer
Municipal Water District of
Orange County

Hon. Arlene Schafer
Past President
Costa Mesa Sanitary District

m Reed
At Large Representative
Irvine Ranch Water District

Hon. Dan Worthington
At Large Representative
Costa Mesa Sanitary District

Staff Administration

David J. Cordero
Municipal Water District of
Orange County

Kirsten Garey
Orange County Water District

Mailing Address

P.O. Box 20895
Fountain Valley, CA 92728
(714) 963-3058
(714) 964-5930 fax

August 22, 2005

Ms. Joyce Crosthwaite
Executive Officer
Orange County LAFCO
12 Civic Center Plaza, Room 235
Santa Ana, CA 92701

Re: Special District Alternative Funding Formula for LAFCO

Dear Ms. Crosthwaite:

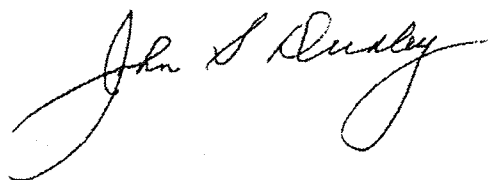
The Independent Special Districts of Orange County (ISDOC) conducted an election this summer for the county's 28 independent special districts to vote on the continued use of the alternative funding formula for LAFCO that was first implemented in 2001.

I am pleased to report that a majority of the 28 independent special districts representing a majority of the combined total population of independent special districts in the county have now passed resolutions supporting the continued use of the alternative funding formula.

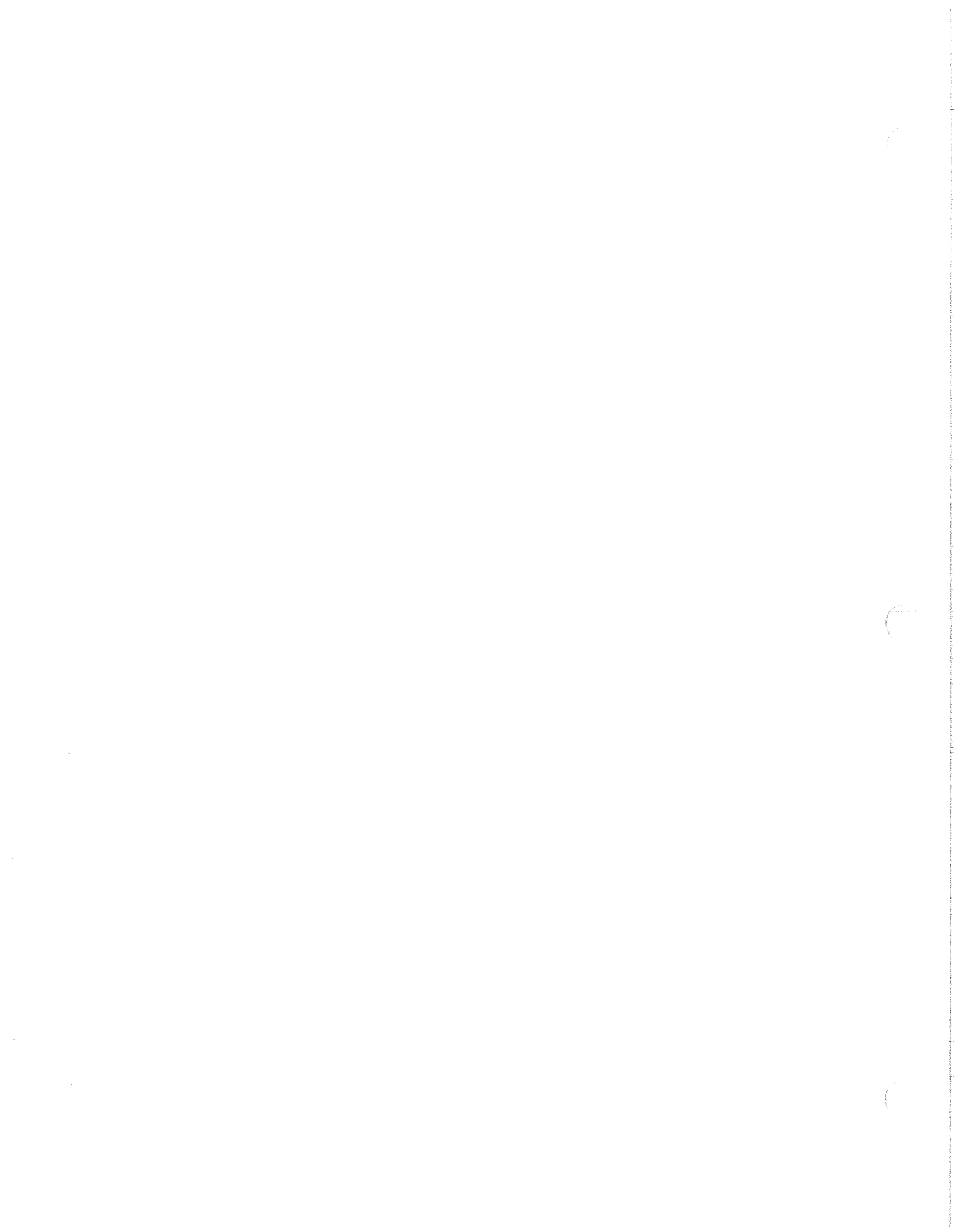
ISDOC hereby requests that LAFCO continue using the alternative funding formula for the purpose of allocating one-third of the cost of its budget to the county's independent special districts.

If you require any additional information, please do not hesitate to contact our staff administrator, David Cordero, at (714) 593-5012.

Sincerely,



John S. Dudley
President
Independent Special Districts of Orange County



**INTEROFFICE MEMO
PLACENTIA LIBRARY DISTRICT**

To: Elizabeth Minter, Library Director
From: Jim Roberts, Public Services Manager/Literacy Coordinator JR
Date: September 13, 2005
Subject: CSDA Award

Early afternoon last Thursday, September 8, 2005, Sarah Deelstra of the CSDA office in Sacramento, telephoned me to inform me that the Placentia Library District will receive the CSDA's Innovative Award Program for the Placentia Library Literacy Services. The award will be presented at the CSDA Annual Conference Opening Luncheon and Annual Meeting, 11:00 AM to 12:30 PM on September 27, at the Westin Hotel, 333 East Ocean Boulevard, Long Beach.

A copy of the award application is at Attachment A.

Attachment A: Placentia Library District Application for CSDA Innovative Award Program.



PLACENTIA LIB

411 East Chapman Avenue, Placentia, CA 92870-6198
Elizabeth D. Minter, M.L.S., Library Director
(714) 528-1925, Ext. 202 administration@placentialibrary.org
(714) 528-8236 (Fax) www.placentialibrary.org

Board of Trustees

Richard DeVecchio, Ed.D.
Betty Escobosa
Al Shkoler
Jean Turner
Gaeten M. Wood

September 1, 2005

CSDA's Awards Program

RE: Exceptional Public Outreach Award.

CSDA's Awards Program:

Enclosed you will find the Placentia Library District's nomination for the Placentia Library Literacy Services for the CSDA Exceptional Public Outreach Award.

Thank you for giving me the opportunity to nominate a dynamic library service that outreaches to communities throughout North Orange County.

Respectfully,

**Elizabeth D. Minter
Library Director
Placentia Library District**

Contact:

**Jim Roberts
Public Services Manager/Literacy Coordinator
411 East Chapman Avenue
Placentia, CA 92870
(714) 524-8408, ext 215
E-mail: jroberts@placentialibrary.org**

PLACENTIA LIBRARY LITERACY SERVICES: FORMING AND MAINTAINING DIVERSE COMMUNITY PARTNERSHIPS

The Placentia Library Literacy Services (PLLS) was established in 1984 as a charter member of the California Library Literacy Services. Originally established as a one-to-one adult tutoring program, PLLS has dramatically expanded over the past five and a half years.

In Fiscal Year 2000-2001, PLLS began a campaign to outreach and provide expanded literacy services to the community.

In July 2000, PLLS received a grant from the State Library to establish a Families for Literacy (FFL) Program. To qualify for FFL services, parents with limited English or reading must have a pre-school age child. One of the primary goals of FFL is for the parent to become the child's first teacher. It is our philosophy to have two tutors for each family, one for the parent and one for the child. In this way a pre-school student is shown the importance of reading at a very formative age. FFL also incorporates a variety of programming, such as parenting classes and family events. Since its inception, over 100 families have participated in and successfully completed the FFL Program.

In August 2000, PLLS formed a partnership with Western State University College of Law to begin a Federal Work Study Program. In Fiscal Year 2003-04, Cal State Fullerton added PLLS as a Federal Work Study partner. Federal Work Study is a U.S. Department of Education funded program where qualified college students receive an hourly wage paid by the Federal Government. Fiscal Year 2004-05 was a remarkable Federal Work Study year for PLLS, as a total of thirty-nine students from Western State College of Law and Cal State Fullerton tutored in the Library and off-site in grade school classrooms, thus accounting for more than \$100,000 of in-kind funding from the U.S. Department of Education.

In March 2001, PLLS joined the California State Library's "Partnerships for Change" Program, which was a Library Science and Technology Act grant to outreach in the community. In September 2001, PLLS began a Spanish class, a coalition with Placentia Head start and the City of Placentia's Human Services Division. In North Orange County, there is a small percentage of our Spanish-speaking population who are limited in their ability to read and write Spanish. The philosophy of Spanish Literacy is that after students become literate in Spanish they are better prepared to learn English-as-a second language. Thus far, over 40 students have graduated from the Spanish literacy class.

In Fiscal Year 2001-02, PLLS initiated the English Language and Literacy Intensive (ELLI) Program, a California State Library grant funded project. Since its inception, ELLI tutors have been active at five local elementary schools, helping more than 800 students in classrooms. ELLI tutors work under the direction and supervision of teachers to assist students individually or in small groups. They provide extra help in a variety of

subjects, and because most are university students, they also serve as role models for children lacking exposure to higher education.

In September 2002, the Placentia Library Literacy Services, the Placentia/Yorba Linda Unified School District and the Rotary Club of Placentia joined together to begin the Placentia Rotary Reading Enrichment Program (PRREP). With the Placentia Library Literacy Coordinator as the lead, PRREP began recruiting local high school students from El Dorado and Valencia High Schools to tutor and provide homework assistance to grade school students. During the past three school years, over 300 PRREP volunteers have tutored more than 400 grade school students, accounting for over 3,000 hours of community service.

Providing homework help is another outreach that PLLS began at the Placentia Library District in October 2004. Utilizing high school students, Federal Work Study, and Cal State Fullerton Interns, PLLS began a drop-in, first-come first-served homework club that helped students in grades K-12. Nearly 300 students received homework assistance this past school year, and we anticipate that number to double this coming school year.

As a result of its diverse components, statistics for the Placentia Library Literacy Services in Fiscal Year 2004-05 were impressive: 27 tutor training workshops and 215 new tutors trained; 300 adult and teen tutors accounted for more than 16,000 hours of instruction to more than 800 students; and nearly 300 students received homework assistance.

Not to rest on its laurels, the Placentia Library Literacy Services will continue to expand its services during Fiscal Year 2005-06, as two new homework projects will begin the third week of September. One will be at the Homeless Intervention Shelter, H.I.S. House, a shelter located in Placentia. When homeless clients go to H.I.S. House, they often have children. In that respect, there are presently fourteen children there now, ranging in age from five to thirteen. These children are under-served and at-risk, particularly when it comes to homework assistance. The PLLS homework program at H.I.S. will provide that needed assistance. The other homework project will be at Topaz Elementary School. Last school year, Topaz graduates began attending seventh grade at Tuffree Middle School, and many of them did not do as well as expected. PLLS and Topaz Elementary will sponsor a homework club, after school on campus for seventh grade students. As these seventh grade students walk home from Tuffree Middle School, they can stop and receive homework help in a familiar setting. Many of the students who graduate from Topaz are at-risk, so we anticipate this new homework project to be extremely popular and beneficial.

The Placentia Library Literacy Services is the only full-service, Library-based literacy program in North Orange County. During Fiscal Year 2004-05, PLLS had students receiving free one-to-one tutoring who came from eleven different cities in Orange County. That's why the Placentia Library Literacy Program is exceptional because its public outreach extends significantly farther than the boundary of the Placentia Library District.



**AUDITOR-CONTROLLER
COUNTY OF ORANGE**

CI

Agenda Item 31

Page 1 of 8

HALL OF FINANCE AND RECORDS
12 CIVIC CENTER PLAZA, ROOM 202
POST OFFICE BOX 567
SANTA ANA, CALIFORNIA 92702-0567

(714) 834-2450 FAX: (714) 834-2569

www.ac.ocgov.com

WILLIAM A. CASTRO
ASSISTANT AUDITOR-CONTROLLER
SATELLITE ACCOUNTING OPERATIONS

MAHESH N. PATEL
ASSISTANT AUDITOR-CONTROLLER
INFORMATION TECHNOLOGY

DAVID E. SUNDSTROM, CPA
AUDITOR-CONTROLLER

August 22, 2005

TO: All Orange County Property Tax Receiving Agencies
ATTENTION: Finance Directors
SUBJECT: Estimated FY 2005-2006 Basic Levy Property Tax Revenue

Enclosed are estimates of property tax revenues for your agency for FY 2005-2006. The countywide increase on the secured roll was 10.55 percent, while the unsecured tax roll increased by 0.1739 percent.

For those funds on the alternate allocation system, or "Teeter" plan, we have used a 1.5 percent combined roll change/refund factor for secured taxes. For non-Teeter funds we have used a 2.5 percent combined delinquency/roll change/refund factor for secured taxes. For all taxing agencies the unsecured combined delinquency/roll change/refund factor is 10.0 percent.

The refund/roll change rates remain material in nature due to the continuation of large value assessment appeals being processed. You should allow for these adjustments to your tax revenue estimates in preparing your 2005-2006 revenue projections.

The 2005-2006 State-assessed public utility unitary roll increased by 1.42 percent. The enclosure does not reflect your share of the revenue attributable to the public utility unitary roll. We estimate that the public unitary roll revenue will be approximately 101.42 percent of your FY 2004-05 actual public utility unitary revenue.

We estimate that revenue from the supplemental tax roll will be approximately 100 percent of your FY 2004-2005 actual supplemental tax revenue. The supplemental roll estimate is highly variable due to the uncertainties associated with preparing the supplemental roll. The supplemental roll in 2004-2005 was our largest supplemental roll since its inception in 1983-84.

The enclosed estimates again reflect the State property tax shift as computed under the current statutes following statewide guide lines as they existed for FY 2003-04. Recently passed State property tax shifts for 2004-05 and 2005-06, namely ERAF III, have not yet been reduced in our tax revenue estimate computations. In these cases, we will adjust our tax allocation files as necessary to ensure that each taxing agency receives the correct amount of property taxes under the latest interpretation of the law. The ERAF III State-mandated property tax shifts for FY 2004-05 and FY 2005-06 are the same, no growth.

We hope this information will help you in preparing or amending your FY 2005-2006 revenue budget. If you have any questions or desire additional information, please contact Neal Gruber at 834-4437 or Kathleen Long at 834-3839.

Neal G. Gruber
Supervisor, Property Tax Unit

NGG
Enclosure



1101 BOX 307
Santa Ana, California 92702-0567

(714) 834-2450 Fax: (714) 834-2569
A/C Tax Unit (714) 834-4437

AUGUST 22, 2005

PLACENTIA LIBRARY DISTRICT
FINANCE DEPT-REVENUE
411 E. CHAPMAN AVE.
PLACENTIA, CA 92670

ESTIMATED 2005-2006 PROPERTY TAX REVENUE
AT68AF-72

FUND/AGENCY FUND DESCRIPTION

707 -707.01 PLACENTIA LIBRARY DIST-GEN FUND

SECURED	1,432,472.06
PUBLIC UTILITY	0.00
HOMEOWNER	16,852.88
UNSECURED	<u>60,928.84</u>
TOTAL	1,510,253.78

Placentia Library District
Property Tax Estimates Provided by the Orange County Auditor
August 22, 2005

<u>Category</u>	<u>Projected by OCA</u>	<u>Budgeted by District</u>	<u>Difference</u>
Secured	1,432,472.06	1,333,163.00	99,309.06
Public Utility	0.00	22,500.00	-22,500.00
Homeowner	16,852.88	17,000.00	-147.12
Unsecured	60,928.84	61,000.00	-71.16
TOTAL	1,510,253.78	1,433,663.00	76,590.78



**AUDITOR-CONTROLLER
COUNTY OF ORANGE**

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INFORMATION TECHNOLOGY

DAVID E. SUNDSTROM, CPA
AUDITOR-CONTROLLER

July 20, 2005

TO: All Taxing Agencies in Orange County
ATTENTION: Finance Directors
SUBJECT: **Property Tax Apportionments — Fiscal Year 2005-2006**

We are pleased to again advise you of our plan for distribution of tax collections to your agency for the next fiscal year.

This proposed distribution plan is for anticipated tax collections based on historical experience. Any substantial deviation from past collection experience would necessarily require us to adjust our apportionments accordingly.

Secured and unsecured tax apportionments are apportioned based on actual collections rather than on a percentage advance basis.

Tax apportionments are planned for the scheduled dates below; however, unforeseen circumstances could cause distribution dates to change:

Secured: All Funds—Teeter and non-Teeter:

Apport Number	Apport Date	Available Date	Actual Amount to be Apportioned	Estimated Percent of Secured Levy
1	11-22-05	11-23-05	Collections at 11-10-2005	7% - 10%
2	12-08-05	12-09-05	Collections at 12-02-2005	14% - 20%
3	12-20-05	12-21-05	Collections at 12-09-2005	20% - 25%
4	01-19-06	01-20-06	Collections at 01-13-2006	3% - 7%
5	03-20-06	03-21-06	Collections at 03-10-2006	5% - 7%
6	04-20-06	04-21-06	Collections at 04-07-2006	15% - 20%
7	05-18-06	05-19-06	Collections at 05-12-2006	10% -15%
Final	07-13-06	07-14-06	Final Collections at Year-end	1% - 2%

Secured Teeter Funds only:

Apport Number	Apport Date	Available Date	Actual Amount to be Apportioned	Estimated Percent of Secured Levy
1	07-18-06	07-19-06	Actual Final Delinquencies	1% - 3%

Prior Year Secured Taxes and Prior Year Secured Penalties: non-Teeter Funds only:

Apport Number	Apport Date	Available Date	Collections for the Month of
1	08-10-05	08-11-05	July
2	09-14-05	09-15-05	August
3	10-12-05	10-13-05	September
4	11-16-05	11-17-05	October
5	12-14-05	12-15-05	November
6	01-11-06	01-12-06	December
7	02-15-06	02-16-06	January
8	03-15-06	03-16-06	February
9	04-12-06	04-13-06	March
10	05-10-06	05-11-06	April
11	06-14-06	06-15-06	May
12	07-13-06	07-14-06	June

The following schedules apply to both Teeter and non-Teeter funds:

Unsecured:

Apport Number	Apport Date	Available Date	Actual Amount to be Apportioned	Estimated Percent of Tax Levy
1	09-22-05	09-23-05	Collections at 08-31-2005	80% - 85%
2	01-19-06	01-20-06	Collections at 12-31-2005	5% - 8%
FINAL	06-20-06	06-21-06	Collections at 05-31-2006	2% - 5%

State-Assessed Public Utility—Unitary and Operating non-Unitary:

Apport Number	Apport Date	Available Date	Actual Amount to be Apportioned	Estimated Percent of Tax Levy
1	01-26-06	01-27-06	1 st Installment Collections	49% - 50%
2	05-25-06	05-26-06	2 nd Installment Collections	49% - 50%

Supplemental:

Apport Number	Apport Date	Available Date	Actual Amount to be Apportioned
1	08-10-05	08-11-05	Collections for July
2	09-22-05	09-23-05	Collections for August
3	10-12-05	10-13-05	Collections for September
4	11-16-05	11-17-05	Collections for October
5	12-20-05	12-21-05	Collections for November
6	01-19-06	01-20-06	Collections for December
7	02-15-06	02-16-06	Collections for January
8	03-20-06	03-21-06	Collections for February
9	04-20-06	04-21-06	Collections for March
10	05-18-06	05-19-06	Collections for April
11	06-20-06	06-21-06	Collections for May
12	07-13-06	07-14-06	Collections for June

Delinquent Prior Year Supplemental Taxes and Penalties:

Apport Number	Apport Date	Available Date	Actual Amount to be Apportioned
1	07-13-06	07-14-06	07-01-05 through 06-30-06 Collections

Delinquent Prior Year Unsecured:

Apport Number	Apport Date	Available Date	Actual Amount to be Apportioned
1	06-20-06	06-21-06	06-01-05 through 05-31-06 Collections

Homeowners Property Tax Relief:

Apport Number	Apport Date	Available Date	Actual Amount to be Apportioned
1	12-08-05	12-09-05	15%
2	01-10-06	01-11-06	35%
3	05-10-06	05-11-06	35%
4	06-08-06	06-09-06	15%

Educational Revenue Augmentation Tax Fund:

Apport Number	Apport Date	Available Date	Estimated Amount to be Apportioned
1	01-03-06	01-04-06	For Non-schools \$182 million + growth
2	04-25-06	04-26-06	For Schools \$102 million + growth
3	05-01-06	05-02-06	For Non-schools \$182 million + growth
4	05-25-06	05-26-06	For Schools RDA tax shift, \$21.6 million
5	06-08-06	06-09-06	For Schools \$52 million + growth
6	06-29-06	06-30-06	For Schools Balance in Fund

Sales and Use Tax Compensation –Triple Flip (Cities and County only):

Apport Number	Apport Date	Available Date	Actual Amount to be Apportioned	Estimated Percent
1	01-05-06	01-06-06	Cities and County only	50%
2	05-04-06	05-05-06	Cities and County only	50%

Property Tax In-Lieu of Vehicle License Fees—State VLF Swap (Cities and County only):

Apport Number	Apport Date	Available Date	Actual Amount to be Apportioned	Estimated Percent
1	01-05-06	01-06-06	Cities and County only	50%
2	05-04-06	05-05-06	Cities and County only	50%

The amount of each actual apportionment may be estimated by applying the percentage shown to the actual levies for your various funds as shown on the computer listings identified as Secured Tax charge and Homeowners Tax Charge. This data with the tax levies will be on our website, www.ac.ocgov.com/ as soon as these are available during the fourth week of September.

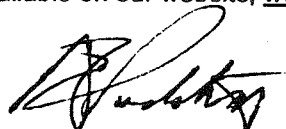
Collection charges, if appropriate, will be deducted from the following apportionments: Secured, Unsecured, Prior Year Secured, Prior Year Secured Penalties, Delinquent Prior Year Unsecured, Teeter Plan Secured, and Public Utility—Unitary and Operating non-Unitary.

For the apportionment dates in the above schedule, payments will be made by (EFT) Electronic Fund Transfer to those agencies that use a depository other than the County Treasury, while a journal voucher transfer will be made by this office crediting the funds of those agencies using the County Treasury as their depository.

Interest earned on property tax collections prior to apportionment is allocated and distributed to all taxing agencies, based on calculations by the County Treasurer-Tax Collector. It is anticipated to be paid in December and June.

We hope this schedule will assist you in planning your fiscal program for the year. Please contact Neal Gruber or Kathleen Long of our Tax Unit at (714) 834-4437 if you have any questions regarding this schedule.

Also, as reminder, this tax apportionment schedule, the apportionment remittance advices, and the year to date tax ledger, which is updated weekly are all available on our website, www.ac.ocgov.com/.



David E. Sundstrom, CPA
Auditor-Controller

NGG

cc: John Moorlach, Treasurer-Tax Collector
Gary Cowan, Treasurer-Tax Collector
Paul Gorman, Treasurer-Tax Collector
Kim Hansen, Treasurer-Tax Collector
Wendy Benkert, Department of Education
Richard Serich, Department of Education
John Fogarty, Department of Education
William Mahoney, County Executive Office
Steve Dunivent, County Executive Office
Jan Grimes, Auditor-Controller
Bob Leblow, Auditor-Controller
Kathy Permenter, Auditor-Controller

AFFIDAVIT OF PUBLICATION

STATE OF CALIFORNIA,)
) ss.
County of Orange)

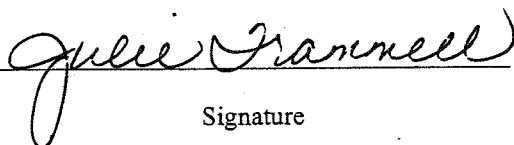
I am a citizen of the United States and a resident of the County aforesaid; I am over the age of eighteen years, and not a party to or interested in the above entitled matter. I am the principal clerk of the **Placentia News-Times**, a newspaper that has been adjudged to be a newspaper of general circulation by the Superior Court of the County of Orange, State of California, on October 26, 1982, Case No. A-2665 in and for the City of Placentia, County of Orange, State of California; that the notice, of which the annexed is a true printed copy, has been published in each regular and entire issue of said newspaper and not in any supplement thereof on the following dates, to wit:

August 4, 2005

"I certify (or declare) under the penalty of perjury under the laws of the State of California that the foregoing is true and correct":

Executed at Santa Ana, Orange County, California, on

Date: August 4, 2005


Signature

Placentia News-Times
625 N. Grand Ave.
Santa Ana, CA 92701
(714) 796-2209

PROOF OF PUBLICATION

Placentia Library District
411 E. Chapman Avenue
Placentia, CA 92870

Administrative Offices (714) 528-1925

NOTICE OF PUBLIC HEARING

NOTICE IS HEREBY GIVEN that the Board of Directors of the Placentia Library District will hold a public hearing in the Board of Directors Conference Room of the Placentia Library, 411 E. Chapman Avenue, at 6:30 P.M., Monday, August 15, 2005, to consider the following items:

PROPOSED BUDGET FOR 2005-2006 FISCAL YEAR FOR THE PLACENTIA LIBRARY DISTRICT

Summary of the proposed budget is as follows:

Equipment & Structure Repair	FUND 702	\$ 125,503.00
Automated Replacement	FUND 703	\$ 10,784.00
Interest & Sinking	FUND 706	\$ 169,608.00
General Fund	FUND 707	\$2,791,272.00
Unused Sick Leave Payoff	FUND 708	\$ 10,332.00

Copies of the preliminary budget may be viewed at the Administrative Office of the Placentia Library District, 411 E. Chapman Avenue, Placentia.

PROPOSED FINES AND FEES SCHEDULE FOR 2005-2006 FISCAL YEAR FOR THE PLACENTIA LIBRARY DISTRICT

Summary of the proposed schedule is as follows:

FINES	PER DAY
All items	\$.20
There is a two day grace period on fines for all items except videos and CD-ROMS. At the end of the grace period fines are calculated from the date that the item is due; not from the end of the grace period.	
MAXIMUM FINE PER ITEM	MAXIMUM
All items	\$10.00
RESERVES & SHELF CHECKS	PER ITEM
All items	\$1.50
Interlibrary Loans, actual charges by lending library, plus postage, plus	\$ 5.00
LOST MATERIALS	DEFAULT*
Cataloged Adult & Children's Books	Item Cost + \$5.00
Uncataloged Paperbacks	Item Cost + \$5.00
Magazines/Pamphlets	No Processing Fee
Cassettes	No Processing Fee
CD's, CD-ROM's & Videos	Item Cost + \$5.00
Audio Books (all formats)	Item Cost + \$5.00
* Default price will be used in the event the item cost is not available. The processing fee of \$5.00 is not part of the default price and needs to be added for the total amount due.	
SPECIAL SERVICES	PER ITEM
Library card replacement	\$2.00
Checkout with Non-Library Identification	\$ 1.00
Laminating, per sheet	\$ 1.00
Notary Services	\$10.00
Printing, black ink, per page	\$.10
Photocopy, black ink, per page	\$.15
Printing & photocopy, color, per page	\$ 1.00
Passport check preparation	\$ 2.00
Passport photo, per person	\$10.00
Test monitoring, per exam	\$30.00
MULTIPURPOSE ROOM	PER DAY
Up to four hours	\$35.00
Additional hours, in four hour increments	\$35.00
Set-up & clean-up combination	\$30.00
Set-up fee	\$20.00
Clean-up fee	\$20.00
SURCHARGES	
Returned check, up to 30 days	\$ 30.00
Returned check, 30th day and over, the greater of 3 times value of check	\$100.00
Report to Collection Agency, per report	\$ 15.00
All interested parties are invited to attend this hearing and express opinions upon the items listed above.	



PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Library Board of Trustees

FROM: Elizabeth D. Minter, Library Director *EDM*

SUBJECT: **Background information on Building Your Organization's Brand Equity**

DATE: September 19, 2005

As a follow-up to the presentation made at the August 15, 2005 Library Board Meeting by Susan Petrella I have made you copies of the hand-out materials from a Planned Giving Round Table seminar I attended in August 2004 on the subject of "Brand Equity for Nonprofits".

The presenter was Dr. Mary Joyce, Gianneschi Professor of Nonprofit Marketing from the Department of Marketing at Cal State Fullerton.

The Board might want to consider having Dr. Joyce as a speaker for a workshop for the Library Board, Staff, Friends Board and Foundation Board sometime during the next year.

Building your Organization's Brand Equity

Dr. Mary Joyce
mjoyce@fullerton.edu
Gianneschi Professor of Nonprofit Marketing
California State University, Fullerton
August 25, 2004

August 25, 2004 Dr. Mary Joyce AFP Conference 1

What is a brand?

- ◆ The word "brand" is derived from the Old Norse word "brandr," which means "to burn."
- ◆ A brand is the sum total of consumers' perceptions and feelings about the product's attributes and how they perform, about the brand name and what it stands for, and about the company associated with the brand (Achenbaum, 1993).
- ◆ A brand is the conduit through which all of our strategic, operational, and tactical decisions pass.

August 25, 2004 Dr. Mary Joyce AFP Conference 4



Customer-based brand equity

"... the differential effect that brand knowledge has on customer response to the marketing of that brand."

Kevin Lane Keller, 2003

August 25, 2004 Dr. Mary Joyce AFP Conference 5

Seminar objectives

- ◆ define the term brand and differentiate brand from BRAND;
- ◆ understand the concept of customer-based brand equity;
- ◆ learn how to build and value your organization's brand equity; and
- ◆ assess your organization's brand and develop priorities for managing your organization's brand equity.

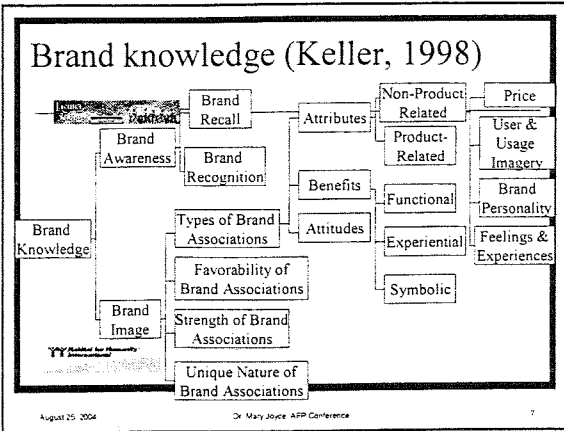
August 25, 2004 Dr. Mary Joyce AFP Conference 3

Brand knowledge

- ◆ "... is a function of awareness, which relates to consumers' ability to recognize or recall the brand, and image, which consists of consumers' perceptions of and associations for the brand."

■ Keller, 1998

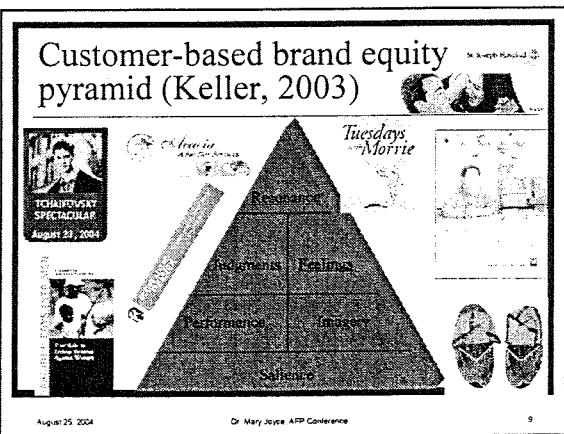
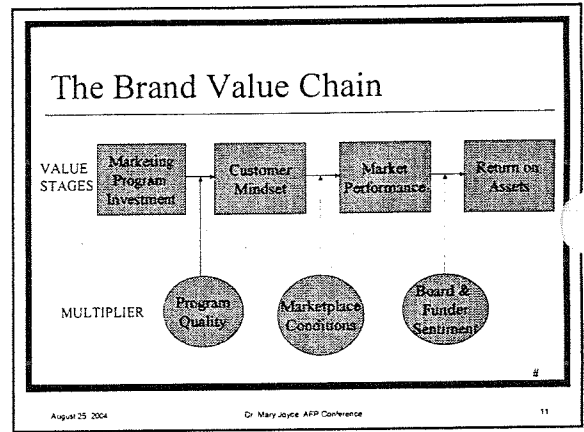
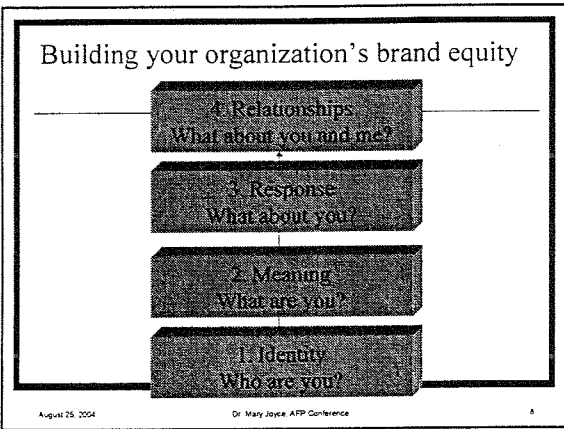
August 25, 2004 Dr. Mary Joyce AFP Conference 4



Developing Brand Equity Measurement and Management Systems

- ◆ The Brand Value Chain
- ◆ Brand Tracking Studies
 - ◆ Who to track
 - ◆ When and where to track
- ◆ Brand Equity Management System
 - ◆ Brand equity charter & report
 - ◆ Overseeing brand equity (i.e., champion, architect, protector)
 - ◆ Organizational design/structure

August 25, 2004 Dr. Mary Joyce AFP Conference 10



Measuring Sources of Brand Equity: Capturing Consumer Mindset

- ◆ Qualitative research
- ◆ Quantitative research

August 25, 2004 Dr. Mary Joyce AFP Conference 12

Measuring Outcomes of Brand Equity: Capturing Market Performance

- ◆ Comparative methods
 - ◆ Brand-based comparative approaches
 - ◆ Marketing-based comparative approaches
- ◆ Holistic methods
 - ◆ Valuation approaches
 - ◆ Interbrand (<http://brandchannel.com>) **brandchannel.com**
 - ◆ BrandWizard® Technologies (<http://brandwizard.com>)
BrandWizard® Technologies

August 25, 2004

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13

Brand equity and organizational goals

- ◆ What is your brand's biggest vulnerability?
- ◆ What is your brand's biggest strength?
- ◆ What are steps that you can take to strengthen your brand?

August 25, 2004

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16

Why should you care about your organization's brand valuation?

August 25, 2004

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14

Brand equity and organizational goals

- ◆ Now that you've completed your brand report card, let's talk about your specific goals in light of your findings. Would you like to . . . ?

August 25, 2004

Dr. Mary Joyce AFP Conference

17

Exercise #3

- Brand Report Card (see handout)

August 25, 2004

Dr. Mary Joyce AFP Conference

15

References

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August 25, 2004

Dr. Mary Joyce AFP Conference

18

The Brand Report Card

by Kevin Lane Keller



Harvard Business Review

Reprint R00104

Harvard Business Review

JANUARY–FEBRUARY 2000

Reprint Number

MICHAEL MACCOBY	Narcissistic Leaders: The Incredible Pros, the Inevitable Cons	R00105
C.K. PRAHALAD AND VENKATRAM RAMASWAMY	Co-opting Customer Competence	R00108
KATHLEEN M. EISENHARDT AND D. CHARLES GALUNIC	Coevolving: At Last, a Way to Make Synergies Work	R00103
PETER CAPPELLI	A Market-Driven Approach to Retaining Talent	R00101
SUZY WETLAUFER	Common Sense and Conflict: An Interview with Disney's Michael Eisner	R00111
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ETIENNE C. WENGER AND WILLIAM M. SNYDER	Communities of Practice: The Organizational Frontier	R00110
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A CONVERSATION WITH KATHLEEN VALLEY	The Electronic Negotiator	F00103
HERMANN SIMON AND MAX OTTE	The New Atlantic Century	F00104
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JOHN PHILIP JONES	The Mismanagement of Advertising	F00106
REGINA FAZIO MARUCA AND JOHN M. MILHAVEN	HBR CASE STUDY When the Boss Won't Budge	R00106
ADRIAN J. SLYWOTZKY; CLAYTON M. CHRISTENSEN AND RICHARD S. TEDLOW; AND NICHOLAS G. CARR	PERSPECTIVES The Future of Commerce	R00112
KEVIN G. RIVETTE AND DAVID KLINE	THINKING ABOUT... Discovering New Value in Intellectual Property	R00109
KEVIN LANE KELLER	MANAGER'S TOOL KIT The Brand Report Card	R00104
J. BRADFORD DELONG AND A. MICHAEL FROOMKIN	BOOK IN REVIEW Beating Microsoft at Its Own Game	R00102

*The world's strongest brands
share ten attributes. How does
your brand measure up?*

THE BRAND REPORT CARD

by Kevin Lane Keller

Building and properly managing brand equity has become a priority for companies of all sizes, in all types of industries, in all types of markets. After all, from strong brand equity flow customer loyalty and profits. The rewards of having a strong brand are clear.

The problem is, few managers are able to step back and assess their brand's particular strengths and weaknesses objectively. Most have a good sense of one or two areas in which their brand may excel or may need help. But if pressed, many (understandably) would find it difficult even to identify all of the factors they should be considering. When you're immersed in the day-to-day management of a brand, it's not easy to keep in perspective all the parts that affect the whole.

In this article, I'll identify the ten characteristics that the world's strongest brands share and construct a brand report card—a systematic way for managers to think about how to grade their brand's performance for each of those characteristics. The report card can help you identify areas that need improvement, recognize areas in which your brand is strong, and learn

more about how your particular brand is configured. Constructing similar report cards for your competitors can give you a clearer picture of their strengths and weaknesses. One caveat: Identifying weak spots for your brand doesn't necessarily mean identifying areas that need more attention. Decisions that might seem straightforward – "We haven't paid much attention to innovation: let's direct more resources toward R&D" – can sometimes prove to be serious mistakes if they undermine another characteristic that customers value more.

The Top Ten Traits

The world's strongest brands share these ten attributes:

1. The brand excels at delivering the benefits customers truly desire.

Why do customers really buy a product? Not because the product is a collection of attributes but because those attributes, together with the brand's image, the service, and many other tangible and intangible factors, create an attractive whole. In some cases, the whole isn't even something that customers know or can say they want.

Consider Starbucks. It's not just a cup of coffee. In 1983, Starbucks was a small Seattle-area coffee retailer. Then while on vacation in Italy, Howard Schultz, now Starbucks chairman, was inspired by the romance and the sense of community he felt in Italian coffee bars and coffee houses. The culture grabbed him, and he saw an opportunity.

"It seemed so obvious," Schultz says in the 1997 book he wrote with Dori Jones Yang, *Pour Your Heart Into It*. "Starbucks sold great coffee beans, but we didn't serve coffee by the cup. We treated coffee as pro-

Kevin Lane Keller is the E.B. Osborn Professor of Marketing at the Amos Tuck School of Business at Dartmouth College in Hanover, New Hampshire. He is the author of Strategic Brand Management (Prentice-Hall, 1998).

duce, something to be bagged and sent home with the groceries. We stayed one big step away from the heart and soul of what coffee has meant throughout centuries."

And so Starbucks began to focus its efforts on building a coffee bar culture, opening coffee houses like those in Italy. Just as important, the company maintained control over the coffee from start to finish – from the selection and procurement of the beans to their roasting and blending to their ultimate consumption. The extreme vertical integration has paid off. Starbucks locations thus far have successfully delivered superior benefits to customers by appealing to all five senses – through the enticing aroma of the beans, the rich taste of the coffee, the product displays and attractive artwork adorning the walls, the contemporary music playing in the background, and even the cozy, clean feel of the tables and chairs. The company's startling success is evident: The average Starbucks customer visits a store 18 times a month and spends \$3.50 a visit. The company's sales and profits have each grown more than 50% annually through much of the 1990s.

2. The brand stays relevant.

In strong brands, brand equity is tied both to the actual quality of the product or service and to various intangible factors. Those intangibles include "user imagery" (the type of person who uses the brand); "usage imagery" (the type of situations in which the brand is used); the type of personality the brand portrays (sincere, exciting, competent, rugged); the feeling that the brand tries to elicit in customers (purposeful, warm); and the type of relationship it seeks to build with its customers (committed, casual, seasonal). Without losing sight of their core strengths, the strongest brands stay on the leading edge in the product arena and tweak their intangibles to fit the times.

Gillette, for example, pours millions of dollars into R&D to ensure that its razor blades are as technologically advanced as possible, calling attention to major advances through subbrands (Trac II, Atra, Sensor, Mach3) and signaling minor improvements with modifiers (Atra

Rating Your Brand

Rate your brand on a scale of one to ten (one being extremely poor and ten being extremely good) for each characteristic below. Then create a bar chart that reflects the scores. Use the bar chart to generate discussion among all those individuals who participate in the management of your brands. Looking at the results in that manner should help you identify areas that need improvement, recognize areas in which you excel, and learn more about how your particular brand is configured.

It can also be helpful to create a report card and chart for competitors' brands simply by rating those brands based on your own perceptions, both as a competitor and as a consumer. As an outsider, you may know more about how their brands are received in the marketplace than they do.

Keep that in mind as you evaluate your own brand. Try to look at it through the eyes of consumers' rather than through your own knowledge of budgets, teams, and time spent on various initiatives.

score

The brand excels at delivering the benefits customers truly desire.

Have you attempted to uncover unmet consumer needs and wants? By what methods? Do you focus relentlessly on maximizing your customers' product and service experiences? Do you have a system in place for getting comments from customers to the people who can effect change?

The brand stays relevant.

Have you invested in product improvements that provide better value for your customers? Are you in touch with your customers' tastes? With the current market conditions? With new trends as they apply to your offering? Are your marketing decisions based on your knowledge of the above?

The pricing strategy is based on consumers' perceptions of value.

Have you optimized price, cost, and quality to meet or exceed customers' expectations? Do you have a system in place to monitor customers' perceptions of your brand's value? Have you estimated how much value your customers believe the brand adds to your product?

The brand is properly positioned.

Have you established necessary and competitive points of parity with competitors? Have you established desirable and deliverable points of difference?

The brand is consistent.

Are you sure that your marketing programs are not sending conflicting messages and that they haven't done so over time? Conversely, are you adjusting your programs to keep current?

The brand portfolio and hierarchy make sense.

Can the corporate brand create a seamless umbrella for all the brands in the portfolio? Do the brands in that portfolio hold individual niches? How extensively do the brands overlap? In what areas? Conversely, do the brands maximize market coverage? Do you have a brand hierarchy that is well thought out and well understood?

The brand makes use of and coordinates a full repertoire of marketing activities to build equity.

Have you chosen or designed your brand name, logo, symbol, slogan, packaging, signage, and so forth to maximize brand awareness? Have you implemented integrated push and pull marketing activities that target both distributors and customers? Are you aware of all the marketing activities that involve your brand? Are the people managing each activity aware of one another? Have you capitalized on the unique capabilities of each communication option while ensuring that the meaning of the brand is consistently represented?

The brand's managers understand what the brand means to consumers.

Do you know what customers like and don't like about a brand? Are you aware of all the core associations people make with your brand, whether intentionally created by your company or not? Have you created detailed, research-driven portraits of your target customers? Have you outlined customer-driven boundaries for brand extensions and guidelines for marketing programs?

The brand is given proper support, and that support is sustained over the long run.

Are the successes or failures of marketing programs fully understood before they are changed? Is the brand given sufficient R&D support? Have you avoided the temptation to cut back marketing support for the brand in reaction to a downturn in the market or a slump in sales?

The company monitors sources of brand equity.

Have you created a brand charter that defines the meaning and equity of the brand and how it should be treated? Do you conduct periodic brand audits to assess the health of your brand and to set strategic direction? Do you conduct routine tracking studies to evaluate current market performance? Do you regularly distribute brand equity reports that summarize all relevant research and information to assist marketers in making decisions? Have you assigned explicit responsibility for monitoring and preserving brand equity?

Plus, SensorExcel). At the same time, Gillette has created a consistent, intangible sense of product superiority with its long-running ads, "The best a man can be," which are tweaked through images of men at work and at play that have evolved over time to reflect contemporary trends.

These days, images can be tweaked in many ways other than through traditional advertising, logos, or slogans. "Relevance" has a deeper, broader meaning in today's market. Increasingly, consumers' perceptions of a company as a whole and its role in society affect a brand's strength as well. Witness corporate brands that very visibly support breast cancer research or current educational programs of one sort or another.

3. The pricing strategy is based on consumers' perceptions of value.

The right blend of product quality, design, features, costs, and prices is very difficult to achieve but well worth the effort. Many managers are woefully unaware of how price can and should relate to what customers think of a product, and they therefore charge too little or too much.

For example, in implementing its value-pricing strategy for the Cascade automatic-dishwashing detergent brand, Procter & Gamble made a cost-cutting change in its formulation that had an adverse effect on the product's performance under certain—albeit somewhat atypical—water conditions. Lever Brothers quickly countered, attacking Cascade's core equity of producing "virtually spotless" dishes out of the dishwasher. In response, P&G immediately returned to the brand's old formulation. The lesson to P&G and others is that value pricing should not be adopted at the expense of essential brand-building activities.

By contrast, with its well-known shift to an "everyday low pricing" (EDLP) strategy, Procter & Gamble did successfully align its prices with consumer perceptions of its products' value while maintaining acceptable profit levels. In fact, in the fiscal year after Procter & Gamble switched to EDLP (during which it also worked very hard to streamline operations and lower costs), the com-

pany reported its highest profit margins in 21 years.

4. The brand is properly positioned.

Brands that are well positioned occupy particular niches in consumers' minds. They are similar to and different from competing brands in certain reliably identifiable ways. The most successful brands in this regard keep up with competitors by creating *points of parity* in those areas where competitors are trying to find an advantage while at the same time creating *points of difference* to achieve advantages over competitors in some other areas.

The Mercedes-Benz and Sony brands, for example, hold clear advantages in product superiority and match competitors' level of service. Saturn and Nordstrom lead their respective packs in service and hold their own in quality. Calvin Klein and Harley-Davidson excel at providing compelling user and usage imagery while offering adequate or even strong performance.

helped Visa stake out a formidable position for its brand. Visa became the consumer card of choice for family and personal shopping, for personal travel and entertainment, and even for international travel, a former American Express stronghold.

Of course, branding isn't static, and the game is even more difficult when a brand spans many product categories. The mix of points of parity and point of difference that works for a brand in one category may not be quite right for the same brand in another.

5. The brand is consistent. Maintaining a strong brand means striking the right balance between continuity in marketing activities and the kind of change needed to stay relevant. By continuity, I mean that the brand's image doesn't get muddled or lost in a cacophony of marketing efforts that confuse customers by sending conflicting messages.

Just such a fate befell the Michelob brand. In the 1970s, Michelob ran ads

Maintaining a strong brand means striking the right balance between continuity and change.

Visa is a particularly good example of a brand whose managers understand the positioning game. In the 1970s and 1980s, American Express maintained the high-profile brand in the credit card market through a series of highly effective marketing programs. Trumpeting that "membership has its privileges," American Express came to signify status, prestige, and quality.

In response, Visa introduced the Gold and the Platinum cards and launched an aggressive marketing campaign to build up the status of its cards to match the American Express cards. It also developed an extensive merchant delivery system to differentiate itself on the basis of superior convenience and accessibility. Its ad campaigns showcased desirable locations such as famous restaurants, resorts, and events that did not accept American Express while proclaiming, "Visa. It's everywhere you want to be." The aspirational message cleverly reinforced both accessibility and prestige and

featuring successful young professionals that confidently proclaimed, "Where you're going, it's Michelob." The company's next ad campaign trumpeted, "Weekends were made for Michelob." Later, in an attempt to bolster sagging sales, the theme was switched to "Put a little weekend in your week." In the mid-1980s, managers launched a campaign telling consumers that "The night belongs to Michelob." Then in 1994 we were told, "Some days are better than others," which went on to explain that "A special day requires a special beer." That slogan was subsequently changed to "Some days were made for Michelob."

Pity the poor consumers. Previous advertising campaigns simply required that they look at their calendars or out a window to decide whether it was the right time to drink Michelob; by the mid-1990s, they had to figure out exactly what kind of day they were having as well. After receiving so many different messages, consumers could hardly

be blamed if they had no idea when they were supposed to drink the beer. Predictably, sales suffered. From a high in 1980 of 8.1 million barrels, sales dropped to just 1.8 million barrels by 1998.

6. The brand portfolio and hierarchy make sense. Most companies do not have only one brand; they create and maintain different brands for different market segments. Single product lines are often sold under different brand names, and different brands within a company hold different powers. The corporate, or companywide, brand acts as an umbrella. A second brand name under that umbrella might be targeted at the family market. A third brand name might nest one level below the

BMW name. At the same time, BMW created well-differentiated subbrands through its 3, 5, and 7 series, which suggest a logical order and hierarchy of quality and price.

General Motors, by contrast, still struggles with its brand portfolio and hierarchy. In the early 1920s, Alfred P. Sloan decreed that his company would offer "a car for every purse and purpose." This philosophy led to the creation of the Cadillac, Oldsmobile, Buick, Pontiac, and Chevrolet divisions. The idea was that each division would appeal to a unique market segment on the basis of price, product design, user imagery, and so forth. Through the years, however, the marketing overlap among the five main GM divi-

Boundaries are important. Overlapping two brands in the same portfolio can be dangerous.

family brand and appeal to boys, for example, or be used for one type of product.

Brands at each level of the hierarchy contribute to the overall equity of the portfolio through their individual ability to make consumers aware of the various products and foster favorable associations with them. At the same time, though, each brand should have its own boundaries; it can be dangerous to try to cover too much ground with one brand or to overlap two brands in the same portfolio.

The Gap's brand portfolio provides maximum market coverage with minimal overlap. Banana Republic anchors the high end, the Gap covers the basic style-and-quality terrain, and Old Navy taps into the broader mass market. Each brand has a distinct image and its own sources of equity.

BMW has a particularly well-designed and implemented hierarchy. At the corporate brand level, BMW pioneered the luxury sports sedan category by combining seemingly incongruent style and performance considerations. BMW's clever advertising slogan, "The ultimate driving machine," reinforces the dual aspects of this image and is applicable to all cars sold under the

sions increased, and the divisions' distinctiveness diminished. In the mid-1980s, for example, the company sold a single body type (the J-body) modified only slightly for the five different brand names. In fact, advertisements for Cadillac in the 1980s actually stated that "motors for a Cadillac may come from other divisions, including Buick and Oldsmobile."

In the last ten years, the company has attempted to sharpen the divisions' blurry images by repositioning each brand. Chevrolet has been positioned as the value-priced, entry-level brand. Saturn represents no-haggle customer-oriented service. Pontiac is meant to be the sporty, performance-oriented brand for young people. Oldsmobile is the brand for larger, medium-priced cars. Buick is the premium, "near luxury" brand. And Cadillac, of course, is still the top of the line. Yet the goal remains challenging. The financial performance of Pontiac and Saturn has improved. But the top and bottom lines have never regained the momentum they had years ago. Consumers remain confused about what the brands stand for, in sharp contrast to the clearly focused images of competitors like Honda and Toyota.

7. The brand makes use of and coordinates a full repertoire of marketing activities to build equity. At its most basic level, a brand is made up of all the marketing elements that can be trademarked—logos, symbols, slogans, packaging, signage, and so on. Strong brands mix and match these elements to perform a number of brand-related functions, such as enhancing or reinforcing consumer awareness of the brand or its image and helping to protect the brand both competitively and legally.

Managers of the strongest brands also appreciate the specific roles that different marketing activities can play in building brand equity. They can, for example provide detailed product information. They can show consumers how and why a product is used, by whom, where, and when. They can associate a brand with a person, place, or thing to enhance or refine its image.

Some activities, such as traditional advertising, lend themselves best to "pull" functions—those meant to create consumer demand for a given product. Others, like trade promotions, work best as "push" programs—those designed to help push the product through distributors. When a brand makes good use of all its resources and also takes particular care to ensure that the essence of the brand is the same in all activities, it is hard to beat.

Coca-Cola is one of the best examples. The brand makes excellent use of many kinds of marketing activities. These include media advertising (such as the global "Always Coca-Cola" campaign); promotions (the recent effort focused on the return of the popular contour bottle, for example); and sponsorship (its extensive involvement with the Olympics). They also include direct response (the Coca-Cola catalog, which sells licensed Coke merchandise) and interactive media (the company's Web site, which offers, among other things, games, a trading post for collectors of Coke memorabilia, and a virtual look at the World of Coca-Cola museum in Atlanta). Through it all, the company always reinforces its key values of "originality," "classic refreshment," and so

on. The brand is always the hero in Coca-Cola advertising.

8. The brand's managers understand what the brand means to consumers. Managers of strong brands appreciate the totality of their brand's image—that is, all the different perceptions, beliefs, attitudes, and behaviors customers associate with their brand, whether created intentionally by the company or not. As a result, managers are able to make decisions regarding the brand with confidence. If it's clear what customers like and don't like about a brand, and what core associations are linked to the brand, then it should also be clear whether any given action will dovetail nicely with the brand or create friction.

The Bic brand illustrates the kinds of problems that can arise when managers don't fully understand their brand's meaning. By emphasizing the convenience of inexpensive, disposable products, the French company Société Bic was able to create a market for nonrefillable ballpoint pens in the late 1950s, disposable cigarette lighters in the early 1970s, and disposable razors in the early 1980s. But in 1989, when Bic tried the same strategy with perfumes in the United States and Europe, the effort bombed.

The perfumes—two for women ("Nuit" and "Jour") and two for men ("Bic for Men" and "Bic Sport for Men")—were packaged in quarter-ounce glass spray bottles that looked like fat cigarette lighters and sold for about \$5 each. They were displayed in plastic packages on racks at checkout counters throughout Bic's extensive distribution channels, which included 100,000 or so drugstores, supermarkets, and other mass merchandisers. At the time of the launch, a Bic spokesperson described the products as logical extensions of the Bic heritage: "High quality at affordable prices, convenient to purchase and convenient to use." The company spent \$20 million on an advertising and promotion blitz that featured images of stylish people enjoying the perfumes and used the tag line "Paris in your pocket."

What went wrong? Although their other products did stand for convenience

and for good quality at low prices, Bic's managers didn't understand that the overall brand image lacked a certain cachet with customers—a critical element when marketing something as tied to emotions as perfume. The marketers knew that customers understood the message they were sending with their earlier products. But they didn't have a handle on the associations that the customers had added to the brand image—a utilitarian, impersonal essence—which didn't at all lend itself to perfume.

By contrast, Gillette has been careful not to fall into the Bic trap. While all of its products benefit from a similarly extensive distribution system, it is very protective of the name carried by its razors, blades,

special status in the eyes of consumers, who now view it as similar to other oil companies.

Another example is Coors Brewing. As Coors devoted increasing attention to growing the equity of its less-established brands like Coors Light, and introduced new products like Zima, ad support for the flagship beer plummeted from a peak of about \$43 million in 1985 to just \$4 million in 1993. What's more, the focus of the ads for Coors beer shifted from promoting an iconoclastic, independent, western image to reflecting more contemporary themes. Perhaps not surprisingly, sales of Coors beer dropped by half between 1989 and 1993. Finally in 1994, Coors began to address the problem, launching a campaign to prop up sales that

Tapping customers' perceptions and beliefs often uncovers the true meaning of a brand.

and associated toiletries. The company's electric razors, for example, use the entirely separate Braun name, and its oral care products are marketed under the Oral B name.

9. The brand is given proper support, and that support is sustained over the long run. Brand equity must be carefully constructed. A firm foundation for brand equity requires that consumers have the proper depth and breadth of awareness and strong, favorable, and unique associations with the brand in their memory. Too often, managers want to take shortcuts and bypass more basic branding considerations—such as achieving the necessary level of brand awareness—in favor of concentrating on flashier aspects of brand building related to image.

A good example of lack of support comes from the oil and gas industry in the 1980s. In the late 1970s, consumers had an extremely positive image of Shell Oil and, according to market research, saw clear differences between that brand and its major competitors. In the early 1980s, however, for a variety of reasons, Shell cut back considerably on its advertising and marketing. Shell has yet to regain the ground it lost. The brand no longer enjoys the same

returned to its original focus. Marketers at Coors admit that they did not consistently give the brand the attention it needed. As one commented: "We've not marketed Coors as aggressively as we should have in the past ten to 15 years."

10. The company monitors sources of brand equity. Strong brands generally make good and frequent use of in-depth brand audits and ongoing brand-tracking studies. A brand audit is an exercise designed to assess the health of a given brand. Typically, it consists of a detailed internal description of exactly how the brand has been marketed (called a "brand inventory") and a thorough external investigation, through focus groups and other consumer research, of exactly what the brand does and could mean to consumers (called a "brand exploratory"). Brand audits are particularly useful when they are scheduled on a periodic basis. It's critical for managers holding the reins of a brand portfolio to get a clear picture of the products and services being offered and how they are being marketed and branded. It's also important to see how that same picture looks to customers. Tapping customers' perceptions and beliefs often uncovers the true meaning of a

brand, or group of brands, revealing where corporate and consumer views conflict and thus showing managers exactly where they have to refine or redirect their branding efforts or their marketing goals.

Tracking studies can build on brand audits by employing quantitative measures to provide current information about how a brand is performing for any given dimension. Generally, a tracking study will collect information on consumers' perceptions, attitudes, and behaviors on a routine basis over time; a thorough study can yield valuable tactical insights into the short-term effectiveness of marketing programs and activities. Whereas brand audits measure where the brand has been, tracking studies measure where the brand is now and whether marketing programs are having their intended effects.

The strongest brands, however, are also supported by formal brand-equity-management systems. Managers of these brands have a written document—a "brand equity charter"—that spells out the company's general philosophy with respect to brands and brand equity as concepts (what a brand is, why brands matter, why brand management is relevant to the company, and so on). It also summarizes the activities that make up brand audits, brand tracking, and other brand research; specifies the outcomes expected of them; and includes the latest findings gathered from such research. The charter then lays out guidelines for implementing brand strategies and tactics and documents proper treatment of the brand's trademark—the rules for how the logo can appear and be used on packaging, in ads, and so forth. These managers also assemble the results of their various tracking surveys and other relevant measures into a brand equity report, which is distributed to management on a monthly, quarterly, or annual basis. The brand equity report not only describes what is happening within a brand but also why.

Even a market leader can benefit by carefully monitoring its brand, as Disney aptly demonstrates. In the late 1980s, Disney became con-

cerned that some of its characters (among them Mickey Mouse and Donald Duck) were being used inappropriately and becoming overexposed. To determine the severity of the problem, Disney undertook an extensive brand audit. First, as part of the brand inventory, managers compiled a list of all available Disney products (manufactured by the company and licensed) and all third-party promotions (complete with point-of-purchase displays and relevant merchandising) in stores worldwide. At the same time, as part of a brand exploratory, Disney launched its first major consumer research study to investigate how consumers felt about the Disney brand.

The results of the brand inventory were a revelation to senior managers. The Disney characters were on so many products and marketed in so many ways that it was difficult to understand how or why many of the decisions had been made in the first place. The consumer study only reinforced their concerns. The study indicated that people lumped all the product endorsements together. Disney was Disney to consumers, whether they saw the characters in films, or heard them in recordings, or associated them with theme parks or products.

Consequently, all products and services that used the Disney name or characters had an impact on Disney's brand equity. And because of the characters' broad exposure in the marketplace, many consumers had begun to feel that Disney was exploiting its name. Disney characters were used in a promotion of Johnson Wax, for instance, a product that would seemingly leverage almost nothing of value from the Disney name. Consumers were even upset when Disney characters were linked to well-regarded premium brands like Tide laundry detergent. In that case, consumers felt the characters added little value to the product. Worse yet, they were annoyed that the characters involved children in a purchasing decision that they otherwise would probably have ignored.

If consumers reacted so negatively to associating Disney with a strong brand like Tide, imagine how they

reacted when they saw the hundreds of other Disney-licensed products and joint promotions. Disney's characters were hawking everything from diapers to cars to McDonald's hamburgers. Consumers reported that they resented all the endorsements because they felt they had a special, personal relationship with the characters and with Disney that should not be handled so carelessly.

As a result of the brand inventory and exploratory, Disney moved quickly to establish a brand equity team to better manage the brand franchise and more selectively evaluate licensing and other third-party promotional opportunities. One of the mandates of this team was to ensure that a consistent image for Disney—reinforcing its key association with fun family entertainment—was conveyed by all third-party products and services. Subsequently, Disney declined an offer to cobrand a mutual fund designed to help parents save for their children's college expenses. Although there was a family association, managers felt that a connection with the financial community suggested associations that were inconsistent with other aspects of the brand's image.

The Value of Balance

Building a strong brand involves maximizing all ten characteristics. And that is, clearly, a worthy goal. But in practice, it is tremendously difficult because in many cases when a company focuses on improving one, others may suffer.

Consider a premium brand facing a new market entrant with comparable features at a lower price. The brand's managers might be tempted to rethink their pricing strategy. Lowering prices might successfully block the new entrant from gaining market share in the short term. But what effect would that have in the long term? Will stepping outside its definition of "premium" change the brand in the minds of its target customers? Will it create the impression that the brand is no longer top of the line or that the innovation is no longer solid? Will the brand's message become cloudy? The price change may in fact attract customers

from a different market segment to try the brand, producing a short-term blip in sales. But will those customers be the true target? Will their purchases put off the brand's original market?

The trick is to get a handle on how a brand performs on all ten attributes and then to evaluate any move from all possible perspectives. How will this new ad campaign affect customers' perception of price? How will this new product line affect the brand hierarchy in our portfolio? Does this tweak in positioning gain enough ground to offset any potential damage caused if customers feel we've been inconsistent?

One would think that monitoring brand performance wouldn't necessarily be included in the equation. But even effectively monitoring brand performance can have negative repercussions if you just go through the motions or don't follow through decisively on what you've learned.

Levi-Strauss's experiences are telling. In the mid-1990s, the company put together a comprehensive brand-equity-measurement system. Practically from the time the system was installed, it indicated that the brand image was beginning to slip, both in terms of the appeal of Levi's tight-fitting flagship 501 brand of jeans and how contemporary and cutting edge the overall Levi's brand was. The youth market was going for a much baggier look; competitors were rushing in to fill the gap. Distracted in part by an internal reengineering effort, however, Levi's was slow to respond and when it did, it came up with underfunded, trans-

parently trendy ad campaigns that failed to resonate with its young target market. Its market share in the jeans category plummeted in the latter half of the 1990s. The result? Levi's has terminated its decades-long relationship with ad agency Foote, Cone & Belding and is now attempting to launch new products and new ad campaigns. For Levi's, putting in the system was not enough; perhaps if it had adhered more closely to other branding principles, concentrating on innovating and staying relevant to its customers, it could have better leveraged its market research data.


Negative examples and cautionary words abound, of course. But it is important to recognize that in strong brands the top ten traits have a positive, synergistic effect on one another; excelling at one characteristic makes it easier to excel at another. A deep understanding of a brand's meaning and a well-defined brand position, for example, guide development of an optimal marketing program. That, in turn, might lead to a more appropriate value-pricing strategy. Similarly, instituting an effective brand-equity-measurement system can help clarify a brand's meaning, capture consumers' reactions to pricing changes and other strategic shifts, and monitor the brand's ability to stay relevant to consumers through innovation.

Brand Equity as a Bridge

Ultimately, the power of a brand lies in the minds of consumers or customers, in what they have experienced and learned about the brand over time. Consumer knowledge is

really at the heart of brand equity. This realization has important managerial implications.

In an abstract sense, brand equity provides marketers with a strategic bridge from their past to their future. That is, all the dollars spent each year on marketing can be thought of not so much as expenses but as investments – investments in what consumers know, feel, recall, believe, and think about the brand. And that knowledge dictates appropriate and inappropriate future directions for the brand – for it is consumers who will decide, based on their beliefs and attitudes about a given brand, where they think that brand should go and grant permission (or not) to any marketing tactic or program. If not properly designed and implemented, those expenditures may not be good investments – the right knowledge structures may not have been created in consumers' minds – but they are investments nonetheless.

Ultimately, the value to marketers of brand equity as a concept depends on how they use it. Brand equity can help marketers focus, giving them a way to interpret their past marketing performance and design their future marketing programs. Everything the company does can help enhance or detract from brand equity. Marketers who build strong brands have embraced the concept and use it to its fullest to clarify, implement, and communicate their marketing strategy. 

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Brand Report Card Exercise

- ✓ On the following pages, you will find different aspects of brand management.
- ✓ Please rate your brand on each aspect, choosing a response between 1 (inadequately) and 5 (breakthrough) for each question.
- ✓ On the last page, please enter the results from each "overall" question at the end of each page, then follow the directions as given.

Research Associate Elizabeth Bornheimer prepared this exercise under the supervision of Professor Katherine N. Lemon and Professor Kevin L. Keller (Tuck School of Business at Dartmouth College) as the basis for class discussion rather than to illustrate either effective or ineffective handling of an administrative situation.

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Delivering On Customers' Desires

1.) To what extent have you attempted to uncover unmet consumer needs and wants?

Inadequately 1 2 3 4 5 Breakthrough

2.) To what extent do you focus relentlessly on maximizing your customers' product and service experiences?

Inadequately 1 2 3 4 5 Breakthrough

3.) To what extent do you have a system in place for getting comments from customers to the people who can effect change?

Inadequately 1 2 3 4 5 Breakthrough

To what extent does your brand excel at delivering the benefits that customers truly desire?

Inadequately 1 2 3 4 5 Breakthrough

Relevance

1.) To what extent have you invested in product improvements that provide better value for your customers?

Inadequately 1 2 3 4 5 Breakthrough

2.) To what extent are you in touch with your customers' tastes?

Inadequately 1 2 3 4 5 Breakthrough

3.) To what extent are you in touch with the current market conditions?

Inadequately 1 2 3 4 5 Breakthrough

4.) To what extent are you in touch with new trends as they apply to your offering?

Inadequately 1 2 3 4 5 Breakthrough

5.) To what extent are your marketing decisions based on your knowledge of the above conditions (customers' tastes, current market conditions, new trends)?

Inadequately 1 2 3 4 5 Breakthrough

To what extent does your brand stay relevant?

Inadequately 1 2 3 4 5 Breakthrough

Value

1.) To what extent have you optimized price, cost and quality to meet or exceed customers' expectations?

Inadequately 1 2 3 4 5 Breakthrough

2.) To what extent do you have a system in place to monitor customers' perceptions of your brand?

Inadequately 1 2 3 4 5 Breakthrough

3.) To what extent have you estimated how much value your customers believe the brand adds to your products?

Inadequately 1 2 3 4 5 Breakthrough

To what extent is your pricing strategy based on consumers' perceptions of value?

Inadequately 1 2 3 4 5 Breakthrough

Positioning

1.) To what extent have you established necessary and competitive points of parity with competitors?

Inadequately 1 2 3 4 5 Breakthrough

2.) To what extent have you established desirable and deliverable points of difference with competitors?

Inadequately 1 2 3 4 5 Breakthrough

3.) To what extent is the brand consistent?

Inadequately 1 2 3 4 5 Breakthrough

4.) How confident are you that your marketing programs are not sending conflicting messages and that they haven't done so over time?

Inadequately 1 2 3 4 5 Breakthrough

5.) To what extent are you adjusting your programs to keep current?

Inadequately 1 2 3 4 5 Breakthrough

To what extent is your brand properly positioned?

Inadequately 1 2 3 4 5 Breakthrough

Portfolio

1.) How well does the corporate brand create a seamless umbrella for all the brands in the brand portfolio?

Inadequately 1 2 3 4 5 Breakthrough

2.) To what extent do the brands in that portfolio hold individual niches?

Inadequately 1 2 3 4 5 Breakthrough

3.) How well do brands maximize market coverage?

Inadequately 1 2 3 4 5 Breakthrough

4.) To what extent is your brand hierarchy well thought out and well understood?

Inadequately 1 2 3 4 5 Breakthrough

To what extent does the brand portfolio hierarchy make sense?

Inadequately 1 2 3 4 5 Breakthrough

Integrated Marketing Activities

1.) To what extent have you chosen or designed your brand name, logo, symbol, slogan, packaging, signage, and so forth, to maximize brand awareness?

Inadequately 1 2 3 4 5 Breakthrough

2.) How aware are you of all the marketing activities that involve your brand?

Inadequately 1 2 3 4 5 Breakthrough

3.) To what extent are the people managing each activity aware of each other?

Inadequately 1 2 3 4 5 Breakthrough

4.) To what extent have you capitalized on the unique capabilities of each communication option, while ensuring that the meaning of the brand is consistently represented?

Inadequately 1 2 3 4 5 Breakthrough

How well does the brand make use of and coordinate a full repertoire of marketing activities to build equity?

Inadequately 1 2 3 4 5 Breakthrough

501-004

Brand Report Card Exercise

Management

- 1.) To what extent do you know what consumers like and don't like about a brand?
- | | | | | | | |
|--------------|---|---|---|---|---|--------------|
| Inadequately | 1 | 2 | 3 | 4 | 5 | Breakthrough |
|--------------|---|---|---|---|---|--------------|
- 2.) To what extent are you aware of all the core associations people make with your brand, whether intentionally created by your company or not?
- | | | | | | | |
|--------------|---|---|---|---|---|--------------|
| Inadequately | 1 | 2 | 3 | 4 | 5 | Breakthrough |
|--------------|---|---|---|---|---|--------------|
- 3.) To what extent have you created detailed, research-driven portraits of your target customers?
- | | | | | | | |
|--------------|---|---|---|---|---|--------------|
| Inadequately | 1 | 2 | 3 | 4 | 5 | Breakthrough |
|--------------|---|---|---|---|---|--------------|
- 4.) To what extent have you outlined customer-driven guidelines for brand extensions and marketing programs?
- | | | | | | | |
|--------------|---|---|---|---|---|--------------|
| Inadequately | 1 | 2 | 3 | 4 | 5 | Breakthrough |
|--------------|---|---|---|---|---|--------------|

To what extent do the brand's managers understand what the brand means to consumers?

- | | | | | | | |
|--------------|---|---|---|---|---|--------------|
| Inadequately | 1 | 2 | 3 | 4 | 5 | Breakthrough |
|--------------|---|---|---|---|---|--------------|

Support

1.) To what extent are the successes and failures of marketing programs fully understood before they are changed?

Inadequately 1 2 3 4 5 Breakthrough

2.) To what extent is the brand given sufficient R&D support?

Inadequately 1 2 3 4 5 Breakthrough

3.) To what extent have you resisted the temptation to cut back marketing support in reaction to a downturn in the market or a slump in sales?

Inadequately 1 2 3 4 5 Breakthrough

To what extent is the brand given proper support, and to what extent is that support sustained over the long run?

Inadequately 1 2 3 4 5 Breakthrough

501-004

Brand Report Card Exercise

Monitoring

1.) To what extent have you created a brand charter that defines the meaning and equity of the brand and how it should be treated?

Inadequately 1 2 3 4 5 Breakthrough

2.) To what extent do you conduct periodic brand audits to assess the health of your brand and to set strategic direction?

Inadequately 1 2 3 4 5 Breakthrough

3.) To what extent do you conduct routine tracking studies to evaluate current market performance?

Inadequately 1 2 3 4 5 Breakthrough

4.) How regularly do you distribute brand equity reports that summarize all relevant research and information to assist marketers in making decisions?

Inadequately 1 2 3 4 5 Breakthrough

5.) To what extent do you assign explicit responsibility for monitoring and preserving brand equity?

Inadequately 1 2 3 4 5 Breakthrough

To what extent does the company monitor sources of brand equity?

Inadequately 1 2 3 4 5 Breakthrough

Brand Report Card Exercise

501-004

Brand Report Card Priorities

Brand Report Card Attribute	Your score (from the last questions on previous pages)	Rate these elements in order of importance for your brand	Using Column 2 and Column 3, prioritize the key areas for focusing improvements*
Delivering on Customers' Desires			
Relevance			
Value			
Positioning			
Portfolio			
Integrated Marketing Activities			
Management			
Support			
Monitoring			

*For this column, the key areas for improvement will be the areas which received a low score in Column 1 (indicating poor performance by the brand), and a low score in Column 2 (indicating an attribute which is of high importance for your brand). Rate these attributes from 1-9 in order of importance to your brand.

PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Library Board of Trustees

FROM: Elizabeth D. Minter, Library Director *EDMinter*

SUBJECT: **Legislative Issues and a Review of the Status of the State Budget and State Library Budget**

DATE: September 19, 2005

BACKGROUND

The recent Legislative Alerts from the California Special Districts Association (CSDA) are contained in Agenda Item 24.

The Legislature has just adjourned from the first year of a two year session. The Board may discuss whether it wishes to schedule visits with area legislators during the recess and what the agenda for such a meeting would be.

Any updated information will be presented at the Board Meeting.

RECOMMENDATION

Action to be determined by the Library Board of Trustees.



PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Library Board of Trustees
FROM: Elizabeth D. Minter, Library Director *EDM*
SUBJECT: **Strategic Planning**
DATE: September 19, 2005

BACKGROUND

Vision & Mission Statement

The Mission Statement Committee met on August 24, 2005. The Vision statement as developed at the Strategic Planning Workshop on July 15 and the Mission Statement as proposed by the Mission Statement Committee are printed on Attachment A. At this time the Board may adopt the Vision Statement and Mission Statement for Placentia Library District. Once they are adopted staff can begin using them in publications.

Plan Development

The staff proposals for items in the various Plan categories were not ready for discussion at the Staff Meeting on September 7. The deadline for the initial submissions was extended to the September 21 Staff Meeting. The categories being prepared include, but are not limited to those identified in Attachment B.

Focus Groups

Staff arranged for three focus groups to explore community opinions about Placentia Library services.

1. Current Placentia Library users identified by the Public Services Staff and coordinated by Public Services Manager Roberts.
2. Placentia residents who use the Yorba Linda Library as their primary library identified and coordinated by Technology Manager Napier.
3. Representatives from Placentia Library's collaborative partners identified and coordinated by Public Services Manager Roberts.

Buena Park Library Director Louise Mazerov was selected to conduct the focus groups since she has had training and experience with this type of activity.

The Current Placentia Library Group met on Saturday, September 10. The report from this meeting is Attachment C.

The Placentia residents who use the Yorba Linda Library group was originally scheduled for Monday, September 12 but was delayed until Monday, October 3 because additional members for the group need to be recruited.

The Collaborative Partners Group will meet on Thursday, September 15 and its report will be distributed at the Library Board Meeting.

Plan Writer

Library Director Minter has been talking with a few professional planners identified by Local Area Formation Commission (LAFCO) Executive Director Joyce Crosthwaite and Non-Profit Consultant Jeffrey Wilcox. I am requesting Library Board approval for selecting and hiring a plan writer at a cost not to exceed \$5,000 for the project. This person will be able to work directly with the Managers, staff and board on the development and structure of the plan document. Using a plan writer will also help to keep us close to the original schedule.

Interim Administrative Office Rearrangement

At its meeting on August 15, 2005 the Library Board received a request from the Placentia Library Foundation Board of Directors to create an office space for the Foundation in the Library. The Library Managers have reviewed this request and make the following recommendations that could be implemented before the end of the calendar year:

1. Transfer the Conference Room Table to the Placentia History Room and purchase twelve conference table chairs to go with the table. This means that the Library Board and Great Books Discussion Group would meet in the Placentia History Room.
2. Move the Volunteer Coordinator in to the old Conference Room. Include a meeting table suitable for six chairs so that small administrative meetings may take place in that space.
3. Create a Passport Processing Office in the outer office area using two identical desks no longer needed in Technical Services. This will put all of the Passport-related activities in one space.

The costs involved in this recommendation include new chairs for the Conference Table (\$4,800), new book case for the old Conference Room (\$600); cabling the old Conference Room for computer (\$200), telephone reassignment (\$200) and moving furniture (up to \$1,000). The estimate is up to \$6,800. The Library Board might want to ask the Foundation to provide the chairs for the Conference Table in the Placentia History Room.

RECOMMENDATIONS

1. Adopt the recommended Vision Statement and Mission Statement for Placentia Library District.
2. Authorize the Library Director to select a writer to organize and prepare the strategic plan document at a cost not to exceed \$5,000.

3. Authorize the Library Director to move the Conference Room table and Library Board Meetings to the Placentia History Room, convert the Conference Room to an Administrative Office and the outer office to a Passport Processing Office.






PLACENTIA LIBRARY DISTRICT VISION STATEMENT *(Draft)*

The Vision of the Placentia Library District is to inspire exploration, open minds and bring people together.

MISSION STATEMENT *(Draft)*

The Purpose of the Placentia Library District is to provide services and materials to our every changing and diverse community.

To accomplish this goal the Library:

-  Provide a qualified staff to acquire, organize, and maintain a collection of print and non-print materials in an easily accessible facility and assist the public with its use;
-  Provide literacy outreach and services to the community;
-  Provide a special collection to document and preserve Placentia's History and Authors;
-  Present programs and provide technology access to everyone in order to promote reading and lifelong learning; and
-  Promote the Library's vision through consistent messages to the public.

Areas of Strategic Intent:

- Facility
- Operations
 - Staff
 - Volunteers
 - Finance
 - Library Board of Trustees
- Support Organizations
 - Friends
 - Foundation
- Technical Services
 - Collection
 - Technology
- Public Services
 - Adult
 - Children
 - Literacy
 - Placentia History

PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Library Board of Trustees

FROM: Elizabeth D. Minter, Library Director *EDM*

SUBJECT: **Final Adoption of Placentia Library District Policy 3040, Expense Authorization & Petty Cash as revised August 15, 2005.**

DATE: September 19, 2005

BACKGROUND:

At its meeting on July 18, 2005 the Library Board requested an Agenda Item to change the Claim authorization for the Library Director. The intent is to change from the Library Director's signature only for Claims up to \$20,000 for routine, budgeted items for which there is a penalty for late payment, to the Library Director's signature with one Trustee countersignature.

Placentia Library District Policy 3040, Expense Authorization & Petty Cash as amended to reflect the new Claims procedures is Attachment A. This policy was adopted as a first reading at the August 15, 2005 Library Board Meeting.

RECOMMENDATION:

Final adoption of Placentia Library District Policy 3040, Expense Authorization & Petty Cash as revised August 15, 2005.



Placentia Library District

POLICY HANDBOOK

POLICY TITLE: Expense Authorization & Petty Cash
POLICY NUMBER: 3040

3040.1 All purchases made for the District by staff will be authorized by the Library Director, and will be in conformance with the approved District budget.

3040.2 Any commitment of District funds for a purchase or expense greater than \$10,000.00 will first be submitted to the Board of Directors for approval, or will be in conformance with prior Board action and/or authorizations.

3040.3 A "petty cash" checking account fund will be maintained in the District office having a balance-on-hand maximum of \$10,000.00. Included in this fund will be a \$350.00 Circulation Cash Register cash fund and a \$100.00 Office Petty Cash fund.

3040.3.1 Petty cash may be advanced to District staff or Trustees upon their request and the execution of a receipt for same, for the purpose of procuring item(s) or service(s) appropriately relating to District business. After said item(s) or service(s) have been obtained, a receipt for same will be submitted to the Library Director, and any remaining advanced funds will be returned. The maximum petty cash advance will be \$100.00.

3040.3.2 No personal checks will be cashed in the petty cash fund.

3040.3.3 The petty cash fund will be included in the District's annual independent accounting audit.

3040.4 Whenever employees or Directors of the District incur "out-of-pocket" expenses for item(s) or service(s) appropriately relating to District business as verified by valid receipts, said expended cash will be reimbursed upon request from the District's petty cash fund. In those instances when a receipt is not obtainable, the requested reimbursement will be approved by the Library Director prior to remuneration.

3040.5 In compliance with the Orange County Counsel opinion A-1000, dated June 20, 1983, stating, "...a local public entity, by resolution may authorize an employee to perform the functions of the governing body with respect to the allowance, compromise or settlement of a claim that is \$20,000 or less" the Board of Trustees authorizes the Library Director to process

claims for items totaling less than \$20,000 of routine, budgeted expenses. These claims shall be signed by the Library Director and countersigned by one Trustee.

3040.5.1 Claims for routine, budgeted expenses processed for payment between Library Board Meetings and totaling more than \$20,000 may be signed by three trustees.

3040.5.2 In the absence of the Library Director three Trustees may sign Claims for routine budgeted items without any restriction in the amount of the Claim.

Placentia Library District

POLICY HANDBOOK

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3040.3.2 No personal checks will be cashed in the petty cash fund.

3040.3.3 The petty cash fund will be included in the District's annual independent accounting audit.

3040.4 Whenever employees or Directors of the District incur "out-of-pocket" expenses for item(s) or service(s) appropriately relating to District business as verified by valid receipts, said expended cash will be reimbursed upon request from the District's petty cash fund. In those instances when a receipt is not obtainable, the requested reimbursement will be approved by the Library Director prior to remuneration.

3040.5 In compliance with the Orange County Counsel opinion A-1000, dated June 20, 1983, stating, "...a local public entity, by resolution may authorize an employee to perform the functions of the governing body with respect to the allowance, compromise or settlement of a claim that is \$20,000 or less" the Board of Trustees authorizes the Library Director to process




claims for items totaling less than \$20,000 of routine, budgeted expenses. These claims shall be signed by the Library Director and countersigned by one Trustee.

3040.5.1 Claims for routine, budgeted expenses processed for payment between Library Board Meetings and totaling more than \$20,000 may be signed by three trustees.

3040.5.2 In the absence of the Library Director three Trustees may sign Claims for routine budgeted items without any restriction in the amount of the Claim.

PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Library Board of Trustees

FROM: Elizabeth D. Minter, Library Director 

SUBJECT: **Orange County Local Area Formation Commission (LAFCO) Municipal Service Review for Placentia Library District is scheduled for October 12, 2005 in Santa Ana.**

DATE: September 19, 2005

BACKGROUND

The Orange County Local Area Formation Commission (LAFCO) Municipal Service Review for Placentia Library District is scheduled for October 12, 2005 in Santa Ana. The Buena Park Library District will also be presented at the same meeting.

Staff will make a presentation to the Library Board on the information provided to LAFCO about Placentia Library District. Public Services Manager Roberts has been working on public service issues Technology Services Manager Napier has been collecting information about where the Library users live. A representative from LAFCO will be present to discuss the Municipal Service Review process.

A Fact Sheet on the Municipal Service Review project is Attachment A and a MSR Program Description is Attachment B.

RECOMMENDATION

Action to be determined by the Library Board of Trustees.





MSR Program Description

Introduction

Orange County LAFCO's Municipal Service Review Program consists of a two-tiered approach. In Tier One, LAFCO will plan, design, and implement MSRs through a four-phase process. Each of those MSRs will result in determinations, updates to agencies' spheres of influence, and recommended actions as next steps for stakeholder agencies and organizations. In Tier Two, those next steps will be initiated and implemented by the agencies themselves, if they so desire, through stakeholder-driven processes.

The following provides a brief description of the four phases of Tier One.

Phase One: Stakeholder Interviews

PROCESS DESIGN

34 countywide interviews were held by LAFCO's consultants with key stakeholders selected from a broad cross-section of public and private organizations and backgrounds by the MSR Oversight Committee. The purpose of the interviews was to gather direct input, perspectives, and opinions from Orange County's stakeholders on the key service, governance, and infrastructure challenges Orange County's public agencies and citizenry will face over the next 15 to 20 years of population growth and demographic change. The interviews were designed to help LAFCO focus the MSRs on the key issues and challenges that matter most to the stakeholders who will ultimately be the end users of the MSRs.

Phase Two: MSR Prototypes

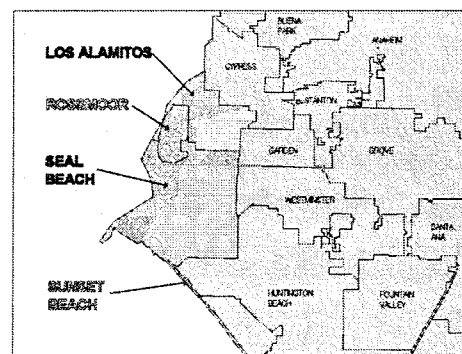
PROTOTYPE IMPLEMENTATION

LAFCO will initially launch and implement the MSRs through two "prototypes." The prototypes are located in two characteristically different geographic "focus areas" in the County. The studies will seek to address service and infrastructure issues that differently impact both the older "urban core" and newer "urban fringe" areas of the County. The MSR prototypes are:

Rossmoor / Los Alamitos / Seal Beach / Sunset Beach

This focus area is generally characteristic of Orange County's older "urban core" areas with more established neighborhoods built before 1970. An MSR in this "focus area" will seek to address service, infrastructure, and governance challenges such as:

- ▶ Aging infrastructure (water, sewer, roads, etc.)

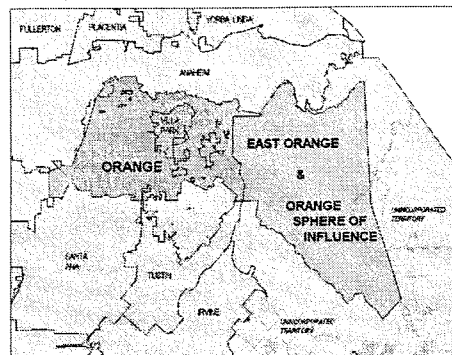


- ▶ Financing constraints and opportunities to sustain urban levels of service and quality of life
- ▶ New and existing opportunities for inter-agency collaboration, cost-sharing, cooperative agreements, etc.
- ▶ Governance options and communities of interest

Orange / East Orange / Orange Sphere of Influence

This focus area is characteristic both of Orange County's older "urban core" areas and the newer "urban fringe" areas of the County where new and existing development potential exist. An MSR in this "focus area" will seek to address service, infrastructure, and governance challenges such as:

- ▶ Public services and facilities required to serve the future needs of future residents
- ▶ Structural relationships of overlapping service agencies and providers in newly developing territories



Based on the needs and opportunities identified in the "focus areas," each of the MSR prototypes will result in the following items required by state law:

☞ Nine determinations about present and future opportunities, constraints, and needs:

1. Infrastructure needs or deficiencies
2. Growth and population projections for the affected area
3. Financing constraints and opportunities
4. Cost avoidance opportunities
5. Opportunities for rate restructuring
6. Opportunities for shared facilities
7. Government structure options, including advantages and disadvantages of consolidation or reorganization of service providers
8. Evaluation of management efficiencies
9. Local accountability and governance

☞ Sphere of influence updates for all cities and special districts.

In addition to the mandatory outputs outlined above, LAFCO and stakeholders in the prototype "focus areas" will emerge from the MSR process with recommended actions as next steps for stakeholders to begin planning for the areas' service, infrastructure, and governance challenges.

Phase Three: Prototype Evaluation

PROCESS EVALUATION

Upon completion of the MSR prototypes, LAFCO will revisit the MSR Guiding Principles and evaluate the success of the MSR prototypes in light of those principles: Was it future-oriented? Was it valuable to the stakeholders as the end users? Was it an open and inclusive process?

The MSR approach and process will be revisited and fine-tuned based on the successes and shortcomings of the prototypes.

Phase Four: MSR Implementation

PROCESS IMPLEMENTATION

In Phase Four, LAFCO will launch full implementation of the MSRs based on a prioritized five-to seven-year schedule. The MSRs will be conducted through an approach and process as described in later sections of this report.

Orange County Local Agency Formation Commission

Municipal Service Reviews

FACT SHEET

- ◆ **What are "municipal service reviews?"**

Municipal service reviews, or "MSRs," are a new mandate from the state legislature requiring LAFCOs to conduct special studies on future growth and how our local agencies are planning for that future growth within our municipal services and infrastructure systems.

- ◆ **What's LAFCO legally required to do?**

Government Code Section 56430 requires LAFCO to conduct MSRs **regionally or subregionally**, make determinations on local agencies' **spheres of influence**, and make **nine determinations** about present and future opportunities, constraints, and needs. The nine required determinations are:

- (1) Infrastructure needs or deficiencies.
- (2) Growth and population projections for the affected area.
- (3) Financing constraints and opportunities.
- (4) Cost avoidance opportunities.
- (5) Opportunities for rate restructuring.
- (6) Opportunities for shared facilities.
- (7) Government structure options, including advantages and disadvantages of consolidation or reorganization of service providers.
- (8) Evaluation of management efficiencies.
- (9) Local accountability and governance.

- ◆ **What's a "sphere of influence?"**

A sphere of influence, or "SOI," is a long-range planning tool that:

- Guides future LAFCO decisions on jurisdictional boundary changes for local agencies, such as annexations.
- Assists local agencies in planning for their future and probable service areas.
- Promotes cooperative planning efforts among the County, cities, and special districts, and facilitates the logical and efficient extension of services and facilities by those agencies.

- **What's LAFCO's approach to MSRs in Orange County?**

Orange County LAFCO is proposing a unique and innovative strategic and programmatic approach to the MSRs based on a set of **guiding principles**:

- MSRs should be **future-oriented** studies that address future growth and municipal service and infrastructure needs and opportunities over the next 15 to 20 years.
- MSRs should be **valuable to the stakeholders and the public as the ultimate end-users** of the studies.
- MSRs should be conducted through an **open and inclusive process**.

- **What areas of Orange County will the MSRs focus on?**

The MSRs will address both of Orange County's **urban core** and **urban fringe** areas.

- **Urban Core**: Orange County's older, more established areas developed prior to 1970. Municipal service issues for these areas generally focus on declining revenue streams, increasing housing and public service needs, urban runoff, and aging infrastructure.
- **Urban Fringe**: Orange County's newer, more recently developed or developing areas built after 1970. Municipal service issues for these areas lean more toward the extension of new infrastructure, public services and facilities, and structures of governance.

Municipal Service Review Law

Government Code Section 56430

56430. (a) In order to prepare and to update spheres of influence in accordance with Section 56425, the commission shall conduct a service review of the municipal services provided in the county or other appropriate area designated by the commission. The commission shall include in the area designated for service review the county, the region, the subregion, or any other geographic area as is appropriate for an analysis of the service or services to be reviewed, and shall prepare a written statement of its determinations with respect to each of the following:

- (1) Infrastructure needs or deficiencies.
- (2) Growth and population projections for the affected area.
- (3) Financing constraints and opportunities.
- (4) Cost avoidance opportunities.
- (5) Opportunities for rate restructuring.
- (6) Opportunities for shared facilities.
- (7) Government structure options, including advantages and disadvantages of consolidation or reorganization of service providers.
- (8) Evaluation of management efficiencies.
- (9) Local accountability and governance.

(b) In conducting a service review, the commission shall comprehensively review all of the agencies that provide the identified service or services within the designated geographic area.

(c) The commission shall conduct a service review before, or in conjunction with, but no later than the time it is considering an action to establish a sphere of influence in accordance with Section 56425 or Section 56426.5 or to update a sphere of influence pursuant to Section 56425.

(d) Not later than July 1, 2001, the Office of Planning and Research, in consultation with commissions, the California Association of Local Agency Formation Commissions, and other local governments, shall prepare guidelines for the service reviews to be conducted by commissions pursuant to this section.

Sphere of Influence Law

Government Code Section 56425

56425. (a) In order to carry out its purposes and responsibilities for planning and shaping the logical and orderly development and coordination of local governmental agencies so as to advantageously provide for the present and future needs of the county and its communities, the commission shall develop and determine the sphere of influence of each local governmental agency within the county and enact policies designed to promote the logical and orderly development of areas within the sphere.

(b) At least 30 days prior to submitting an application to the commission for a determination of a new sphere of influence, or to update an existing sphere of influence for a city, representatives from the city shall meet with county representatives to discuss the proposed sphere, and its boundaries, and explore methods to reach agreement on the boundaries, development standards, and zoning requirements within the sphere to ensure that development within the sphere occurs in a manner that reflects the concerns of the affected city and is accomplished in a manner that promotes the logical and orderly development of areas within the sphere. If no agreement is reached between the city and county within 30 days, then the parties may, by mutual agreement, extend discussions for an additional period of 30 days. If an agreement is reached between the city and county regarding the boundaries, development standards, and zoning requirements within the proposed sphere, the agreement shall be forwarded to the commission, and the commission shall consider and adopt a sphere of influence for the city consistent with the policies adopted by the commission pursuant to this section, and the commission shall give great weight to the agreement in the commission's final determination of the city sphere.

(c) If the commission's final determination is consistent with the agreement reached between the city and county pursuant to subdivision (b), the agreement shall be adopted by both the city and county after a noticed public hearing. Once the agreement has been adopted by the affected local agencies and their respective general plans reflect that agreement, then any development approved by the county within the sphere shall be consistent with the terms of that agreement.

(d) If no agreement is reached pursuant to subdivision (b), the application may be submitted to the commission and the commission shall consider a sphere of influence for the city consistent with the policies adopted by the commission pursuant to this section.

(e) In determining the sphere of influence of each local agency, the commission shall consider and prepare a written statement of its determinations with respect to each of the following:

(1) The present and planned land uses in the area, including agricultural and open-space lands.

(2) The present and probable need for public facilities and services in the area.

(3) The present capacity of public facilities and adequacy of public services that the agency provides or is authorized to provide.

(4) The existence of any social or economic communities of interest in the area if the commission determines that they are relevant to the agency.

(f) Upon determination of a sphere of influence, the commission shall adopt that sphere, and shall review and update, as necessary, the adopted sphere not less than once every five years.

(g) The commission may recommend governmental reorganizations to particular agencies in the county, using the spheres of influence as the basis for those recommendations. Those recommendations shall be made available, upon request, to other agencies or to the public. The commission shall make all reasonable efforts to ensure wide public dissemination of the recommendations.

(h) When adopting, amending, or updating a sphere of influence for a special district, the commission shall do all of the following:

(1) Require existing districts to file written statements with the commission specifying the functions or classes of services provided by those districts.

(2) Establish the nature, location, and extent of any functions or classes of services provided by existing districts.

(i) Subdivisions (b), (c), and (d) shall become inoperative as of January 1, 2007, unless a later enacted statute, that becomes operative on or before January 1, 2007, deletes or extends that date.

PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Library Board of Trustees

FROM: Elizabeth D. Minter, Library Director *ew*

SUBJECT: **Travel Authorizations for the California Special Districts Association (CSDA) Annual Conference; the Internet Librarian Conference; the California Library Association Conference; the American Library Association Midwinter Meeting; and the Public Library Association Biennial Conference**

DATE: September 19, 2005

BACKGROUND

1. California Special District Association (CSDA) Annual Conference, Long Beach, September 27 – 29, 2005. At its meeting on August 15, 2005 the Board authorized three registrations currently held by Minter, Escobosa and Turner. The Library Director is requesting ratification of a fourth registration at a cost of \$275 for Public Services Manager Jim Roberts since he has been asked to make a brief presentation on the District's Literacy Program at the Opening Luncheon and Annual Meeting. If any additional Trustees would like to attend the Opening Luncheon and Annual Meeting on Tuesday, September 27 the cost for a one-day registration including the Luncheon is \$125 per person and includes a full day of activities and the evening reception. All items to be paid from the General Fund.
2. The Internet Librarian Conference, Monterey, October 23-27, 2005. The program addresses a wide range of technical topics for web based library services and electronic library services. An analysis of the cost is Attachment A. The Library Director recommends that Technology Manager Vernon Napier attends at a cost not to exceed \$2,175 from the General Fund.
3. The California Library Association Annual Conference, Pasadena, November 4-7, 2005. The Library Director recommends that Public Services Manager Jim Roberts attend for 2 days at a cost not to exceed \$495 to be paid from the CLLS Grant with the State Library reimbursing \$144.62 for one night in the hotel. The Library Director also recommends that Librarian II Mary Strazdas attend the entire Conference at a cost not to exceed \$920 to be paid from the General Fund. The Board may authorize additional Staff or Trustees to attend for single days of the Conference at a cost not to exceed \$220 per person to be paid from the General Fund.. An analysis of the cost for all of these options Attachment B.
4. The American Library Association Midwinter Meeting, San Antonio, TX, January 20-23, 2006. Library Director Minter requests to attend at a cost not to exceed \$1,670 to be paid from the General Fund. An analysis of the cost is Attachment C.

5. The Public Library Association Biennial Conference, Boston, MA, March 21-25, 2006. Library Director Minter requests to attend at a cost not to exceed \$2,410 to be paid from the General Fund. An analysis of the cost is Attachment D.

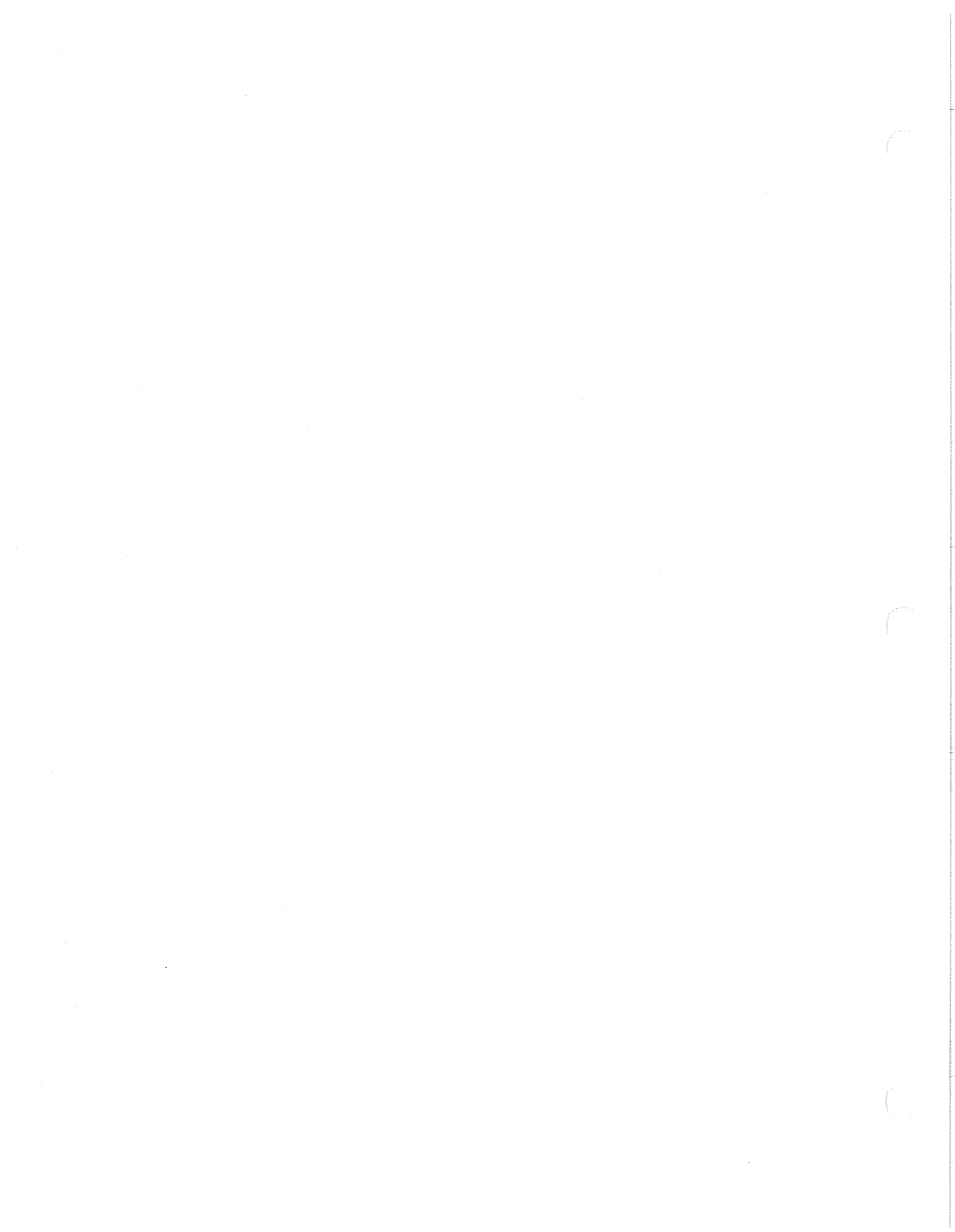
RECOMMENDATIONS

1. Ratify the registration of Public Services Manager Roberts for the California Special Districts Association Annual Conference (CSDA), September 27-29, 2005 in Long Beach at a cost of \$275 plus mileage and parking expenses.
2. Determine if any additional Trustees will attend the CSDA Opening Session and Luncheon on Tuesday, September 20, 2005 in Long Beach at a cost of \$125 plus mileage and parking expenses.
3. Authorize Technology Manager Napier to attend the Internet Librarian Conference in Monterey, October 22-27, 2005 at a cost not to exceed \$2,175 to be paid from the General Fund.
4. Authorize Public Services Manager Roberts to attend the State Library Literacy Services Meeting in Pasadena on November 3, 2005 and the California Library Association Annual Conference on November 4, 2005 at a cost not to exceed \$495 to be paid from the State Library Literacy Grant.
5. Authorize Librarian II Strazdas to attend the California Library Association Annual Conference in Pasadena, November 4-7, 2005 at a cost not to exceed \$920 to be paid from the General Fund.
6. Authorize the expenses for any Staff or Trustees who want to attend a single day at the California Library Association Annual Conference in Pasadena, between November 4 and 7, 2005 at a cost not to exceed \$220 per person to be paid from the General Fund.
7. Authorize Library Director Minter to attend the American Library Association Midwinter Meeting in San Antonio, TX, January 20-23, 2006 at a cost not to exceed \$1,670 to be paid from the General Fund.
8. Authorize Library Director Minter to attend the Public Library Association Biennial Conference, Boston, MA, March 20-25, 2006 at a cost not to exceed \$2,410 to be paid from the General Fund.

Placentia Library District
Travel Estimate

Name: Vernon Napier
Event: Internet Librarian Conference
Location: Monterey, CA
Fund: General Fund

Date	Sat 10/22/05	Sun 10/23/05	Mon 10/24/05	Tue 10/25/05	Wed 10/26/05	Thur 10/27/05	TOTAL
Registration		278.00	245.00				523.00
Hotel	150.00	150.00	150.00	150.00	150.00		750.00
Breakfast		15.00	15.00	15.00	15.00	15.00	75.00
Lunch	20.00	20.00	20.00	20.00	20.00	20.00	120.00
Dinner	25.00	25.00	25.00	25.00	25.00		125.00
Air/Train							-
Local Trans.							-
Mileage @ \$.485	181.88	14.55	14.55	14.55	14.55	181.88	421.95
Parking/Tolls		10.00	10.00	10.00	10.00		40.00
Telephone							-
Misc.	20.00	20.00	20.00	20.00	20.00	20.00	120.00
TOTAL	396.88	532.55	499.55	254.55	1,683.53		2,174.95



Placentia Library District
Travel Estimate

Name: Jim Roberts
Event: California Library Association Conference/State Library Literacy Meeting
Location: Pasadena, CA
Fund: General Fund -- CLLS Grant

Date	Thur 11/03/05	Fri 11/04/05	TOTAL
Registration		170.00	170.00
Hotel	144.62		144.62 *
Breakfast		15.00	15.00
Lunch	20.00	20.00	40.00
Dinner	25.00		25.00
Air/Train			-
Local Trans.			-
Mileage @ \$.485	19.40	19.40	38.80
Parking/Tolls	10.00	10.00	20.00
Telephone			-
Misc.	20.00	20.00	40.00
TOTAL	239.02	254.40	493.42

* The State Library will reimburse for 1 night at the hotel

Name: Mary Strazdas
Event: California Library Association Conference
Location: Pasadena, CA
Fund: General Fund

Date	Fri 11/04/05	Sat 11/05/05	Sun 11/06/05	Mon 11/07/05	TOTAL
Registration	195.00				195.00
Hotel	144.62	144.62	144.62		433.87
Breakfast		15.00	15.00	15.00	30.00
Lunch	20.00	20.00	35.00	30.00	75.00
Dinner	25.00	25.00	25.00		75.00
Air/Train					-
Local Trans.					-
Mileage @ \$.485	19.40			19.40	19.40
Parking/Tolls	10.00	10.00	10.00	10.00	30.00
Telephone					-
Misc.	20.00	20.00	20.00	20.00	60.00
TOTAL	434.02	234.62	249.62	94.40	918.27

-

Placentia Library District
Travel Estimate

Name: Additional Participants
Event: California Library Association Conference
Location: Pasadena, CA
Fund: General Fund

	Sat
<u>Date</u>	<u>11/05/05</u>
Registration	125.00
Hotel	
Breakfast	15.00
Lunch	20.00
Dinner	
Air/Train	
Local Trans.	
Mileage @ \$.485	38.80
Parking/Tolls	10.00
Telephone	
Misc.	10.00
<u>TOTAL</u>	<u>218.80</u>

Placentia Library District
Travel Estimate

Name: Elizabeth Minter
Event: American Library Association Midwinter Meeting
Location: San Antonio, TX
Fund: General Fund

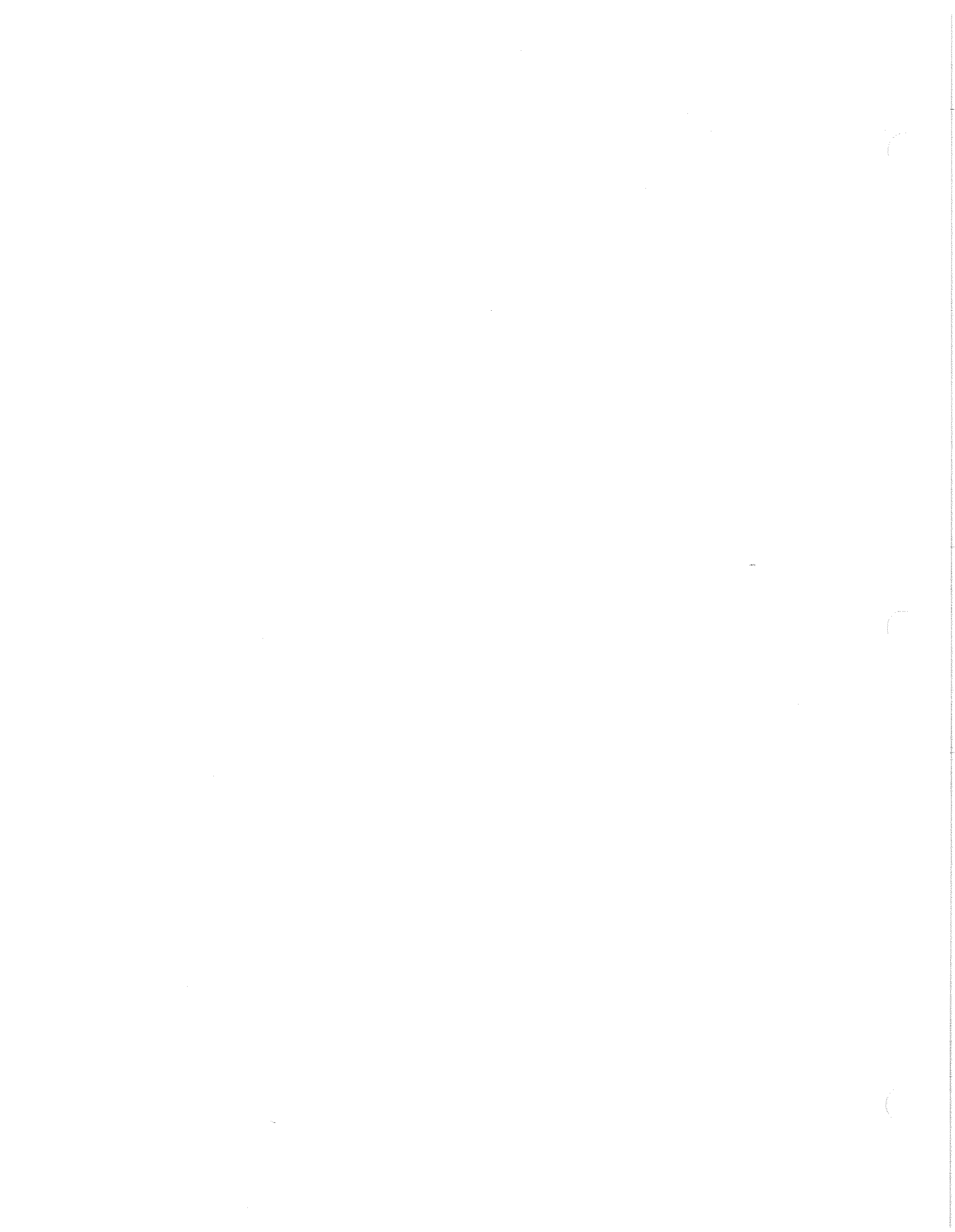
Date	Fri 01/20/06	Sat 01/21/06	Sun 01/22/06	Mon 01/23/06	TOTAL
Registration	100.00				100.00
Hotel	225.00	225.00	225.00		675.00
Breakfast		15.00	15.00	15.00	45.00
Lunch	20.00	20.00	20.00	20.00	80.00
Dinner	25.00	25.00	25.00		75.00
Air/Train	400.00				400.00
Local Trans.	40.00	20.00	20.00	40.00	120.00
Mileage @ \$.485	21.83			21.83	43.65
Parking/Tolls	12.00	12.00	12.00	12.00	48.00
Telephone					-
Misc.	20.00	20.00	20.00	20.00	80.00
TOTAL	863.83	337.00	337.00	128.83	1,666.65



Placentia Library District
Travel Estimate

Name: Elizabeth Minter
Event: Public Library Association Biennial Conference
Location: Boston, MA
Fund: General Fund

	Mon	Tue	Wed	Thur	Fri	Sat	TOTAL
Date	03/20/06	03/21/06	03/22/06	03/23/06	03/24/06	03/25/06	
Registration		135.00	170.00				305.00
Hotel	160.00	160.00	160.00	160.00	160.00		800.00
Breakfast	15.00	15.00	15.00	15.00	15.00	15.00	90.00
Lunch		40.00	20.00	40.00	40.00	25.00	165.00
Dinner	25.00	25.00	25.00	50.00	25.00		150.00
Air/Train	500.00						500.00
Local Trans.	100.00	20.00	20.00	20.00	20.00	100.00	280.00
Mileage @ \$.485							-
Parking/Tolls							-
Telephone							-
Misc.	20.00	20.00	20.00	20.00	20.00	20.00	120.00
TOTAL	820.00	415.00	430.00	305.00	1,970.00		2,410.00



PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Library Board of Trustees
FROM: Elizabeth D. Minter, Library Director *EDM*
SUBJECT: Library Director's Report
DATE: September 19, 2005

Activities Report:

- Aug 10 Met with Sal Valdez, McMurray-Stern, to review the issues with the Friends shelving installation.
- Met with the Placentia Legacy Committee to discuss marketing its brochure. It was agreed to hold a press conference on September 22, to present the brochure to the City Council on September 20, to prepare an oversize copy of the brochure front panel to display at agency events and to continue the process of distributing the brochures to area financial planners, CPAs and estate attorneys.
- Aug 11 Attended the Friends volunteer luncheon at the home of Nancy Lone-Tollefson.
- Aug 15 Library Board Meeting.
- Aug 19-Sep 5 Vacation
- Aug 20 Substituted as Saturday Manager at the Library.
- Aug 23 Attended the CA EDD Employer Advisory Council Meeting for a training program on wages and hours, Laguna Hills.
- Aug 24 Participated in the Strategic Planning Mission Commission meeting.
- Aug 25 Attended the Chamber of Commerce Breakfast.
- Aug 31 Participated in Librarian I interviews.
- Presented the program at the Chamber of Commerce Network Luncheon.
- Sep 7 Met with Louise Mazerov, Buena Park Library, to finalize Strategic Planning Focus Group questions.
- Sep 8 Met with graduate student from Cal State Fullerton to discuss personnel administration for a MPA Personnel Class.

Conducted a meeting of the Placentia Legacy Committee to continue planning for its marketing activities.

- Sep 9 Removed and replaced all of the books from the new Friends shelving so that the McMurray Stern representative could install backings. The shelving parts are still incomplete.
- Sep 12 Attended an Infopeople workshop at Los Angeles Public Library featuring Diane Mayo talking about the state of the art in library automation. Fortunately we decided to return home after the morning session and did not get caught in the Library during the blackout in downtown Los Angeles.
- Sep 13 Attended the Executive Committee Meeting for the Independent Special Districts of Orange County.
- Met with Mary Jane Perlick, CPS Human Resources Specialists, to review the position description survey for management staff and finalize the schedule for completion of the questionnaire by the exempt employees.
- Sep 14 Attended a workshop conducted by the California State Controller on the content and completion of the Annual Financial Report upon which legislative decisions about independent special district funding issues are based.

Staff Meetings:

- Aug 17 Status reports on the strategic planning process from Public Services and Technology Services. Staff also discussed the scheduling changes with the new staff. Staff also discussed Library Card Sign-up Month and the Newsletter for Teachers.
- Sep 7 Status reports on the strategic planning process from Public Services and Technology Services with no activity since the previous staff meeting. Public Services reported that Library Card Sign-up Month is underway and that the Newsletter for Teachers has been distributed.

Agenda Item 40

TO: Elizabeth Minter, Library Director
FROM: Jim Roberts, Public Services Manager *JK*
DATE: September 19, 2005
SUBJECT: Program Committee Report for the month of August.

ADULT SERVICES

	Aug 04-05	Aug 05-06	YTD 04-05	YTD 05-06
NUMBER OF PROGRAMS	1	0	2	1
NUMBER OF ATTENDEES	15	00	30	35

CHILDREN'S SERVICES

	Aug 04-05	Aug 05-06	YTD 04-05	YTD 05-06
NUMBER OF PROGRAMS	28	22	28	22
NUMBER OF ATTENDEES	1,000	1,533	1,000	1,533

PROGRAM COMMITTEE

	Aug 04-05	Aug 05-06	YTD 04-05	YTD 05-06
NUMBER OF MEETINGS	0	1	0	1
NUMBER OF ATTENDEES	0	6	0	6
NEWS RELEASES	NA	2	NA	2

LITERACY SERVICES

	Aug 04-05	Aug 05-06	YTD 04-05	YTD 05-06
Total Tutors	145	64	145	64
Total Students	159	75	159	75
Total Hours	1,739	622	1,739	622

For more detailed literacy statistics, see Agenda Item 42, pages 2 of 3 and 3 of 3.

To: Elizabeth Minter, Library Director

From: Caroline Gurkweitz, Children's Librarian




Date: for Board Meeting, September 19, 2005

Subject: August 2005 Activities in the Children's Department

TYPE OF PROGRAM	NUMER OF PROGRAMS	TOTAL ATTENDANCE
Lap Sit 2 years and under	4	223
Story Time (a.m.) 3 - 6 year olds	4	258
Music Time 3 - 4 year olds	5	229
Music Time 5 - 6 year olds	5	165
Read to the Dogs event	1	33
Summer Reading Program Registrations (8/1 to 8/06)	1	12
Summer Reading Program Events	2	158
Pajama Time (6:00 p.m. Wednesday)	5	118
Pajama Time (6:30 p.m. Wednesday)	5	70
Total August 2005	32	1,266
August 2004	22	1004
Current FY to date	54	2799
Previous FY to date	49	2228



TO: Elizabeth Minter, Library Director

FROM: Jim Roberts, Public Services Manager/Literacy Coordinator 

DATE: September 19, 2005

SUBJECT: **Placentia Library Literacy Services (PLLS) Activities Report for the month of August.**

Tutor Training. There was one tutor training workshop in August, and nine tutors were trained, six adults and three teens. All new volunteer tutors are matched or pending match.

Families for Literacy (FFL) Program Status. We had no FFL programming in July.

Placentia Rotary Reading Enrichment Program (PRREP). PRREP will start again during school year 2005-06 in late September. We'll be recruiting PRREP tutors from El Dorado High School and Valencia High School participate in the program this past school year.

PLLS to start two new homework clubs. On September 19, we will start a new homework club at the Homeless Intervention Shelter (H.I.S. House) where there are fourteen (14) school-age children. On that same date, we will start a homework club at Topaz Elementary School for seventh grade students who are attending Tuffree Middle School and graduated from Topaz.

English Language and Literacy Intensive (ELLI) Program Update. We have already started ELLI again this school year. We plan to have ELLI active at three elementary schools: Ruby Drive, and Topaz, and Tynes.

Grant Update. Our grant writer, Machoskie & Associates, submitted several letters of inquiry to possible grantors in August.

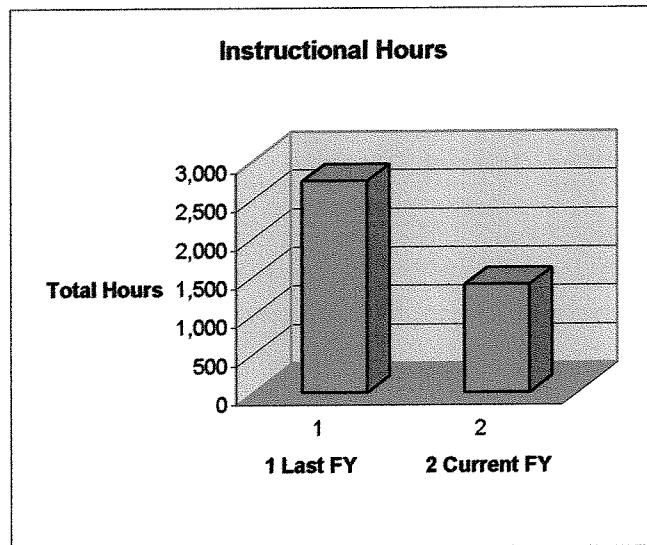
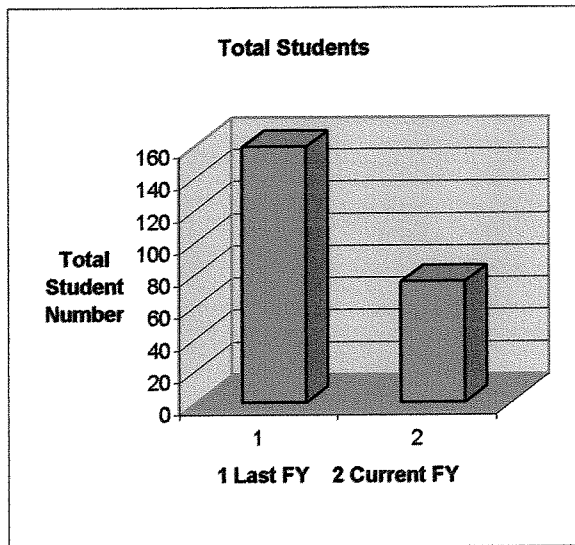
Federal Work Study (FWS). Our FWS partnership with Financial Aid at Cal State Fullerton grew stronger during FY 2004-05. In that respect, our FWS allocation for FY 2005-06 is \$70,000, and we already have sixteen (16) students approved for this coming year. Our FWS partnership is also very strong with Western State College University of Law as we have ten (10) already signed-up.

Literacy statistics. See Agenda Item 42, Pages 2 of 3, and 3 of 3.

Placenta Library Literacy Services

Report of Growth and Progress

	Aug 04-05	Aug 05-06	YTD 04-05	YTD 05-06
Tutors				
Adult	73	44	91	51
Teen	52	35	57	36
Hours Instruction	936	609	2,675	1,231
Other Volunteer Hours	60	80	120	160
Total Hours	996	689	3,795	1,391
Training Workshops				
Workshops Held	2	1	5	1
Tutors Trained	6	9	25	9
Students				
With Adult Tutors	76	58	98	66
With Teen Tutors	67	47	67	49
In Groups	0	0	0	0
Total Active Students	143	105	165	115
Families for Literacy				
Family Students	19	5	19	5
Family Tutors	10	5	10	5
Hours of Instruction	80	60	160	120
ELLI Program				
K-6th Grade Students	0	0	0	0
Tutors for K-6th Grade	0	0	0	0
Hours of Instruction	0	0	0	0
Total Tutors	125	79	151	87
Total Students	143	105	159	115
Total Instruction Hours	936	609	2,735	1,391



1. 2002-2003
2. 2003-2004

2002-2003

2003-2004



2003-2004

2004-2005

TO: Elizabeth Minter, Library Director
FROM: Mary Strazdas, Librarian *MS*
DATE: August 31, 2005
SUBJECT: **Reference and Adult Services report for August, 2005**

- There were two Program Committee meetings during the month.
- There was a China book display in the library with available bibliographies for patrons.
- “Join the Major Leagues @ Your Library” is a promotion originated by ALA. It encourages reading and computer use among all age groups through a contest awarding tickets, transportation, and a hotel stay to a World Series game as well as other prizes. Our library display includes many books and videos about baseball and information about the contest.
- A summer reading display will be in the trough through the summer months. It includes a sheet of suggested websites.

Statistical Comparisons at the Reference Desk
August ' FY 2005/2006

	2004	2005	YTD 04-05	YTD 05-06
Phone Reference Questions	150	189	260	367
Desk Reference Questions	1011	1795	2081	3323
E-Mail Reference Questions	6	4	11	5
Ready Reference	54	28	93	51
Instruction	23	57	44	99
Computer Use	1701	3182	3164	5754
Reference Books: In-Library Use	50	13	98	35
Patron Database Signups	197	286	422	408

TO: Elizabeth Minter, Library Director
FROM: Gary Bell, Librarian *GB*
DATE: September 19, 2005
SUBJECT: History Room report for August

History Room visitors in August: fiscal year 2005-2006: 4
History Room visitors in August: fiscal year 2004-2005: 17(West Atwood Yacht Club Meeting)

Photos of the Melrose underpass construction were donated.

A number of book donations were added to the History Reference collection.

Several books were purchased for the History Reference collection.

Seventeen volumes of Huell Howser's California's Gold were added to the History Collection.

DVDs of "Packed Up, Squeezed Out", the readers theatre presentation of the local citrus packing industry are now available for check out.



Agenda Item 45

To: Elizabeth Minter, Library Director

From: Jim Roberts, Public Services Manager *JR*

Date: September 19, 2005

SUBJECT: Placentia Library Web Site Development Report for the month of August.

In August, the Placentia Library District had 47,823 "hits," an average of 1,542 a day. Our year to date statistics are as follows:

Pages Visited	July-05/06	July-04/05	Aug-05/06	Aug-04/05		
Borrowers	246	215	238	248		
Friends	102	147	148	129		
District	190	156	255	214		
Kids	451	230	512	220		
Foundation	113	118	141	170		
History Room	227	192	254	232		
Literacy/CLC Logo	122	180	204	182		
Passports	614	484	529	350		
Poet Laureate	651	498	628	456		
Total Views Most Hits	2,716	2,220	2,909	2,201		

Total Most Hits YTD 2,716 2,220 5,625 4,421

TO: Elizabeth Minter, Library Director
FROM: Vernon Napier, Technical Services Manager
DATE: 15 September 2005
SUBJECT: **Technology Report for August 2005**

V/N


- Installed Wi-Fi at HIS House
- Configured 6 laptops for use at HIS House
- Met with the Consortium Tech Team
- Met with sales rep to discuss replacing security gates at the checkout desk
- Set up the new disk check and disk repair machines. Began clearing the backlog of damaged disks
- Took delivery of replacement PCs earmarked for public use
- Initiated general clean-up of the staff workroom

Projects under consideration

- Standardizing the Library's public access computers so that they run on the same operating system and provide the same applications.
- Converting newspapers on microfilm to a digital medium



TO: Elizabeth Minter, Library Director

FROM: Laranne Millonzi, Development Director and Volunteer Coordinator 

DATE: September 19, 2005

SUBJECT: Publicity materials produced for August 2005

Information on the Placentia Library cable channel #24, updated end of June 2005:

1. Welcome to Placentia Library, address, website & telephone number
2. Library Board of Trustees
3. Board of Trustees Meeting Schedule
4. Library Hours
5. Labor Day Closures
6. Library Departments
7. Israel: Small Country, Big Ideas
8. Friends of Placentia Library Used Bookstore
9. Bookstore Volunteers Needed
10. Special Back Room Book Sale Every 2nd Sunday, Hours and Dates

11. Amazon.com
12. Library Hours
13. Labor Day Closures
14. Shop for the Library
15. Literacy Services Logo
16. Literacy Program Tutors Needed
17. Create a Legacy
18. North Orange County Genealogical Society
19. Placentia Historical Afghan Sale
20. 19th Annual Camp Library
21. Library Hours
22. Labor Day Closures
23. Dr. Charles Frazee Program
24. Telephone Renewal Instructions
25. Wi Fi Here Now
26. Adopt-A-Chair
27. Apply for your passport at Placentia Library
28. Passport Hours
29. Now Doing Passport Photos
30. Library Hours
31. Labor Day Closures
32. Placentia's Newest Local History For Children & Adults
33. Lapsit Storyhours
34. Story Times, ages 3-6
35. Music Times, ages 3-4
36. Music Times, ages 5-6
37. Story Time at Home, *Tumblebook Library*
38. Library Hours
39. Labor Day Closures
40. www.placentialibrary.org, 24/7 Reference, the Library Catalog
41. www.placentialibrary.org, Online Resources
42. Placentia History Room Hours
43. Placentia History Room Displays
44. Placentia History Room Collections

45. Placentia History Room Archival Resources
46. Create a Legacy
47. Labor Day Closures

General Newspaper articles published:

1. Ideas evolve for redevelopment
2. Tall order for libraries is filling their shelves
3. Lifting spirits of aging Lemke House
4. Residents question lack of City Council roll-call vote on 'consent calendar'
5. Cameras to focus on graffiti vandals
6. Local history
7. Placentia official announces exit


Library Newspaper articles published:

1. Super Readers build summer library numbers
2. Library board approves budget
3. Discount prices at library book sale (2)
4. Kids lap up puppy library time
5. Library grant (2)
6. Fee dropped
7. Training offered for library tutors
8. Placentia Library is seeking volunteers (1)
9. Training offered for library tutors
10. Summer Reading
11. Lapsit stories

Flyers and Notices:

1. Foundation thank you cards and ID cards are sent out
2. Adopt-a-Chair Campaign postcards
3. Email request forms
4. Friends membership thank you letters are sent out with membership cards
5. Second Sunday book sale flyers
6. Foundation Bookplates
7. Labor Day Closure signs
8. Volunteer Applications
9. Dr. Charles Frazee Flyers
10. Shop for the Library bulletin board

Welcome to Placentia Library District



411 East Chapman Avenue
Placentia, CA 92870-6198
714-528-1906
www.placentialibrary.org

Placentia Library
Board of Trustees

Al Shkoler, President
Betty Escobosa
Richard DeVecchio, Ed.D
Jean Turner
Gaeten Wood

Placentia Library
Board of Trustees

Upcoming Meeting Schedule:

Monday, Sep 19 at 6:30 P.M.
Monday, Oct 17 at 6:30 P.M.
Monday, Nov. 21 at 6:30 P.M.
Monday, Dec. 19 at 6:30 P.M.

Placentia Library Hours

Sunday	1:00 - 5:00 P.M.
Monday	9:00 A.M. - 9:00 P.M.
Tuesday	9:00 A.M. - 9:00 P.M.
Wednesday	9:00 A.M. - 9:00 P.M.
Thursday	9:00 A.M. - 6:00 P.M.
Friday	C L O S E D
Saturday	9:00 A.M. - 5:00 P.M.

The Library Will Be **CLOSED**
Sunday, September 4th
and
Monday, September 5th
for
LABOR DAY

Placentia Library
528-1906


Renewals Ext.# 6
Adult Services Ext.# 209
Children Services Ext.# 212
Literacy Ext.# 213
Passport Information Ext.# 265
Volunteer Information Ext. #201
www.placentialibrary.org

**SMALL COUNTRY
ISRAEL
BIG IDEAS**

MONDAY, OCTOBER 24 AT 7 P.M.


THERE WILL BE LIGHT REFRESHMENTS

USED BOOKSTORE



☐ Staffed entirely by Volunteers
☐ Located in the Library lobby

GREAT BARGAINS!!



Bookstore Volunteers Always Needed!


Sundays 3:00 - 5:00 P.M.
Mondays 6:00 - 8:00 P.M.
Tuesdays 4:00 - 6:00 P.M.
Saturdays 11:00 A.M. - 1:00 P.M.
Substitutes needed for additional hours

Please call Laranne at 528-1925, Ext. 201 for information

SPECIAL BACKROOM SALE
BARGAINS! BARGAINS! BARGAINS!

When: Second Sunday of each month
1:00 - 4:00 P.M.
Upcoming Sales: Aug 14, Sep 11, Oct 9, Nov 13

Where: BACKROOM where Friends sort and price donations - ENTER through delivery entrance from parking lot

What: **Everything** in stock 

Why: To provide money to support Library needs while providing quality reading materials at low cost

amazon.com

Shop at **amazon.com** through **Placentia Library's website**, **www.placentialibrary.org**, and a percentage of the sale is donated to the **Library!**

Placentia Library Hours

Sunday	1:00 - 5:00 P.M.
Monday	9:00 A.M. - 9:00 P.M.
Tuesday	9:00 A.M. - 9:00 P.M.
Wednesday	9:00 A.M. - 9:00 P.M.
Thursday	9:00 A.M. - 6:00 P.M.
Friday	C L O S E D
Saturday	9:00 A.M. - 5:00 P.M.

The Library Will Be CLOSED

Sunday, September 4th
and
Monday, September 5th


for
LABOR
DAY

Shop for the Library
shopfortheplibrary.net

NEW! Shop for the Library

Now you can shop from more than 700 online merchants and help raise funds for the Placentia Library at the same time.

Whenever you make a purchase through the Shop for the Library website, up to 25% of the sale goes to benefit the Library!

 **Placentia Library Literacy Services**

Call Literacy Coordinators Jim Roberts or Toby Silberfarb if you or someone you know needs help in reading or speaking English.

☎ 524- 8408, x215 or x213

Placentia Library Literacy Services


- Volunteer tutors needed!
- Attend one 3 hour training workshop
- Training workshops are held at the Library on the first Sunday of the month 1:30 - 4:30 P.M.
- The next scheduled workshops are:
Aug 7th - Sep 11th* - Oct 2nd - Nov 6th

*Second Sunday of month due to holiday

For more information and to sign up call 524-8408, Ext. 213

Support Placentia

create A Legacy




North Orange County Genealogical Society

LEARN HOW TO FIND YOUR ROOTS!

Monday, October 17 at 7 p.m.

This program is free.
Light refreshments will be served

Placentia Historical Afghans




Green X Cranberry X Blue

On Sale Now at the Circulation Desk - \$63.00

Proceeds support the Placentia History Room

**19th Annual
Camp Library**



Friday, Nov 18 - 7:30 p.m.
to
Saturday, Nov 19 - 9:00 a.m.

\$5 \$5
Registration begins Sunday, Oct 16

Placentia Library Hours


Sunday	1:00 - 5:00 P.M.
Monday	9:00 A.M. - 9:00 P.M.
Tuesday	9:00 A.M. - 9:00 P.M.
Wednesday	9:00 A.M. - 9:00 P.M.
Thursday	9:00 A.M. - 6:00 P.M.
Friday	CLOSED
Saturday	9:00 A.M. - 5:00 P.M.

The Library Will Be CLOSED

Sunday, September 4th
and
Monday, September 5th

for
LABOR DAY

Dr. Charles Frazee




The Byzantine Empire

Dr. Charles Frazee will be back at the Library for another fascinating evening of pictures and information. Refreshments will be available.

Monday, September 26 at 7 p.m.

Renew your books by phone
Using Telecirc

714-765-1775
24 hours a day / 7 days a week



"Please enter your library card number, followed by the # sign"

- Renew books
- Find out which titles you have checked out
- Find out which items you have on hold
- Find out which titles you have overdue
- Find out if you have any fines

Will Fit Here Now!

Bring Your Passport!

ADOPT-A-CHAIR


Help replace 44 splintering chairs in the Children's Department!



Call 528-1925, x201 for more information





PLACENTIA LIBRARY



**Passport Application
Acceptance Agency**

Passport Services Available at the Library



Passport hours at the Library are:
 Sunday 1:00 - 4:30 P.M.
 Monday 9:00 A.M. - 8:30 P.M.
 Tuesday 9:00 A.M. - 8:30 P.M.
 Wednesday 9:00 A.M. - 8:30 P.M.
 Thursday 9:00 A.M. - 5:30 P.M.
 Friday CLOSED
 Saturday 9:00 A.M. - 4:30 P.M.

Placentia Library is an official U.S. Department of State
 Passport Acceptance Agency.
 For Passport information,
 call 528-1906 Ext. 265 or visit the Library Website www.placentialibrary.org

NOW DOING PASSPORT PHOTOS!


2 PHOTOS FOR \$10

Placentia Library Hours

Sunday 1:00 - 5:00 P.M.
 Monday 9:00 A.M. - 9:00 P.M.
 Tuesday 9:00 A.M. - 9:00 P.M.
 Wednesday 9:00 A.M. - 9:00 P.M.
 Thursday 9:00 A.M. - 6:00 P.M.
 Friday **C L O S E D**
 Saturday 9:00 A.M. - 5:00 P.M.

The Library Will Be CLOSED
Sunday, September 4th
and
Monday, September 5th
for
LABOR DAY

Placentia's Newest Local History
 For Children & Adults





Available At The
 Library Circulation Desk
\$12.93 (including tax)


*Great Gift Idea
 For Young & Old*

Lapsit Story Times
Presented by Lin Baesler
 Ages newborn to 2 years
**Thursday Mornings
 10:00 - 10:20 A.M.**

in the
 Childrens Area





Sponsored by the
 Gordon & Dixie Shaw Endowment
No pre-registration required - no charge




Story Times
 For Children
 Ages 3 - 6

**Thursday Mornings
 10:30 - 11:00 A.M.**




*Presented by Lin Baesler
 No pre-registration required - no charge*



Music Times
 For Children
 Ages 3 - 4


**Tuesday Evenings
 6:00 - 6:30 P.M.**



*Featuring Lin Baesler
 No pre-registration required - no charge*

Music Times
 For Children
 Ages 5 - 6

**Tuesday Evenings
 6:30 - 7:00 P.M.**



*Featuring Lin Baesler
 No pre-registration required - no charge*

Story Time at Home

Use the *Tumblebook Library* at www.placentialibrary.org

Click on: Just for Kids

Click on the Tumblebooks icon

An on-line collection of animated, talking picture books

Placentia Library Hours

Sunday	1:00 - 5:00 P.M.
Monday	9:00 A.M. - 9:00 P.M.
Tuesday	9:00 A.M. - 9:00 P.M.
Wednesday	9:00 A.M. - 9:00 P.M.
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Friday	C L O S E D
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The Library Will Be CLOSED

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and
Monday, September 5th

for
LABOR DAY

www.placentialibrary.org

24/7 Reference

There are times you need help, but can't make it to the library. Live, real-time help from a librarian is available, 24 hours a day. *(no library card number needed)*

The Library Catalog

You can look up what books are available at the Placentia Library, as well as Yorba Linda Library, and all of the Anaheim Library branches. *(no library card number needed)*


Additionally, you can reserve books, check on your library account, and renew your books. *(library card number needed)*

www.placentialibrary.org

Online Resources
(To access, you must have your library card number available)

- LearnATest
- Newspapers
- Facts On File
- Novelist
- General Reference Center/Magazine Index
- Business & Company Resource Center
- Health & Wellness Resource Center

Placentia History Room






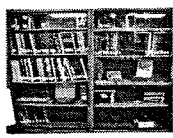
Staffed & Managed by Librarians & Volunteers

Hours
Monday & Tuesday & Wednesday
1:00 - 3:00 P.M.
Other hours by special arrangement

Placentia History Room








Displays currently featuring

-  Local school annuals
-  Traveling historical photographs of local schools
-  Books by local authors












Placentia History Room


Historical Collections Include

-  Bancroft's historical series
-  Local oral histories
-  California historical fiction
-  Complete collection of Women's Round table Scrapbooks
-  Local citrus label collection
-  Spanish made cannonball - possibly from the 1769 Portola Expedition
-  Adobe brick from Ontiveras adobe built in 1832

Placentia History Room

Archival Resources Include

-  West Atwood Yacht Club memorabilia
-  Assorted Samuel/Louis Kraemer maps and papers
-  Articles on international student visit to Placentia, Italy
-  West Placentia Little League
-  International Kiwanis papers and scrapbook (1965-1974)
-  Virginia Carpenter photograph collection
-  Placentia Courier negative collection
-  Historic photograph collection
-  Newspaper clippings, brochures, newsletters, maps of local historic interest



**Support
Placentia**

**create
A
Legacy**

The Library Will Be CLOSED
Sunday, September 4th
and
Monday, September 5th
for
LABOR
DAY

Placentia News
Weekly AUG 11 2005

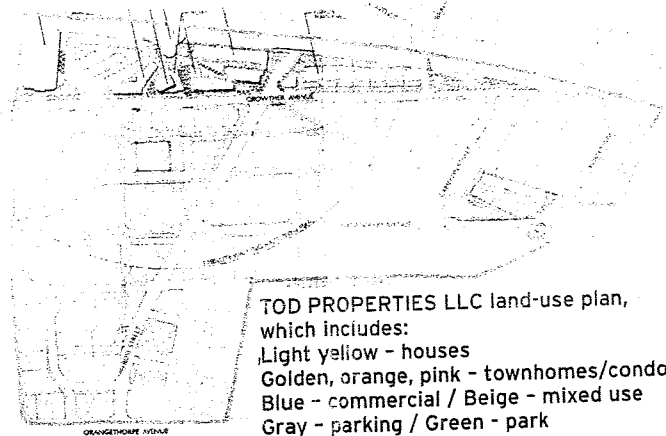
Ideas evolve for redevelopment area

Officials call for more retail and open space, possibly a plaza, to changing Placentia Westgate plans.

By **SUSHMA SUBRAMANIAN**
PLACENTIA NEWS-TIMES

into a county destination and to attract additional retail revenue with a railroad museum and hotel has evolved into a scaled-down version with clusters of townhouses and pockets of retail and mixed-use spaces, according to a land-use plan by developers hired by the city.

But TOD Properties LLC's blueprint for the proposal -



SEE IDEAS • PAGE 4

What was once an ambitious plan to turn Placentia

IDEAS: Critics say more commercial needed

FROM PAGE 1

ed Placentia Westgate - is expected to change again, because city officials are calling for more park space and retail establishments.

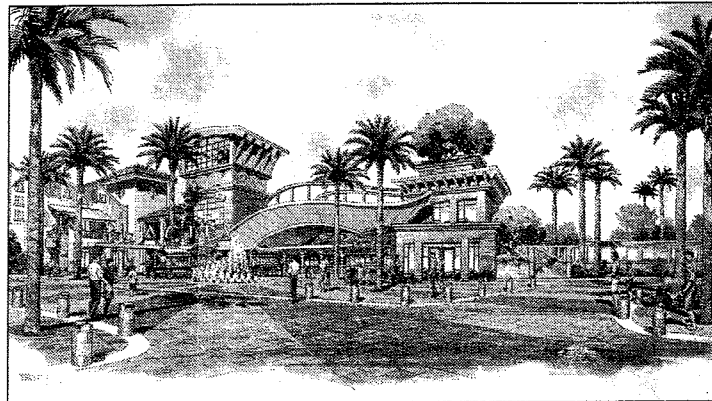
City Administrator Bob Dominguez discussed his additions to the proposal last week at a Joint Business and Economic Development Committee meeting.

TOD is the master developer for the area bounded generally by the railroad tracks, the freeway, Orangethorpe Avenue, the city boundary and Kraemer Boulevard.

Dominguez said city additions to the redevelopment plan would possibly include more open space for a town plaza and retail establishments in a strip along the east side of the Orange (57) Freeway, to draw consumers to the city. The businesses would replace TOD's plans for a multi-story parking structure near the main tracks and a strip of houses.

A town plaza would help draw consumers to Old Town businesses, Dominguez said.

"We're hoping for open spaces," he said. "We've look-



Placentia redevelopment plans released in 2003 included a focal-point plaza at Bradford Avenue and Santa Fe Street.

ment, not necessarily density."

Some people at the meeting said the plaza would not be enough to boost the area's retail business.

"The draw was the hotel, a movie theater complex and the railroad museum," said Craig Green, who disagrees with the revamped land-use plan. "All of this stuff and all of a sudden all you have is 54 townhouses. Basically, that's a draw on public services, and it involves getting rid of an industrial area that provides people jobs. I doesn't bring in sales tax"

project aims to add revenue through new businesses, amenities and entertainment venues - a gateway, where visitors and residents would walk around Old Town, shop at the stores, eat at the restaurants and spend their money in Placentia. The plan fuses downtown revitalization with a planned Metrolink station near Bradford and Crowther avenues.

Many of the ideas fell by the wayside when city officials pledged not to use eminent domain power to acquire land for the projects. Dominguez

would be revitalized solely by individual investments that the city would try to attract with a planned rail station and new zoning laws.

Placentia recently moved higher on the list for an Orange County Transportation Authority Orangethorpe Corridor station, which would be located next to the tracks adjacent to the freeway, since Yorba Linda declined a similar offer. The OCTA schedule calls for completion of the Placentia station in six years, but city officials are trying to move up the date.

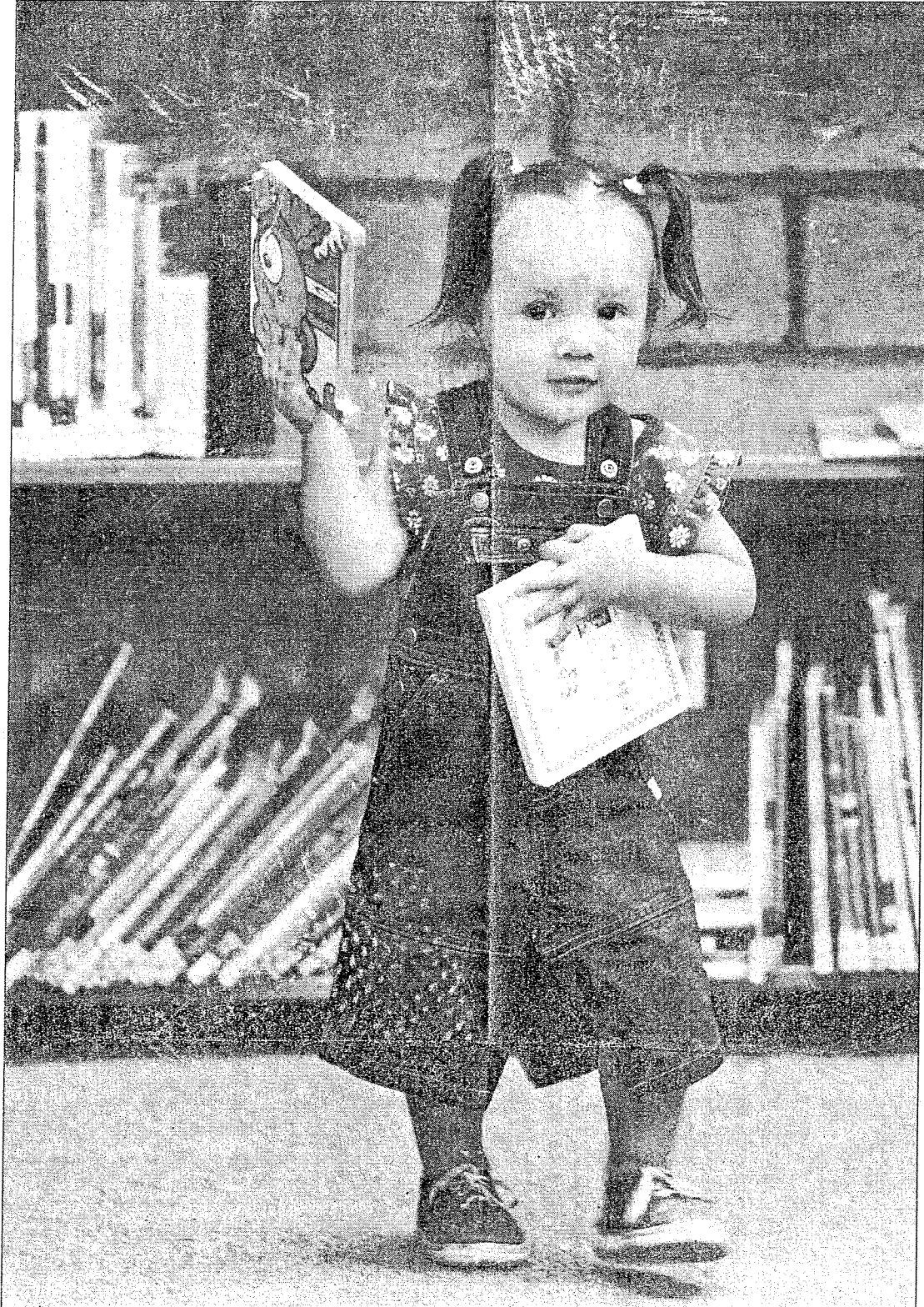
The station is crucial to the city plan for transit-oriented development, Dominguez said.

The city also plans to court investors by creating new laws to allow increased density and higher buildings in the redevelopment area.

If a proposed parking complex near the freeway is eliminated from the plan to make way for retail establishments, city officials would have to decide on another solution to parking problems in the area. Old Town business owners have complained about lack of parking space ever since two parking lots adjacent to Crowther were sold to TOD

pacific clippings
p m b 1 1 7 8 9
santa ana, calif. 92711

Los Angeles Times
OC Edition AUG 19 2005
Daily



READER IN TRAINING: *Kassandra Lopez has her hands full with children's books. Budget crunches have shrunk county library system funding across California since the early 1990s.* Photographs by IRFAN KHAN Los Angeles Times

Tall Order for Libraries Is Filling Their Shelves

The latest Harry Potter book makes San Bernardino County's low funding obvious.

By STEPHANIE RAMOS
Times Staff Writer

At San Bernardino County libraries, the waiting list for "Harry Potter and the Half-Blood Prince" had reached 200 before that sixth novel in the popular series was even released.

The library system had ordered 100 copies, and when it hit the shelves the demand was so great that 150 more were urgently purchased — busting the already tight budget for children's literature.

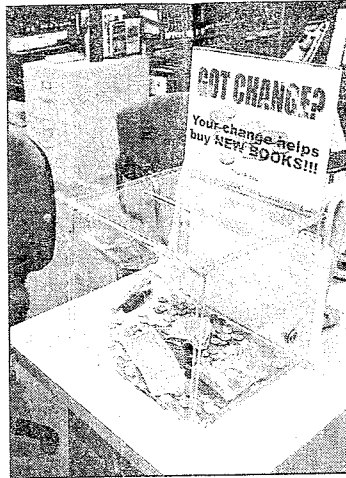
Harry Potter mania comes around only about once a year, but a scarcity of books is something library administrators and users deal with regularly. State and county budget crunches have significantly shrunk county library system funding across the state since the early 1990s, particularly affecting the 29 branches in rapidly growing San Bernardino County.

"It's one of the lowest budgets for a library [system] of its size in the country," says County Librarian Ed Kieczkowski. "Maybe even the lowest."

The library system's budget has been about \$9 per resident since 2002. During the 2004-05 fiscal year, 60 cents of that \$9 could be used to buy new materials; the remainder going toward upkeep, staff and daily expenditures.

The county's per-capita spending on new library materials, Kieczkowski says, is far less than the \$2.81-per-person average that other California library systems spent during 2004-05 on new materials, which include books, electronic databases, DVDs, videos and CDs.

As new residents swell the county's ranks, library administrators say, the branches can barely handle the demand. "Nobody makes anybody go to the library," Kieczkowski says. "But people come, and we serve every-



AID: San Bernardino County uses donations and volunteers to boost its acquisitions budget.

body. But we need to have money to run services."

Kieczkowski and the county's collection development coordinator, Nannette Brinker-Barrett, say their biggest problem is getting books onto the stacks.

"It's like going to [the local grocery store] and having no food to buy," Kieczkowski jokes.

"There are always new books coming out, more expensive books," Brinker-Barrett says. "In an ideal situation, people would see multiple copies of every title."

Instead, small budgets force Brinker-Barrett to choose between best sellers and educational books, between the latest edition of a printed encyclopedia or its electronic subscription.

She says many of the materials the county system receives are donated by individuals or through the efforts of volunteers, especially Friends of the Library.

"We probably don't buy enough of anything... but we at least try to have one copy of every [popular] title," she adds.

San Bernardino County was far closer to state spending averages before the state budget crisis of the early '90s. Afterward, the state kept more of the property tax money that had gone to fund county library systems.

Riverside County adjusted to the loss of funds, in part, by

adopting "development impact fees," which were approved in 2001 to raise the funds needed for serving a growing population. Industrial and residential developers are charged a per-unit fee, usually amounting to several thousand dollars, to bolster services such as police and fire, roads, parks and libraries. And developers are charged a separate, smaller fee to help support the library system.

"Things are looking up," says Nancy Johnson, a Riverside County librarian. "We are buying books at a rapid rate and we'll have very well-stocked libraries by the end of the year."

Johnson says the County Board of Supervisors "didn't want to turn off development, and they don't want to end library services, so they needed to raise the funds somehow."

Riverside County Supervisor Bob Buster, an initial proponent of the fees, says they are key to stocking libraries for a county with 1.9 million residents and counting.

Both counties are helping each other with an interlibrary loan system, bringing the combined materials count to 2.12 million.

Other counties in the region are also feeling the crunch. About ten years ago, Orange County's library system budget for new materials was \$6 million. This year, the collections coordinator for the county system will make do with \$2.5 million, or about \$1.66 per capita.

"I doubt you'll ever find a librarian or administrator to say that we're operating on too much funding," says John Adams, an Orange County librarian. "I think we're operating at an insufficient level of funding... [but] there are a couple of tactics that are helping" — such as fundraisers and materials sharing among libraries.

In San Bernardino County, three state grants and some local aid are helping the system handle the costs of building three more libraries over the next three years. The first of them is scheduled to open in Highland in 2006.

Lifting spirits of aging Lemke House

By **SUSHMA SUBRAMANIAN**
PLACENTIA NEWS-TIMES



LIANNE MILTON/PLACENTIA NEWS-TIMES

SAVING THE 1928 historic Lemke House was part of the plan by Church of Fullerton for the 1.5 acre site, with a new sanctuary opening next month in the home's back yard.

Workers are laying the final bricks for a walkway to a church behind the historic Lemke House, finishing a construction project that has taken five years because of controversial plans to replace an old barn in its back yard.

The new Church of Fullerton's sanctuary, which was built in the barn's place, is a Spanish-style adobe structure with swirling paint and a red-tile roof imitating the historic house in the 400 block of Placentia Avenue, bordering Fullerton.

It's a far cry from the run-down barn that housed a nomeless man and a herd of cats, stood amid dead grass and had a tin roof that kept falling off. The church bought the land in 2001 and, after a series of city hearings, the barn was demolished.

Church leaders plan to occupy their sanctuary next month.

"We're very excited to move into the new building," said Matt Miller, a church elder. "We've been waiting so long."

Members of the Church of Fullerton will use the property for services in the Korean and Chinese languages, in a separate meeting hall from its

English services.

The church, with a mostly Asian congregation from Placentia and Fullerton, will also keep its property in the 1300 block of Placentia Avenue, to provide space for its expanding membership. The congregation has grown about 10 percent, to 250 members, since the church purchased the Lemke site.

Meanwhile, the church has made repairs to the original 1928 house, including painting the two-story building, replacing sheet rock and fixing the air conditioning.

Historical Committee members said the church's upgrades have improved the

house's appearance.

"It's an excellent example of how we can incorporate historical sites into redevelopment," said former committee President John Walcek. "They kept it architecturally how it is and added to the back yard of the lot.

"You can't even tell from the street that they have a big building in the back," Walcek said.

For years, the house on the site was home to Lewis Lemke, son of John Lemke, one of Placentia's pioneers.

In 1981, the property was named a city historic landmark. To further preserve it, the city limited the land use to

offices of attorneys or accountants.

Beginning in 1996, the absentee homeowner attempted to sell the land because the property did not bring enough money to be profitable, Miller said. But no one would buy the home because of its partial commercial use.

The house deteriorated and some Placentia residents were afraid that without any oversight, the building might follow the way of the dilapidated Kraemer House that had been damaged by fraternity parties and fires.

Others were afraid that placing a church in the back yard would reduce the property's historical integrity.

In 2001, the City Council approved the purchase of the property by the church, after its congregation made impassioned pleas for building a new meeting hall on the site.

Orange County Superior Court Judge Frederick Aguirre, who represented the church's effort at City Council meetings, said that keeping the historical site from completely deteriorating was more important than saving the barn.

"I would rather alter the property by building a church in the back yard, than let it fall to ruin," Aguirre said.

Kids lap up puppy library time

The library shouldn't be just about rows of books, says Children's Librarian Caroline Gorkweitz.

She wants the library to be fun and inviting, something where kids can play and learn.

That is why Gorkweitz often invites four to 10 dogs from Bright and Beautiful Therapy Dogs Inc. to the library for kids to pet, talk and read to.

"Some children have trouble reading and need someone who is not judgmental," she says.

The canines visit kids during "lap-sit" and story times and have been scheduled on the last Saturday of each month, a program that began this year.



MELISSA JORDAN

A Pleasant Place is devoted to coverage of good news. Call 704-879-5714 or fax ideas to 704-879-5714.

Placentia News

Weekly **AUG 1 1 2005**

Residents question lack of City Council roll-call vote on 'consent calendar'

Finance director said method was adopted for ease of tracking budget numbers.

By **SUSHMA SUBRMANIAN**
PLACENTIA NEWS-TIMES

tions of the agenda, so council members could approve some items as a group with no discussion required - then consider allocating the related city spending with a separate, roll-call vote.

For example, at the Aug. 2 meeting, council members approved hiring a new senior administrative analyst to coordinate rail-project construction, then later approved \$72,620 from the On-Trac budget to pay for the new position.

Council members unanimously approved the staff position in the agenda's "consent calendar" - the name for multiple items considered with a

simple voice vote. Then a roll call vote was held later in the meeting for the resolution that appropriated the money.

"It's important that we have a record of how the council members voted," Greg Sowards said. "When it's a consent calendar item, there's no record."

Finance Director Steve Brisco, who introduced the current system about five years ago, said that having dollar amounts in one area made it easier to record spending from the city budget.

"I've just always done it that way," he said. "I just thought it was clearer."

Sowards and other membes

of Citizens for Better Placentia have criticized the City Council's finance approval methods since last year.

Council voting procedures require roll calls for the adoption of any ordinance, resolution or order for payment of money.

While city officials contend their system is easier, they don't deny that it can be confusing to residents.

"It's kind of a question of which comes first, the chicken or the egg," city spokesman Matt Reynolds said. "Which do you do first - approve the item or do you approve the money that pays for the item?"

UPDATES

Super Readers build summer library numbers

THEN

There were 869 kids who signed up for the Placentia Library's summer reading program this year, compared to about 700 last summer. Kids who finished weekly reading requirements and made visits to the library during the eight-week program received toys and gift certificates to restaurants, including In-N-Out, Mimi's Cafe or Hometown Buffet.

The program for boys and girls in preschool through eighth grade ended Aug. 13.

NOW

They read 9,011 books throughout the summer for the "Super Hero-themed" program; 628 kids collected prizes and 789 kids attended the program's events, including a session on exotic animals and other events.

WHAT'S NEXT

Children's Librarian Carol Gurkweitz said she hopes to increase the number of kids who enroll in the program next summer.

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Placentia News
Weekly **AUG 2 5 2005**

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Placentia News

Weekly **AUG 1 1 2005**

Discount prices at library book sale

The Placentia Library will hold a used-book sale from 1 to 4 p.m. Sunday in the library lobby, 411 E. Chapman Ave.

The book sales contain books donated by the community, with prices for hardcover books dropped to 10 percent of their retail prices and paperbacks available for 10 cents to 25 cents.

The library is also looking for more volunteers for its Book Store, to keep it open for the entire library service hours.

Information: (714) 528-1925,

Cameras to focus on graffiti vandals

Placentia joins other Orange County cities with purchase of \$30,000 surveillance system.

By **SUSHMA SUBRAMANIAN**
PLACENTIA NEWS-TIMES

Anaheim Police Lt. Joe Vargas was on a nighttime graffiti sting, sitting in his police car and monitoring a wall with a few other officers.

The police waited and waited and waited. But nothing happened.

That's when Vargas thought: "If we were watching this on a camera, we'd save a lot of money and manpower."

The Anaheim department tested a camera last year and after its success, workers are posting eight of them on telephone polls throughout the city.

Now, Placentia has joined a growing group of Orange County cities purchasing video surveillance equipment to monitor graffiti and crime,

based on the Anaheim tests that determined the cameras could reliably record suspects committing crimes.

The Placentia City Council voted last week to approve the Redevelopment Agency's purchase of a \$30,000 video camera for use in Old Town.

"Buying a camera is a lot cheaper than paying an extra patrol officer," Placentia Police Chief John Schaefer said.

The Placita Santa Fe Merchants Association donated \$500 to the purchase, which members said would improve the appearance of their stores.

But opponents say the cameras displace crime instead of preventing it, and others argue that the cameras act as a Big Brother-like tool.

"As you displace graffiti, it inevitably reduces it," Schaefer said.

Also, the video would be viewed only after graffiti was used, he added. It would not be constantly monitored.

In addition, the camera's supporters point to the recent London bombings, during which four suspects were captured because they were caught on video.

Fullerton has had a graffiti camera for about 10 years in elevators at the train station, next to a walkover that was often sprayed with graffiti.

Although Irvine has yet to install its video surveillance equipment, it was purchased earlier this month.

Each department purchased equipment from SensorWave, whose cameras were developed about two years ago.

Most of Placentia's graffiti stems from a rivalry between three rival gangs - La Plaz, Atwood and La Jolla.

Their images represent a moniker that acts as a turf designation.

And when the graffiti remains in place and visible for weeks, it entices other groups to do the same thing, Schaefer said.

The graffiti problem intensified last year, after the City Council decided to cut the \$130,000 graffiti cleanup plan on private property to save money in its budget.

When the walls of homes and the few stores on Park Lane, Avenida de Pio Pico, Arnold Drive and on Wallgreen, Melrose and La Jolla streets became a growing target for gang markings, the city reinstated the program this spring.

Mayor Scott Brady had also encouraged Schaefer to research ways to prevent graffiti from being painted.

Schaefer said a surveillance cameras is the best option.

"People are getting more in line with the fact that video surveillance is the future," the chief said. "It's successful, and it seems to deter graffiti."

PLACENTIA

Local history: The city's historical committee on Thursday will discuss whether to sign a contract with Arcadia Publishing to publish a picture book on Placentia's history with the help of local historians. The meeting will be at 7 p.m. in council chambers, 401 E. Chapman Ave. Information: (714) 993-8124.

- Sushma Subramanian

Discount prices at library book sale

The Placentia Library will hold a used-book sale from 1 to 4 p.m. Sunday in the library lobby, 411 E. Chapman Ave.

The book sales contain books donated by the community, with prices for hardcover books dropped to 10 percent of retail prices and paperbacks available for 10 cents to 25 cents.

Information: (714) 528-1925.

Placentia Library

The library, 411 E. Chapman Ave., is seeking volunteers to help with book sales and assisting customers, as well as pricing and sorting donations, with sale proceeds benefiting library programs and services. Match your skills and availability to library's needs. Information: (714) 528-1925, Ext. 201.

Library board approves budget

332
Grants for literacy services allow doubling of expenditures in the overall \$3.1 million guideline.

By **SUSHMA SUBRAMANIAN**
PLACENTIA NEWS-TIMES

Expenditures for literacy services at the Placentia Library more than doubled in its 2005-06 budget approved Monday, compared to

2004-05. The library received two grants this month to pay for the increased literacy programming, causing the spending plan to jump from \$21,050 to \$45,953 in the approximately \$3.1 million total budget.

"We've got two new programs, and we're doing a lot of new things," said library literacy coordinator Jim Roberts.

Placentia received \$48,600 from state library grants for a homework help program at the Homeless Intervention Shelter library, to help purchase laptops, plus science

and technology textbooks that are part of the school curriculum.

The library also received \$10,000 from PacificCare Health Systems Inc., to begin an after-school tutoring program at the Topaz Elementary School library. The school would be on the way home for many Tuffree Middle School students needing homework help after school.

Kids in the neighborhood used to attend Kraemer Middle School, which has become overcrowded, causing a clash between students from different neighborhoods, Roberts said.

In addition, the library's passport pictures and paperwork services increased revenue by about \$2,000 this year because of the decision last fall to keep the desk open beyond regular post office hours, including weekends.

Some Saturdays, the library completes about 50 passport applications, staff members reported.

The library also began taking \$10 passport pictures in January. The equipment for the photographs was paid for with receipts in the first month.

The library Board of Directors also decided Monday to eliminate a \$1 service fee for patrons to check out their books by using official identification instead of a library card. The fee was introduced to encourage patrons to carry their library cards.

Some staffers were concerned that people might take advantage of the new rule and stop bringing their cards.

Others said the fee had caused client dissatisfaction, with many patrons raising complaints at the checkout desk.

PLACENTIA
Fee dropped: The library board decided Monday to kill a \$1 fee for checking out items without a library card. The fee was meant to push patrons to carry the cards but caused people to complain. "We think that maybe we can just encourage people to bring their library cards in other ways," library director Elizabeth Minter said.

- Susama Subramanian
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The Register
Daily AUG - 2 2005

PLACENTIA
Library grant: The Placentia Library will hire a part-time coordinator for its new resource center at the Homeless Intervention Shelter House on Bradford Avenue. The position will be paid by a \$48,634 grant from the California State Library, money that will also pay for a satellite reference center and homework help club at HIS House by September.

- Sushma Subramanian
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The Register
Daily AUG - 6 2005

PLACENTIA
Library grant: The Placentia Library has been awarded a \$48,234 Library Science and Technology Act grant to start an on-site homework tutoring project for children at the Homeless Intervention Shelter on Bradford Avenue. The funds are awarded by the California State Library and are valid for a year, with the clock having begun in July.

- Amy Taxin
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Daily AUG 1 8 2005

"It really has to do with all of the complaining," library Director Elizabeth Minter said. "We think that maybe we can just encourage people to bring their library cards in other ways. Just telling them."

Elimination of the fee will reduce library revenue by about \$200 a year, she said.

But if more people expect to check out books without their cards, the fee might have to be renewed, she added.

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Placentia News
Weekly **AUG - 4 2005**

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The Register
Daily **AUG 2 6 2005**

GOVERNMENT

Placentia official announces exit

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Placentia Finance Director Steve Brisco announced Thursday that he will step down because of what he called the city's unfriendly work environment.

"If you've seen the City Council meetings, you see why," Brisco said.

He has come under scrutiny by residents who questioned his accounting standards and said he left regular negative balances in city funds.

He has held the job for five years and plans to stay until he finds a new position, possibly at another public agency. Brisco's decision gives the city time to find a replacement.

Brisco is leaving of his own volition, City Administrator Bob Dominguez said.

- Sushma Subramanian
(714) 704-3796

Training offered for library tutors

The Placentia Library will hold a training workshop for tutors from 1:30 to 4:30 p.m. Sunday in its meeting room, 411 E. Chapman Ave.

The program will help teach tutors to spark conversations

with their students, train them in pronouncing words for students unfamiliar with the English language and make them familiar with texts used by the library for tutoring services.

The sessions are free for tutors who pledge to volunteer for at least three months, for a minimum of one to two hours each week. Training materials are provided through a grant from the Rotary Club of Placentia.

Information: (714) 524-8408, Ext. 213.

To submit "Briefly" items, call (714) 704-3796, e-mail to placentianewstimes@ocregister.com, fax (714) 704-3714 or write to 1771 S. Lewis St., Anaheim, CA 92805.

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The Register
Daily **AUG 2 4 2005**

PLACENTIA

Summer reading: This year's summer reading program at the Placentia Library drew sign-ups from 869 kids, who read 9,011 books. Of those children, 628 collected prizes and 789 attended program events, including a session on exotic animals. Participation increased since last year, when about 700 signed up for the program.

- Sushma Subramanian
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Placentia News
Weekly **AUG - 4 2005**

COMMUNITY HAPPENINGS

TODAY

'Lapsit' stories for ages 2 and younger are read from 10:15 to 10:35 a.m. at the Placentia Library, 411 E. Chapman Ave. Free. Call (714) 528-1906, Ext. 212.

SAFETY COMMITTEE MEETING
AUGUST 31, 2005
MINUTES

I. Call to Order: 2:17 P.M.

Members Attending: Katie Matas
Wendy Goodson
Caroline Gurkweitz

Members Absent: Esther Guzman

III. Old Business

1. The fire extinguishers were checked by Katie Matas on August 29, 2005.
2. The broken Koala Seat in the public women's restroom was removed. A new one was ordered.

IV. New Business

1. Staff has expressed concern about boxes of unsold book sale books being left in the loading dock area for extended periods of time. The Friends will discuss the situation at their next meeting.

The next meeting will be September 28, 2005 at 2:00 P.M.

Respectfully submitted,



Katie Matas

