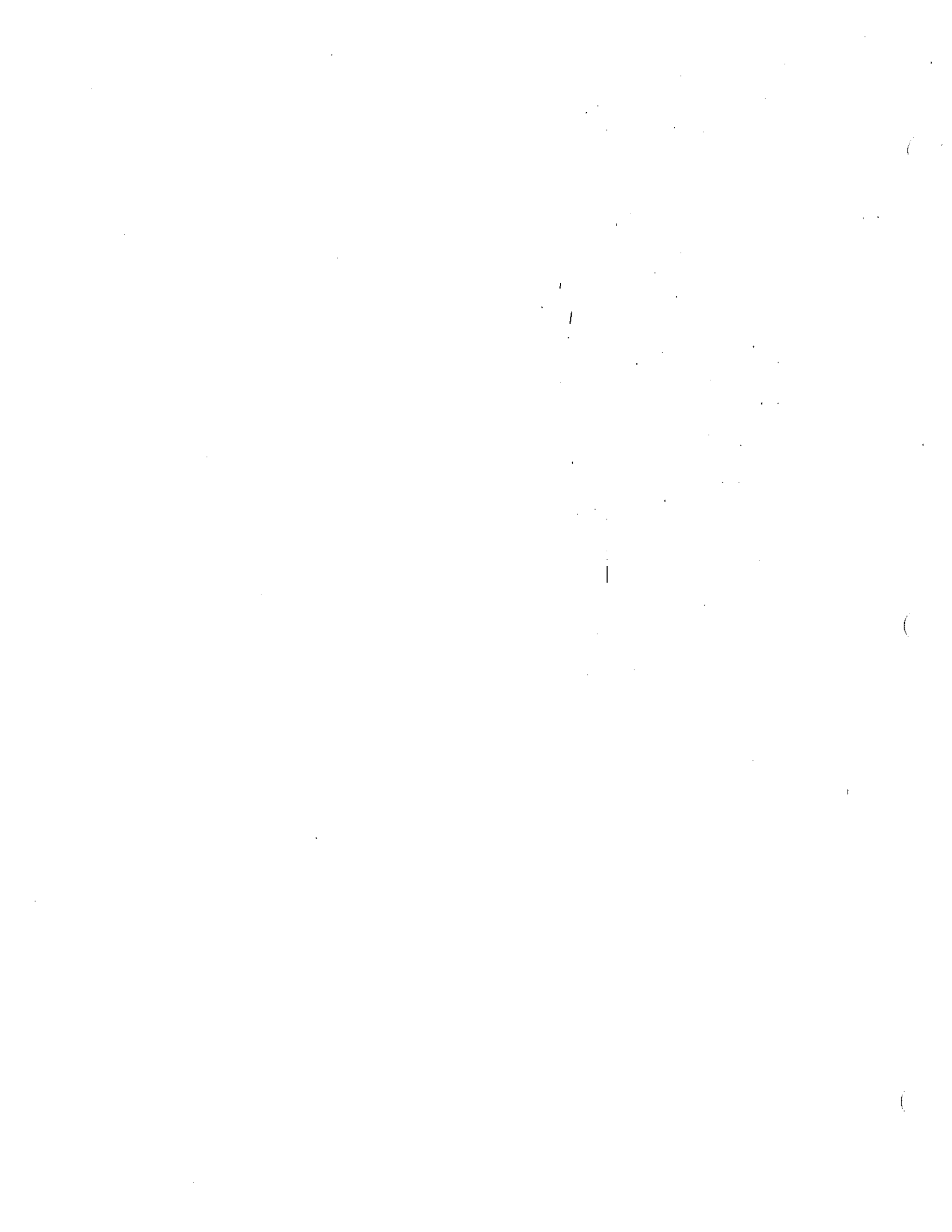




TO: Elizabeth Minter, Library Director
FROM: Jim Roberts, Public Services Manager/Literacy Coordinator *JR*
DATE : November 20, 2006
SUBJECT: Poet Laureate.

Meredith Laskow, Poet Laureate of the Placentia Library District, met with the Program Committee two times in October.

We plan to have poetry workshops again during the spring of 2007.



ANNUAL CERTIFICATION: PUBLIC LIBRARY FUND

California State Education Code Part II

Chapter 1.5, Section 18010 et seq.

Fiscal Year 2006-07

FILING DATE: December 1, 2006

1. Library jurisdiction. Placentia Library District

2. Locally appropriated revenue. "18023. On or before August 31, 1982, and October 31 of each fiscal year thereafter, the fiscal officer of each public library shall report to the State Librarian the total revenue appropriated for the foundation program of the public library for that fiscal year and shall specify the amount of local revenue included in such total appropriation. For the purposes of this chapter, homeowner and business inventory exemption reimbursements, timber yield tax funds, and federal revenue sharing funds shall be deemed to be local revenues." Library jurisdiction's report to the State Librarian, will be transmitted to the Controller and constitute compliance with this provision of the Act; no separate report need be made to the Controller. Chapter 47, Statutes of 2006 item 6120-221-0001, Provision 1, "Notwithstanding any other provision of the law, for the 2006-07 fiscal year, the date on or before which the fiscal officer of each public library shall report to the State Librarian the information specified in Section 18023 of the Education code shall be December 1, 2006."

3. The library jurisdiction is responsible for compliance with Sec. 18023 of the Act. No subsequent filing date for corrections or revisions will be allowed.

4. Elements that may be included as local revenue are:

- Local appropriation or allocation by jurisdiction to the library
- Homeowner and business inventory exemption reimbursements for the state
- Contract payment from another jurisdiction for which the library provides services
- Federal revenue sharing funds for operations, not capital outlay; block grants (CDBG)
- Amount for facility and small equipment maintenance and administration (whether or not included in library allocation)
- Fines, fees, gifts, other local income not included above

5. Elements that may not be included as local revenue are:

- California Library Services Act (CLSA) funds
- Public Library Fund Act (PLF) funds
- Library Services and Technology Act (LSTA)
- Library of California Act (LoC) funds
- Appropriation or allocation for major capital improvements (see definition, Sec. 18015(b), p.2 below)

6. Certification. Complete both entries.	<u>FY 2005-06</u>	<u>FY 2006-07</u>
Local revenue appropriated (see paragraph 4 above)	<u>2,630,209</u>	<u>3,106,161</u>

100% maintenance of effort has been authorized for the 2006-07 year.

If your library jurisdiction fails to meet the 100% maintenance of effort requirement, please see the waiver provisions and forms included in this mailing.

I hereby certify under penalty of perjury that I am the duly authorized officer of the claimant herein and that the data provided is all true, correct and in accordance with law and that payment has not previously been received for fiscal year 2006-07. Agenda Item 30
Page 2 of 3

Signature of Fiscal Officer: Elizabeth D. Minter Date 11-15-06
Print Name and Title: Elizabeth D. Minter Telephone 714-528-1925x203
Address: Placentia Library District
411 E Chapman Ave, Placentia CA 92870

U.S. MAIL: BUDGET OFFICE - PUBLIC LIBRARY FUND
California State Library
P.O. Box 942837
Sacramento, CA 94237-0001

DELIVERY SERVICE (Fed Ex, United Parcel, etc.): Budget Office – Public Library Fund,
California State Library, 900 N Street, Sacramento, CA 95814. See Attachment B for postal information.

IN-PERSON DELIVERY: State Librarian's Office, Room 220, California State Library, 914 Capitol Mall, Sacramento, CA 95814

NOTE: *Due to the strict guideline of the December 1 submission date, it is very important to prepare all correspondence and mailing labels with the appropriate address above. Failure to do so may jeopardize the timely receipt of your certification form by the State Library Budget Office.*

PUBLIC LIBRARY FINANCE
(Education Code, Title 1, Division 1, Part 11, Chapter 1.5)

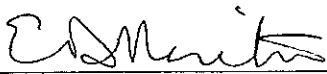
ARTICLE 2. DEFINITIONS

Section 18015. Definitions.

As used in this chapter:

- a) "Public library" means a library, or two or more libraries, operated as a single entity by one or more public jurisdictions and which serve the general public without distinction.
- b) "Foundation program" means those elements of library service, which are basic to its function as a provider of information, education, and cultural enrichment to all segments of the community, including, but not limited to, collection development and maintenance, lending services, information services, facility maintenance, and administration. The foundation program shall not include major capital improvements, which, for purposes of this chapter, shall be defined as the purchase of real property, the construction or improvement of buildings, and the purchase of equipment and the payment of fees or other costs in connection with the same.
- (c) "Fiscal officer" means, for a municipal library, the chief fiscal officer of the municipality; for a county library or a library district under the jurisdiction of the county board of supervisors, the chief fiscal officer of the county; and for an independent library district, the chief librarian of the district. In the case of a public library which provides foundation program service by contract to one or more jurisdictions in addition to the jurisdiction or jurisdictions with which it is affiliated, the chief fiscal officer of the jurisdiction with which it is primarily affiliated shall be deemed the fiscal officer for the public library for the purposes of this chapter.

**RETURN THIS FORM WITH THE ANNUAL CERTIFICATION
AND WAIVER FORMS BY DECEMBER 1, 2006**

CALIFORNIA STATE LIBRARY Public Library Fund Act Signature Authorization Form	
The following individual(s) have signature authority for Certification of the Public Library Fund (see definitions of the law below)	
LIBRARY JURISDICTION:	Placentia Library District
NAME:	Elizabeth D. Minter
TITLE:	Library Director
SIGNATURE:	
TELEPHONE:	714-528-1925x.203 Email: eminter@placentialibrary.org
ADDRESS:	Placentia Library District 411 E Chapman Ave, Placentia CA 92870

PUBLIC LIBRARY FINANCE
(Education Code, Title 1, Division 1, Part 11, Chapter 1.5)

ARTICLE 2. DEFINITIONS

(c) "Fiscal officer" means, for a municipal library, the chief fiscal officer of the municipality; for a county library or a library district under the jurisdiction of the county board of supervisors, the chief fiscal officer of the county; and for an independent library district, the chief librarian of the district. In the case of a public library which provides foundation program service by contract to one or more jurisdictions in addition to the jurisdiction or jurisdictions with which it is affiliated, the chief fiscal officer of the jurisdiction with which it is primarily affiliated shall be deemed the fiscal officer for the public library for the purposes of this chapter.

U.S. MAIL: BUDGET OFFICE - PUBLIC LIBRARY FUND
California State Library
P.O. Box 942837
Sacramento, CA 94237-0001

DELIVERY SERVICE (Fed Ex, United Parcel, etc.): Budget Office – Public Library Fund,
California State Library, 900 N Street, Sacramento, CA 95814. See Attachment B for postal information.

IN-PERSON DELIVERY: State Librarian’s Office, Room 220, California State Library, 914
Capitol Mall, Sacramento, CA 95814





CALIFORNIA
STATE LIBRARY
FOUNDED 1838

November 6, 2006

FOR IMMEDIATE RELEASE

CONTACT: Sarah Dalton
916-654-1483

California State Library supports digitization of California's many library treasures

SACRAMENTO - Over 18,000 of California's historic photos and print artifacts are now on one website, accessible to users worldwide. The California State Library, through a program called the *Local History Digital Resources Project*, is helping people in California libraries learn how to make their collections part of this virtual window on California's history.

The California State Library's *Local History Digital Resources Project* assists staff in California libraries from Modoc to Calexico to digitize their manuscripts, photographs, and works of art like Marin County Free Library's postcard of a 1905 Kentfield real estate office. The California State Library pays for library staff members to attend trainings on digitizing artifacts. It gives libraries access to a cataloging tool. It provides scanning services for 200 images and it allows \$5000 for costs related to the library's project.

Because more than 40 public, academic and special libraries have participated in the *Project* since 1999 anyone, from student to journalist to genealogist to web surfer, can view, save, and print California rarities that libraries normally hold in special collections.

Susan Jones of the Southern California Library for Social Studies and Research says, "The experience gained by participating in the *Local History Digital Resources Project* has proven essential to our efforts in moving forward in this digital direction." And Anji Brenner of Mill Valley Public Library says, "Our [Mill Valley Public Library] Foundation is using our [digitization] project as a springboard for securing an endowment to assure ... funding for digitizing the [library's] entire collection."

Library users can access California libraries' digitized items through a single interface on Calisphere which the University of California's California Digital Library (CDL) hosts. CDL collaborates with the California State Library to provide technical assistance to libraries on digitization, and to publish and preserve the digitized collections. The Calisphere web site is available at: <http://www.calisphere.universityofcalifornia.edu/institutions.html>.

The Institute of Museum and Libraries Services provides the funds for the *Project* through a Library Services and Technology Act (LSTA) grant administered in California by the State Librarian.

For more information about the *Local History Digital Resources Project*, please contact Ira Bray, Technology Consultant, Library Development Services, California State Library at 916-653-0171 or ibray@library.ca.gov.

About the University of California, California Digital Library

The California Digital Library supports the assembly and creative use of the world's scholarship and knowledge for the University of California libraries and the communities they serve. In addition, the CDL provides tools that support the construction of online information services for research, teaching, and learning, including services that enable the UC libraries to effectively share their materials and provide greater access in digital content. For more information please visit: <http://www.cdlib.org/>

About the Institute of Museum and Library Services

The Institute of Museum and Library Services is the primary source of federal support for the nation's 122,000 libraries and 17,500 museums. The Institute helps create strong libraries and museums that connect people to information and ideas. It works at the national level and in coordination with state and local organizations to enhance learning and innovation; sustain heritage, culture and knowledge; and support professional development. To learn more about the Institute, please visit: <http://www.imls.gov/>.

###

PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Library Board of Trustees
FROM: Elizabeth D. Minter, Library Director
SUBJECT: Library Director's Report *WJN*
DATE: November 20, 2006

Activities Report:

Oct 16 Met with Friends Director Ben Boelman, Mary Strazdas, Lois Monroe & Yesenia Gomez to discuss initiating delivery services to one of the senior residential facilities.

Library Board Work Session with Linda Demmers.

Library Board Meeting

Oct 17 Participated in demonstration of planned giving software for the Placentia Library Foundation at Placentia Library.

Oct 18 Met with Christie Caravelle, the new Community Services Manager for the City of Placentia.

Met with the Friends/Foundation Joint Publications Committee to finalize the brochure.

Oct 19 Participated in Staff Appreciation Dinner at the home of Sandra Stark.

Oct 22-25 Attended the Internet Librarian Conference in Monterey with Vernon Napier.

It began with an author's presentation by J. A. Jance (*The Edge of Evil*) which I enjoyed until she started to sing to us!

The first day there was a series of programs aimed directly at public libraries: Emerging Technologies & Changing Roles; Delighting Public Library Users – Personas in Action; Cultivating Tech-Savy Library Staff; OPAC Tips & Tricks for Improving User Experiences & Synergy for Better Services, IT & Library Cultures.

The second & third days I focused on social computing issues: Wikis for libraries; What's Hot & New with Social Software & Blogging Applications & Tips; Determining & Communicating Value; Flickr & Libraries; and MySpace & Facebook. An increasing number of public libraries have staff that are dedicated to social computing services to library users. This seems to be a major trend.

Oct 26-Nov 3 Vacation

Nov 2 Vernon Napier represented me at the Santiago Library System Executive Council Meeting in Yorba Linda

Nov 6 Friends Board of Directors Meeting

Nov 8 Friends/Foundation Finance Committee to discuss merger issues
Placentia Library Foundation Board of Directors Meeting.

Nov 9 Met with designer to discuss Christmas tree decorations
Library Board Special Meeting to approve photocopier purchases.

Met with Carol Stone from Executive Consulting, Jean Lasley & Lois Monroe to discuss Placentia's support organizations.

Attended Chamber of Commerce Mixer at CTS Appliance.

Nov 14 Participated in Photoshop training program

Staff Meetings:

Oct 18 Reviewed & discussed the proposed dress code.

Nov 1 Workshop on working with the hearing impaired by a representative from the Dayle Macintosh Center.

Nov 15 General announcements and plans for the holiday party.

Agenda Item 33

TO: Elizabeth Minter, Library Director
 FROM: Jim Roberts, Public Services Manager
 DATE: November 20, 2006
 SUBJECT: Program Committee Report for the month of October, *JK*

ADULT SERVICES

	Oct 05-06	Oct 06-07	YTD 05-06	YTD 06-07
NUMBER OF PROGRAMS	2	1	5	5
NUMBER OF ATTENDEES	61	28	129	76

CHILDREN'S SERVICES

	Oct 05-06	Oct 06-07	YTD 05-06	YTD 06-07
NUMBER OF PROGRAMS	25	7	101	86
NUMBER OF ATTENDEES	894	310	4,565	3,436

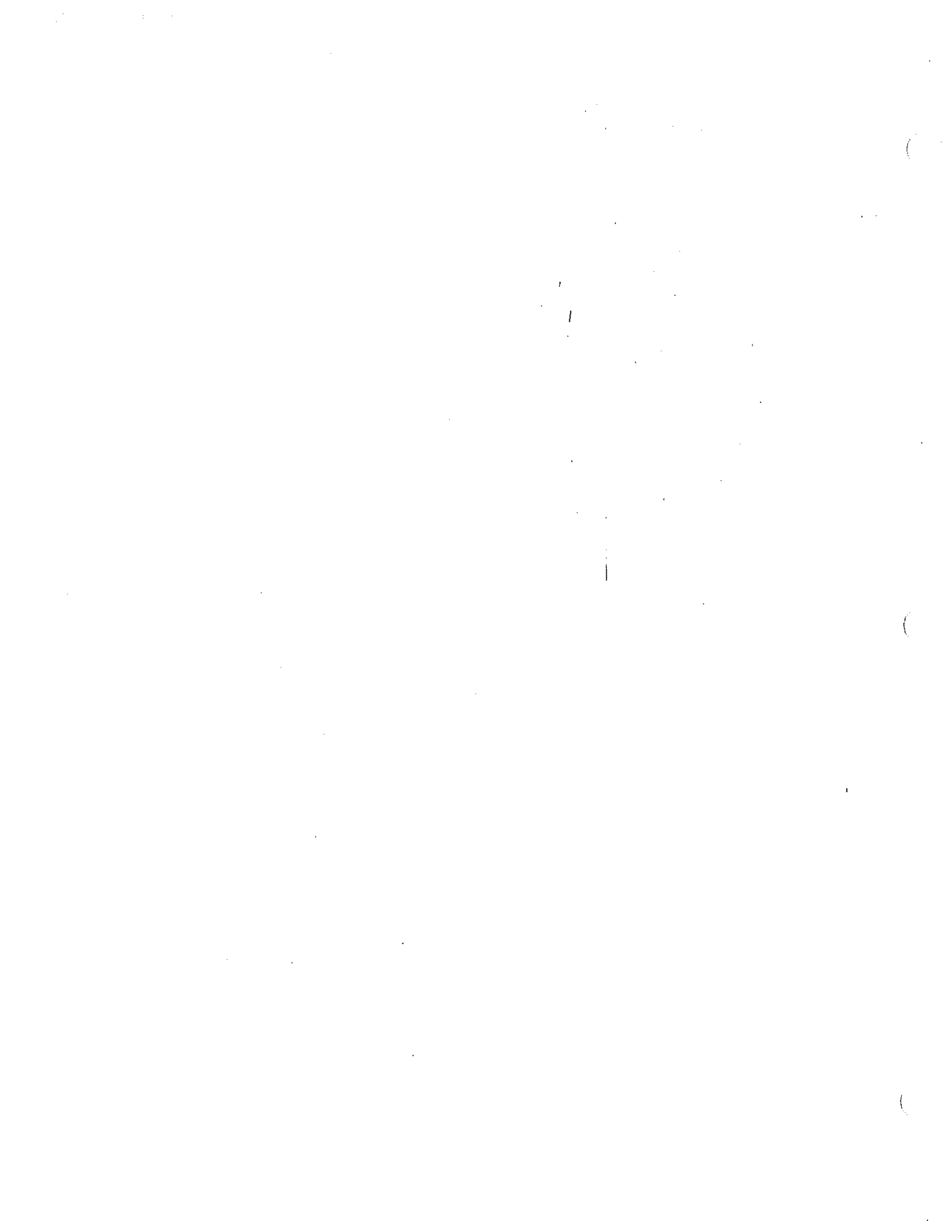
PROGRAM COMMITTEE

	Oct 05-06	Oct 06-07	YTD 05-06	YTD 06-07
NUMBER OF MEETINGS	0	1	0	6
NUMBER OF ATTENDEES	0	10	0	41
NEWS RELEASES	NA	1	NA	4

LITERACY SERVICES

	Oct 05-06	Oct 06-07	YTD 05-06	YTD 06-07
Total Tutors	143	104	186	123
Total Students	132	228	187	230
Total Hours	1,750	1,934	3,875	4,753

Attachment 1: Request for Parent Reading Guide.
 For more detailed literacy statistics, see Agenda Item 35, pages 2 of 3 and 3 of 3.



To: Elizabeth Minter, Library Director

From: Caroline Gurkweitz, Children's Librarian *CG*

Date: for Board Meeting, November 20, 2006

Subject: **October 2006 Activities in the Children's Department**

(Programs suspended during Children Librarian's vacation.)

TYPE OF PROGRAM	NUMER OF PROGRAMS	TOTAL ATTENDANCE
Lap Sit 24 months & younger	1	19
Story Time I: 6 years & younger	1	26
Story Time II: 6 years & younger	1	29
Music Time I: 6 years & younger	1	33
Music Time II: under 6 years old	1	27
Music Time III:	discontinued	
Read to the Dogs event	1	26
After School Halloween Party	1	150
Total October 2006	7	310
Total October 2005	25	894
Current FY to date	86	3436
Previous FY to date	101	4565



TO: Elizabeth Minter, Library Director

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

DATE: November 20, 2006

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

Tutor Training. We had one workshop on November 5, and nine tutors were trained, one high school student and eight adults. They are all tutoring or pending.

Families for Literacy (FFL) Program Status. There was no FFL programming in October.

Placentia Rotary Reading Enrichment Program (PRREP). We began recruiting PRREP tutors at El Dorado High School and Valencia High School in late September and early October, and the response has been tremendous. We anticipate that we could have as many as 150 PRREP tutors this school year.

Update on the two new PLLS homework clubs. Both the Topaz-Tuffree Homework Club at Topaz Elementary School and the Homeless Intervention Shelter (H.I.S. House) Homework Club were tremendously successful last school year. Both of them started again this school year on September 18. Kraemer-Placentia Library Homework Club started in late October. We will report on it in next month's board report.

English Language and Literacy Intensive (ELLI) Program Update. ELLI started again this school year in late September. We are active at three elementary schools--Ruby Drive, Topaz, and Tynes--and we have a total of seventeen tutors working with more than 150 grade school students.

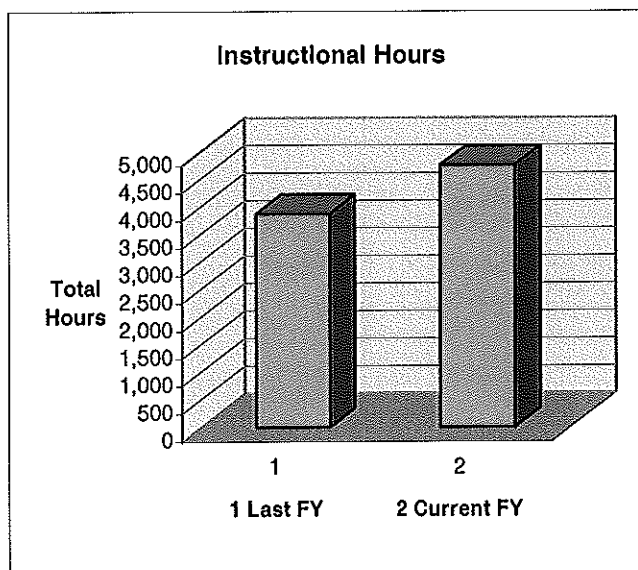
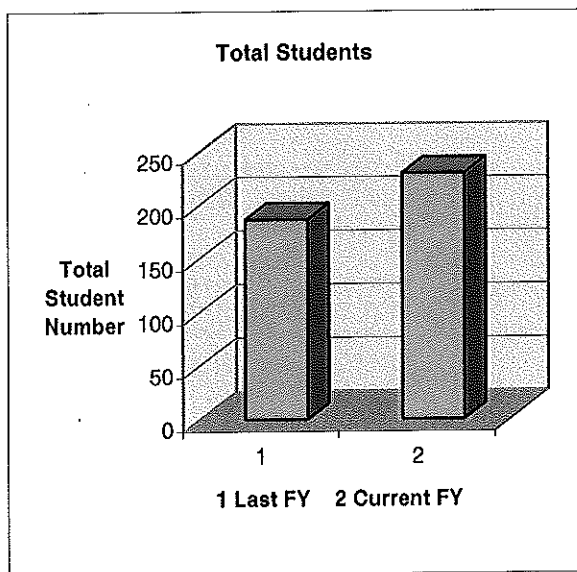
Federal Work Study (FWS). Our FWS partnership with Financial Aid at Cal State Fullerton is even stronger in FY 2006-07 than it was last FY. Our Cal State Award for FY 2006-07 is already over \$115,000. Our FWS partnership is also very strong with Western State University College of Law this FY as we have seven already on board.

Literacy statistics. See Agenda Item 35, Pages 2 of 3, and 3 of 3.

Placenta Library Literacy Services

Report of Growth and Progress

	Oct 05-06	Oct 06-07	YTD 05-06	YTD 06-07
Tutors				
Adult	63	59	98	72
Teen	63	45	88	51
Hours Instruction	1,750	1,934	3,875	4,753
Other Volunteer Hours	120	120	400	480
Total Hours	1,870	2,054	4,275	5,233
Training Workshops				
Workshops Held	5	1	10	4
Tutors Trained	36	9	82	48
Students				
With Adult Tutors	92	178	121	178
With Teen Tutors	40	50	66	52
In Groups	0	0	0	0
Total Active Students	132	228	187	230
Families for Literacy				
Family Students	5	5	5	5
Family Tutors	5	5	5	5
Hours of Instruction	60	60	180	120
ELLI Program				
K-6th Grade Students	125	140	125	125
Tutors for K-6th Grade	9	15	9	15
Hours of Instruction	506	430	506	430
Homework Clubs				
On-Site: Students	NA	169	NA	169
On-Site Tutors	NA	39	NA	39
Hours of Instruction	NA	200	NA	200
H.I.S. House Students	NA	0	NA	0
H.I.S. House Tutors	NA	0	NA	0
Hours of Instruction	NA	0	NA	0
Topaz Students	NA	0	NA	0
Topaz Tutors	NA	0	NA	0
Hours of Instruction	NA	0	NA	0
Total Tutors	126	104	124	123
Total Students	132	228	187	230
Total Instruction Hours	1,750	1,934	3,875	4,753



TO: Elizabeth Minter, Library Director

FROM: Jim Roberts, Public Services Manager/Literacy Coordinator 

DATE : November 20, 2006

SUBJECT: Reference and Adult Services report for October, 2006.

The Reference and Adult Services report for October, 2006, was not available for the November 20 Board Report.

We will report on both October and November in the December 18 Board Report.



TO: Elizabeth Minter, Library Director
FROM: Gary Bell, Librarian *GB*
DATE: November 20, 2006
SUBJECT: **History Room report for October**

History Room visitors in October: fiscal year 2005-2006: 2
History Room visitors in October: fiscal year 2004-2005: 2

Jim Armstrong, a former English professor at Fullerton College, and a Placentia resident, has written a biography of Commander Dusty Rhodes of the Blue Angels. The book has been added to our local author collection in the History Room, and a copy will soon be available for circulation.

Information was requested by local reporter Ellie Rankin on the Tuffree house for an upcoming article in the Placentia News Times.

Many books were ordered and added to the History Room's California collection.

Placentia Library History Room in conjunction with the Placentia Historical Committee, has been participating in a digitization program supported by a grant from the California State Library. Pictures relating to the history of Placentia will soon be available on the California Digital Library's (CDL) Calisphere web site, as well as on the online archive of California. We have thus far prepared one hundred and forty pictures, fifty of which have been sent away for digitizing, and returned, with fifty more going out soon. These pictures will be accessible to users worldwide through a program called the Local History Digital Resources Project. This project moves us forward in a digital direction and is an essential priority in our ongoing outreach to promote historical resources.

Jeanette Gardner and Larry deGraaf, of the Placentia Historical Committee, have been preparing a book on Placentia for Arcadia Publishing's Images of America Series. A proof of the cover has been prepared and the book will be available for purchase in the spring of next year.



Placentia Library District

TO: Elizabeth Minter, Library Director
 FROM: Vernon Napier, Technical Services Manager
 DATE: November 13, 2006
 SUBJECT: Website report for October, 2006

On line reference resources

	May '06	Jun '06	Jul '06	Aug '06	Sept '06	Oct '06
Grolier Online	9	4	8	5	6	11
Encyclopedia Americana	1	0	2	1	0	0
La Nueva Enciclopedia Cumbre	0	1	0	0	0	0
America the Beautiful	0	0	0	0	0	0
Lands and People	3	0	0	0	0	0
General Reference Center	78	82	94	39	111	104
Opposing Viewpoints	334	43	50	32	92	62
Newsbank -Newspaper search	13	30	25	6	23	8
Newsbank -Magazine search	0	0	0	0	0	0
L.A Times	35	7	2	0	0	6
N.Y. Times	20	1	2	0	1	1
Wall Street Journal	13	0	0	47	218	381
Heritage Quest	866	1320	1673	1308	1966	6120
Learning Express (Learn a test)	5	3	3	5	1	2
Novelist	127	4	44	0	0	175
Tumblebooks	12	177	69	81	252	139
MorningStar	-	-	-	-	135	4

Library Website Traffic										
	May '06	June '06	July '06	Aug '06	Sep '06	Oct '06	Y-T-D	Monthly Average		
Unique visitors	1,589	1,822	1,865	1,910	1,832	2,035	11,053	1,804		
Number of visits	2,555	2,966	2,987	3,135	3,062	3,469	18,174	2,941		
(visits per visitor)	1.60	1.62	1.60	1.64	1.67	1.70		1.63		
Pages visited	15,949	15,091	16,047	15,571	18,913	23,774	105,345	16,314		
(pages per visit)	6.24	5.08	5.37	4.96	6.17	6.85		5.78		
Pages most viewed										
Application for library card	96	69	40	46	0	0	251	42		
Borrowing library materials	127	136	116	538	122	216	1255	209		
Calendar	290	298	228	408	252	187	1663	277		
Catalog	2,118	502	662	673	628	820	5403	901		
Community links	63	70	75	85	53	71	417	70		
Contact Us	150	122	108	140	108	150	778	130		
Frequently Asked Questions	298	223	255	313	266	265	1620	270		
Home page	10,582	10,915	12,657	11,394	14,827	18,988	79363	13227		
Kids page	109	233	111	191	277	155	1076	179		
Literacy services	66	57	71	106	70	122	492	82		
Passport applications	256	214	197	205	182	241	1295	216		
Photos (pick of the pics)	n/a	n/a	n/a	126	141	173	440	147		
Searching for information	337	332	385	37	474	543	2108	351		

Placentia Library District

TO: Elizabeth Minter, Library Director
FROM: Vernon Napier, Technical Services Manager
DATE: November 15, 2006
SUBJECT: **Technology Report for October 2006**

12/7

- The first batch of photographs has been scanned, digitized and returned to the Library. The History Committee continues selecting appropriate photographs and has completed the written descriptions for the second batch of 50. These will be packaged and shipped off by November 17.
- Attended the Internet Librarians Conference held in Monterey October 21-25.
- The installation of Aquabrowser is nigh. I have been assured that it will be up and running by the end of November.
- Selected and installed an electronic "in & out" board that can be viewed at any staff PC. Members of staff, while at their desks, are able to see whether other members of staff are in the building, at a meeting, out to lunch, etc.
- Selected, installed and posted a staff calendar on the website (see the Contact Us page). Board members and staff can now check our working calendar via the internet.



pacific clippings

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santa ana, calif. 92711

Placentia News
Weekly OCT 1 2 2006

A hobby turned profession

Genealogy expert to begin series of educational talks at libraries.

BY ADAM TOWNSEND
PLACENTIA NEWS-TIMES

³³² Caroline Rober, the president of the Southern California Chapter of Professional Genealogists, says you can find information useful to the study of your own family tree at almost any library in the world, as long as you know what to look for.

Rober, who also trains staff at the Orange Regional Family History Center, is holding a series of talks on genealogical techniques in public libraries in Brea, Placentia, Fullerton, Yorba Linda and Anaheim. Monday, Oct. 23, she'll speak at the Placentia public library about where and how to find genealogical research centers in the area.

Q: How did you get into the field of genealogy? What training do you need?

A: It was my grandmother. Before I was 8 years old, I could name six generations of mothers and fathers going back.

When my kids left home, I decided I wanted to try to prove all the stories I got to be where I am by taking classes and doing it - learning it the hard way.

Q: What are you going to talk about at

the Placentia Library?

A: I'm going to talk about Southern California resources. I'm going to tell people what kind of libraries are available, what kind of repositories are available.

There's not a library in the world you can't go into and do some genealogical research.

Genealogy is not all about names and dates. It's also about what was going on in history at the time, because that will lead you to what your ancestors were doing.

Q: How would you suggest an amateur genealogist start his or her research?

A: The first thing you've got to do is get a form and fill out a pedigree chart, then you have to look at the census to find out where they lived.

Once you find out where they lived, you've got to go into records from the city, the county, the state - every governmental level is going to have different records.

I actually suggest you download a free genealogy program onto your computer. It's called "Personal Ancestral File." You put in yourself, and everything you know, and when you



ADAM TOWNSEND/PLACENTIA NEWS-TIMES

CAROLINE ROBER is president of the California Chapter of Professional Genealogists. She's giving a series of talks on the subject in a number of local libraries.

start getting blank spots, that's where you start looking.

Check and see if anyone else has done research on your family. You can look on the Web at sites like "World Family Tree," "Ancestral File," "Pedigree Source File."

Q: Anything else you think I should know?

A: Genealogy is the fastest-growing hobby in the world - we are a world-wide club. Kids who know where they come from are more apt to be connected to their society.

pacific clippings

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Placentia News
Weekly OCT 0 5 2006

BRIEFLY

Genealogy talk

³³² A representative from the North Orange County Genealogical Society will speak at Placentia Public Library at 7 p.m. Monday, Oct. 23. The talk is titled "Looking Locally, Finding Globally."

The society's Caroline Rober will address methods and local resources for genealogical study. This is one on a series of talks in Brea, Fullerton, Anaheim, Yorba Linda and Placentia on the subject. For more information, call Mary Strazdas at the library at 714-528-1906, extension 209.

pacific clippings

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Fullerton Observer
Weekly OCT 1 5 2006

OCT 23: GENEALOGICAL PROGRAM

Placentia Library, 411 E. Chapman,
Placentia Call Mary Strazdas
with questions, 528-1906 ext. 209

7pm Caroline Rober from the
Genealogical Society of North OC
speaks about local resources. Free

pacific clippings

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

Placentia News
Weekly OCT 2 6 2006

BRIEFLY

Community network

³³² The Placentia Community Network will meet at noon Thursday, Nov. 16, in the Library History Room. FCN is open to all Placentia organizations and residents. For information, call Jim Roberts at

714-524-8408, ext. 215.

pacific clippings

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santa ana, calif. 92711

The Register
Daily OCT - 7 2006

THIS WEEKEND

• **Fall Garden Party**: 9 a.m.-6 p.m. Oct. 7 & 8. Free. **Organic Art Plants & Design**, 260 N. Glassell St., Orange. Shop a variety of fall plants. There are also garden decor demonstrations, exhibits of custom metal garden art and a jewelry trunk show and refreshments. Call for specific times and a full list of events. 714-289-0222.

www.organicartplants.com

Fall Plant Sale: 9 a.m.-4 p.m. Oct. 7 & noon - 4 p.m. Oct. 8. Free. **Fullerton College Horticulture Department**, located on the south side of Berkeley Avenue, east of Lemon Street, Fullerton. The sale will feature a wide selection of herbaceous perennials, California natives, drought-tolerant plants, vines, flowering shrubs and shade plants. 714-992-7381.

Growing Roses Workshop: 9 a.m. Oct. 7. Free. **Laguna Hills Nursery**, 25290 Jeronimo Road, Lake Forest. The class will include instruction on location, soil preparation, installation, irrigation, feeding, pruning and pest control. 949-830-5653.

"October in the Garden": 9 a.m. Oct. 7. Free. **Roger's Gardens**, 2301 San Joaquin Road, Corona del Mar. A discussion and learning opportunity for the serious gardener. 949-640-5800. www.rogersgardens.com

"The Art of Flowers" Fall Art and Flower Festival: 10 a.m.-3 p.m. Oct. 7. \$2. **UCI Arboretum**, Campus Drive and Jamboree Road, Irvine. Enjoy an outdoor art sale by artists of Orange County Fine Arts Inc. Also, the UCI Arboretum will have its Fall Bulb and Perennial Sale featuring unique African bulbs and blooming perennials. 949-824-5833.

Christmas Candle Walk: 6-8 p.m. Oct. 7. Free. **Roger's Gardens**, 2301 San Joaquin Road, Corona del Mar. Celebrate the Christmas gallery opening at Roger's Gardens by experiencing twinkling trees and candlelit gardens at night. 949-640-5800. www.rogersgardens.com

Orchid Auction: 1 p.m. Oct. 8. Free. **Placentia Library**, 411 E. Chapman Ave., Placentia. Unusual species and hybrids are offered to add to your collection or adorn your home. Hosted by the Southern California Orchid Species Society. 714-996-1155.

pacific clippings

post office box 11789
santa ana, calif. 92711

Placentia News
Weekly OCT 26 2006

Christmas donations

Placentia Human Services is signing up low-income families through Nov. 30 to receive Christmas baskets through the Christmas Clearing Bureau. The distribution date is Dec. 19. Donations of new toys and money can be dropped off at city hall, the police department or the Placentia Library. Local businesses to be announced later will also serve as drop-off locations. For more information, call 714-986-2833.

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The Register
Daily OCT 30 2006

PLACENTIA

Christmas giving: Placentia Human Services is signing up low-income families through Nov. 30 to receive Christmas baskets through the Christmas Clearing Bureau. The distribution date is Dec. 19. Donations of new toys and money can be dropped off at city hall, the police department or the Placentia Library. Local businesses to be announced later will also serve as drop-off locations. For more information, call 714-986-2833.

Adam Townsend
714-704-3706 atownsend@cregister.com

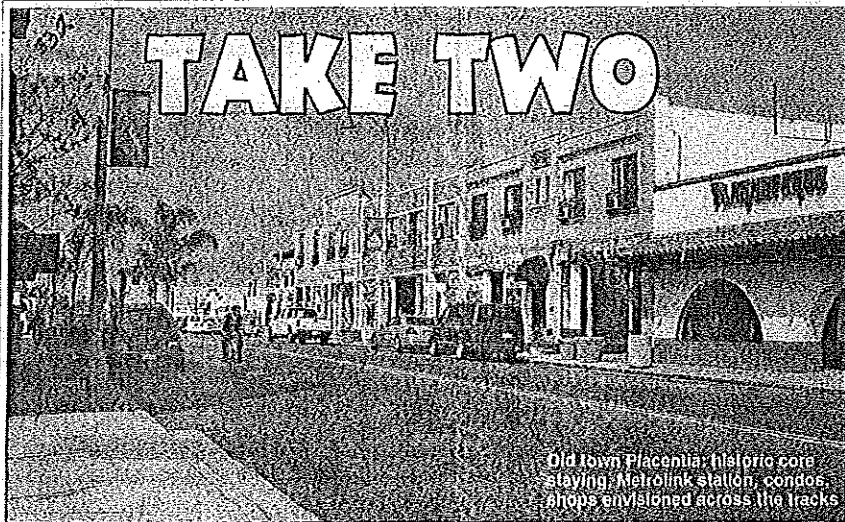
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O.C. Business Journal

Weekly

OCT 30 2006



Placentia Again Trying to Remake City Center

■ By PAUL HUGHES

Author Samuel Johnson called second marriages "the triumph of optimism over experience." Placentia is about to find out.

The city is edging closer to letting developer Rick Kreuzer and Tod Properties LLC remake a blighted swath alongside the railroad tracks that run through the North County city.

"Blighted" is the official designation, Mayor Scott Brady said.

The industrial section south of the tracks "is not a very nice area," he said.

The city hopes to breathe life into some 110 acres in and around its largely Hispanic-old town centered along the tracks. Plans call for a train station, as many as 1,800 homes and about 600,000 square feet of stores, restaurants, offices and city space.

In a largely built-out city—officials estimate there are two dozen acres of undeveloped land in

the former bedroom community—this will be the last big project for decades here.

"What's the heartbeat of a community?" Brady asked. "Placentia doesn't really have one. We have a lot of history in old town, but not necessarily a lot of historically significant buildings. This will create a community and reintegrate south Placentia with the entire city."

Most recent development in Placentia, a city of 50,000 people next to Fullerton, Brea and Yorba Linda, has been housing on its edges next to its bigger neighbors.

The city has been down the redevelopment track before. Some residents have reservations about the latest plan.

The project is an attempt to craft urban coziness. Placentia, literally founded as a suburb, today lacks the tax base and hip atmosphere of its larger neighbors.

Four years ago, Lake Forest-based Tod

► Placentia page 82

Placentia

◆ from page 1

Properties tried to start a similar redevelopment, only to have the planning collapse amid charges of corruption and indictments of former city officials.

In the fallout, the city's On Trac program to create rail underpasses imploded, leaving Placentia with a \$16 million bill, said Greg Sowards, a founder of Citizens for a Better Placentia who is running for City Council.

The current proposals need more work, Sowards said.

"The Specific Plan is non-specific," he said.

Finance Issue

The issue for the city is money, said Mayor Pro Tem Constance Underhill, a 10-year council veteran with two years left on her term.

"A lot is going to be contingent on city finances," she said. "We're not in a position to share expenses with any developer."

Redevelopment will come, according to Underhill.

"We need to have some revitalization," she said. "But we still need input and a close look at what the plan is."

As for the Nov. 7 election, in which two council members opted not to seek re-election, she said, "There will definitely be some changes this year."

Things already have changed.

Gone is the top-down, "my-way-or-the-highway" approach of the earlier failed redevelopment bid.

"Rather than having the developer come in and say, 'This is what we want,' we were much more careful this time," Mayor Brady said.

Placentia held a "charrette" to consider how to proceed.

A charrette is a brainstorming process used by city planners, officials, residents and developers to come up with plans in a limited time, usually a week.

(The term evolved from a 19th century practice in Paris, where architecture students quickly developed design options and then carried their drawings to the school in a cart, the charrette.)

The Vision

Officials want a project that's friendly to people on foot, with stores, restaurants and lofts where people can work and live.

"You look at the market, look at what the needs are, and build around that," Brady said. "There's not enough reason now to go to the old town area. We want a destination point for Placentia and the surrounding areas."

Now, he said, the city is moving forward on a plan for the area, taking public comments prior to a vote expected in spring.

Kreuzer is setting up the deals to make the first phase happen. Tod earlier led the Clementine condominium project developed by Los Angeles-based KB Homes in old town.

The vision, according to Kreuzer, 1,500 to 1,800 homes, 200,000 square feet of stores and other commercial space and 400,000 square feet of office space.

"We're trying to create a town center, with neighborhood retailers and quite a bit of open space," he said.

Kreuzer controls 80% of the 18 acres in the first phase of the project.

Land Prices

He said he's signing contracts valuing land at \$1.5 million to \$3 million an acre.

But nothing's closed recently. Escrow for a parcel now housing pipe maker Excalibur Extrusions was to close last month, but didn't.

"We didn't have our equity lined up,"

Kreuzer candidly said.

Kreuzer and Excalibur now are working on a new deal. Excalibur owner, Glenn Baldwin, also the president of the local chamber of commerce, expects the sale to go through.

"I'm concerned," he said. "But the developer is working on it. We're OK."

Tod also has put up \$1 million as part of its exclusive negotiating pact with Placentia.

"Right now it's 'risk money,'" Kreuzer said. "We could come in with a plan in June and the council could hate it."

When Kreuzer first approached investors, he said they wanted the property controlled before they would invest.

Now that Kreuzer controls the land, the housing market is softening and investors have been wary of a first phase currently planning more than 600 homes.

Kreuzer said he'd been talking to two or three institutional investors to come in and fund the project.

Then, in mid-October, he said he secured a commitment from an investor for the first phase of the project.

He declined to name the investor until the deal is final. The agreement is for the roughly \$50 million first phase, he said.

"We (had) to find the right investment group, one that understands Tod," Kreuzer said.

"Tod" stands for "transit oriented development"—how Tod Properties got its name—because the project is based around a proposed Metrolink stop in the city.

Train Stop

Fullerton currently has the stop furthest east on the Metrolink line. Placentia wants one.

Economic development director Leigh DeSantis said Placentia is following the lead of major metro areas and staying true to its history by proposing a railroad stop.

"It's going on elsewhere in California and elsewhere in the country," she said. "The history of the West is it opened up as the railroad came. Now it's light rail transit and commuter rail, so we're rediscovering the influence that can have on communities."

There are several possible locations for a stop—one of the things that must be worked out prior to voting on a final plan. Everyone involved agrees something is essential.

"The transit station is critical to the success of the project," Kreuzer said. "It's a transit-oriented development—it needs transit."

The Metrolink station will cost millions.

These could include a community facilities district, Mello Roos or a tax increment bond that would repay indebtedness as land is reassessed, he said.

"Once we can explain more about how redevelopment has to work," a project can move forward, he said.

No Eminent Domain

Apart from the Metrolink stop, Kreuzer said he follows two principles for the development: no eminent domain and the project paying for itself.

"If the details can be worked out, the city is just as optimistic.

"Our market study has shown us there is much greater demand than we can currently meet," DeSantis said.

She said the city has looked at the demographics, what people will buy, how much income they have and how far they'd go to spend it.

Old town now provides little of the city's tax income—a main reason to plan a project in the first place.

The industrial and retail businesses in the plan area generate 8.6% of the city's sales taxes, about \$450,000, according to DeSantis.

This would change markedly, with new housing and more businesses and stores.

DeSantis envisions the makings of a 24-hour area, drawing many from within Placentia who now go elsewhere to eat and buy.

The city might also put in a public market, say a smaller version of Pike's Place Market in Seattle, with housing for added support.

"We'll preserve the 1910 town area, put in new shopping and pleasant public spaces, and people will come," she said. "Not on a grand scale, but they will come."

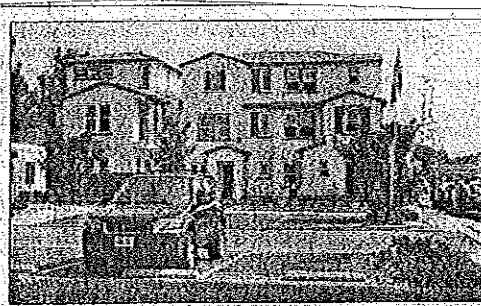
The developers now await the inevitable grinding process of city politics and planning.

The plan needs finalizing. The Metrolink location needs to be chosen. There's a pedestrian bridge in the initial stages of the first phase. And the public is to have its say on all of it in the next six to eight months.

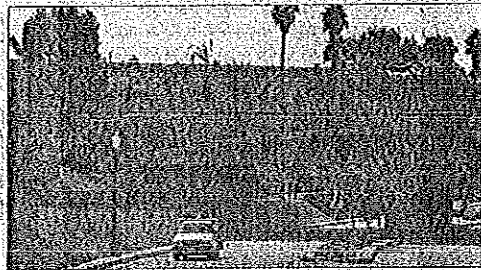
Mayor Brady believes it will unite two halves of the city. Even those voicing concerns, such as council candidate and Placentia booster Sowards, say the redevelopment is coming.

Kreuzer simply says it will work this time around, and that's a good thing.

"I believe in the project and I think at the end of the day, it's got to be the right thing for us and the city," he said. ■



Clementine townhomes by KB Homes; part of area's early redevelopment.



Melrose Street underpass; city still smarting from failed larger underpass effort.

Kreuzer candidly said

"The city has to partner with us on this," he said. Given Placentia's finances, this would seem a tough request.

"Our obligation is to those businesses we currently have," Mayor Pro Tem Underhill said. "We can't commit all the income to a new thing, when we have streets to repair."

Craig Green, a founder of Citizens for a Better Placentia, said the charrette process worked well, and likes the development so far. But money is an issue.

"It has to be developer funded," he said.

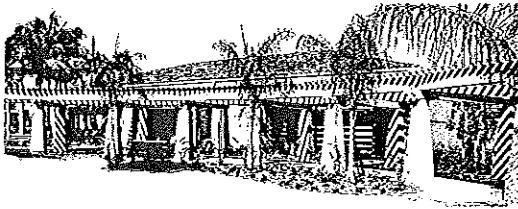
Kreuzer said there are ways to make this work.

"We can't go and ask them for \$10 million, but the city does have resources," he said. "We can't go to the general fund. But we can use the tools we have. We need the city's power."

These could include a community facilities



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

Jean Turner, Secretary

Richard DeVecchio, Ed.D

Betty Escobosa

Gaeten Wood

**Placentia Library
Board of Trustees**

Upcoming Meeting Schedule:

Monday, October 16 at 6:30 P.M.

Monday, November 20 at 6:30 P.M.

Monday, December 18, 2006 at 6:30 P.M.

Placentia Library Hours

Beginning September 7, 2006
Placentia Library will be open on Thursdays until 9 PM

Sunday 1:00 P.M. - 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. - 9:00 P.M.

Friday **C L O S E D**

Saturday 9:00 A.M. - 5:00 P.M.

(Passport Application & Notary Services end 30 minutes before the Library closes)

Placentia Library Managers

Elizabeth D. Minter
Library Director

James A. Roberts
Public Service Manager

Vernon Napier
Technical Services Manager

Wendy Goodson
Administrative Services Manager

LIBRARY CLOSED

Saturday, November 11

for

Veteran's Day

LIBRARY CLOSED

Thursday, November 23

for



THANKSGIVING DAY

Placentia Library Phone Numbers

(714) 528-1906

Circulation Desk Ext. 210

Renewal Information Ext.# 6

Adult Services Ext.# 209

Children Services Ext.# 212

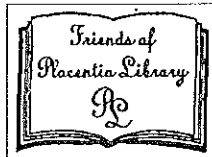
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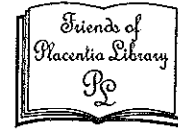
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- ☑ Staffed entirely by Volunteers
- ☑ Located in the Placentia Library lobby

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 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: Oct 8, Nov 12 & Dec 10

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!**

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LIBRARY CLOSED

November 11, 2006

for

Veteran's Day

Shop  for the Library
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Shop for the Library

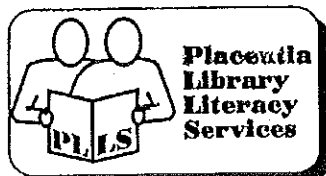
Now you can shop from more than 700 online merchants and help raise funds for the Placentia Library at the same time.

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

Become a Ralph's & Albertson's Community Partner

If you provide Placentia Library with your Ralph's and/or Albertson's ID number along with your address and telephone number, the Library can receive up to 5% of your grocery purchases as a donation.

Sign-up forms at the Circulation Desk
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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:
Oct 1 – Nov 5 – Dec 3

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

EXCITING NEWS!

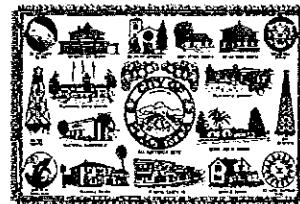
The Library is bringing you
DIGITAL BOOKS!

Log onto the Library's website

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Click on the catalog link in the navigation bar
to learn more about the electronic versions
of classic books, fiction, romance, travel,
health and fitness and much more!

Placentia Historical Afghans



Green

On Sale Now at the Circulation Desk - \$63.00

Proceeds support the Placentia History Room

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Saturday,
November 11
for
Veteran's Day

LIBRARY CLOSED



Thursday,
November 23

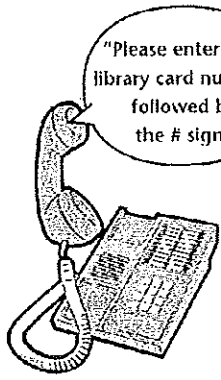
for
Thanksgiving



Placentia Library Phone Numbers (714) 528-1906

Circulation Desk Ext. 210
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24 hours a day / 7 days a week

- ☒ Renew books
- ☒ Find out which titles you have checked out
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and click on the catalog link in the navigation bar to view the digital books now offered.

Want to save some time?

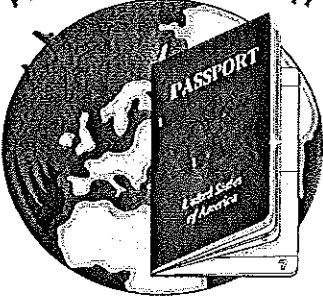
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Place your reserve request online through the catalog at www.placentialibrary.org or by telephone to 714-528-1925, Ext. 209.

Staff will locate the item for you and hold it at the Circulation Desk for up to 10 days.
The fee is 50¢ per item.
You will be notified by telephone when the item is ready to be picked up.


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Using Your Laptop - NO FEES!**

PLACENTIA LIBRARY



Passport Application
Acceptance Agency

*Passport & Notary
Services at Placentia Library*




Passport & Notary hours at Placentia Library:

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. - 8:30 P.M.
Friday	CLOSED
Saturday	9:00 A.M. - 4:30 P.M.

Placentia Library is an official U.S. Department of State
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For Passport information:
call 528-1906 Ext. 7 or visit the Library Website www.placentialibrary.org

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Story Time at Home

Use the *Tumblebook Library*
at
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Click on: Services
Click on: Kids Page
Click on the Tumblebooks icon

An on-line collection of animated, talking picture books

Lap-sit Story Time

Presented by Lin Baesler

Ages newborn to 24 months
Thursday Morning
October 26
9:05 – 9:25 A.M.
in the
Childrens Area



Sponsored by the
Gordon & Dixie Shaw Endowment

No pre-registration required – no charge

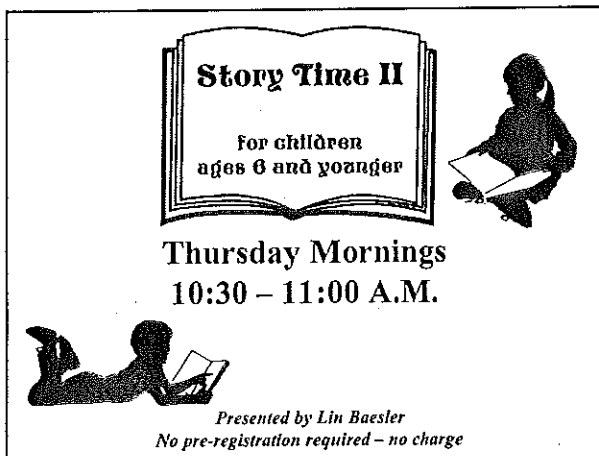
Story Time I

for children
ages 6 and younger


Thursday Mornings
9:45 – 10:15 A.M.




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



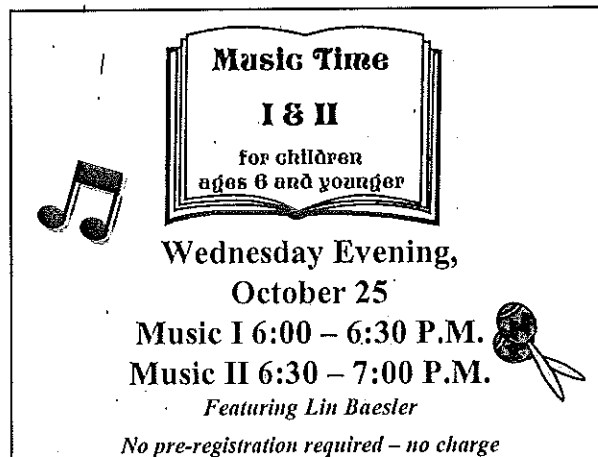
Story Time II
for children
ages 6 and younger




Thursday Mornings
10:30 – 11:00 A.M.




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



Music Time
I & II
for children
ages 6 and younger



Wednesday Evening,
October 25
Music I 6:00 – 6:30 P.M.
Music II 6:30 – 7:00 P.M.



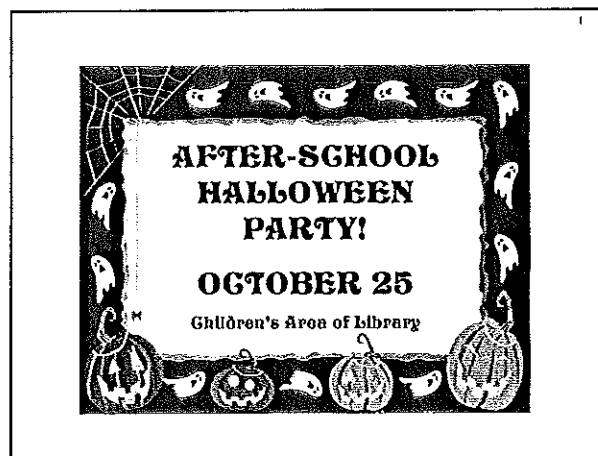
Featuring Lin Baesler
No pre-registration required – no charge

Story Time at Home

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

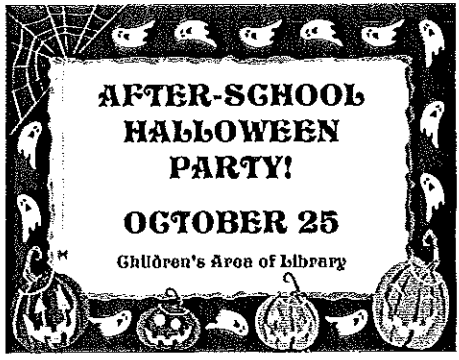
Click on: Services
Click on: Kids Page
Click on the Tumblebooks icon

An on-line collection of animated, talking picture books



**AFTER-SCHOOL
HALLOWEEN
PARTY!**

OCTOBER 25
Children's Area of Library



Read to the Dogs!



Monday, October 30, 2006

6:00 P.M.

Specially trained dogs from
Bright and Beautiful Therapy Dogs, Inc.
(a non-profit corporation)

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**Become a Ralph's & Albertson's
Community Partner**

If you provide Placentia Library with your Ralph's and/or Albertson's ID number along with your address and telephone number, the Library can receive up to 5% of your grocery purchases as a donation.

Sign-up forms at the Circulation Desk
or call 714-528-1925 Ext. 201.

**GENEALOGICAL
SOCIETY**

of North Orange County presents

local resources for genealogists

October 23, 7 P.M.

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 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)*

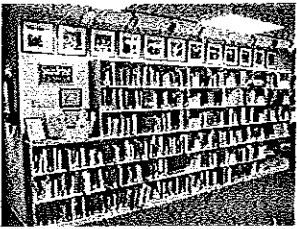
www.placentialibrary.org

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

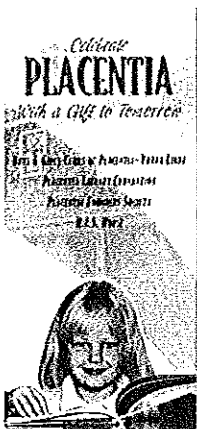
Historical Collections Include

-  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 Placenza,
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



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PLACENTIA LIBRARY
1001 S. GARDEN AVENUE, SUITE 100
PLACENTIA, CA 92663
TEL: 714-528-1925

For information
call 714-528-1925, Ext. 203
or visit www.placentialibrary.org

LIBRARY CLOSED

Saturday,

November 11, 2006

for

Veteran's Day



SAFETY COMMITTEE MEETING
OCTOBER 25, 2006
MINUTES

I. Call to Order: 11:30 A.M.

Members Attending: Katie Matas
Wendy Goodson
Caroline Gurkweitz
Esther Guzman

III. Old Business

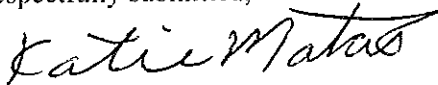
1. The fire extinguishers were checked by Katie Matas on October 25, 2006.
2. The broken Koala Seat in the public women's restroom was removed. A new one was ordered but has not arrived.
3. "Ergonomics" and "Resolving Conflicts in the Workplace" handouts were distributed at the September 6, 2006 staff meeting, and "Fire Safety" and "Holiday Fire Safety" handouts were distributed at the October 4, 2006 staff meeting.
4. The main entry doors were repaired.

IV. New Business

1. The yearly fire inspection was completed on October 19, 2006.

The next meeting will be November 29, 2006 at 11:00 A.M.

Respectfully submitted,



Katie Matas



PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Library Board of Trustees

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

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

DATE: November 20, 2006

BACKGROUND

There has been no activity during the past report period with the Legislature that affects the Library's budget.

The California Legislature is in recess and will not return until the beginning of the new term. Now is a good time to begin to get to know and begin the public library and independent special district education process with Assemblyman-Elect Mike Duvall.

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: Facility Master Plan Report
DATE: November 20, 2006

BACKGROUND

The Library Board will discuss the results of the Work Session on the Facility Master Plan held at 4:00 P.M. and set the calendar for future meetings.

RECOMMENDATION

Action to be determined by the Library Board of Trustees



PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Elizabeth D. Minter, Library Director

FROM: Wendy Goodson, Administrative Services Manager *WJG*

SUBJECT: Fourth Reading of Proposed Placentia Library District Policy 2012- Dress Code for Employees and Volunteers

DATE: November 20, 2006

BACKGROUND

The Placentia Library District is responsible for maintaining a professional and safe working environment for its patrons and employees at all times. The Library District considers all Library employees' and volunteers' appearance and personal hygiene to be a direct reflection of the Library's image. To sustain the Library's image and public confidence, all Library employees and volunteers should adhere to a dress code.

Attachment A is a fourth draft of the proposed Dress Code Policy as amended to reflect the changes proposed by the Library Board at its October 16, 2006 Regular Meeting.

RECOMMENDATION

Review and revise Proposed Placentia Library District Policy 2012 – Dress Code for Employees and Volunteers.

Adopt fourth draft of Placentia Library District Policy 2012 – Dress Code for Employees and Volunteers.



Placentia Library District

POLICY HANDBOOK

POLICY TITLE: Dress code for Library District Employees and Volunteers
POLICY NUMBER: 2012

2012.1 Placentia Library District is responsible for maintaining a professional and safe working environment for its employees and patrons at all times. The Library District considers all Library employees' and volunteers' appearance and personal hygiene to be a direct reflection of the Library's image. To sustain the Library's image and public confidence, all Library employees and volunteers are subject to a dress code.

2012.1.1 Library Employees

All library employees are required to wear attire that is professional: clean, properly fitting, well maintained, functional and safe for the type of work performed. Long slacks or pants are appropriate for shelving. Closed toe shoes are required for those employees who are required as a part of their job description to handle book carts, equipment, and heavy furniture.

2012.1.3 Volunteers

Volunteers are required to wear attire that is professional: clean, properly fitting, well maintained, functional, and safe for the type of work performed. Long slacks or pants are appropriate for shelving. Closed toe shoes are required when handling book carts, equipment and heavy furniture. Volunteers who are issued Library District apparel are expected to wear the issued apparel throughout their work schedule and other library events as designated by their supervisor.

2012.2 Casual Dress Day

2012.2.1 Casual Dress Day is designated to give the employees the opportunity to maintain a professional image while taking advantage of a more relaxed standard one day of the week. The Casual Dress Day will be designated on a periodic basis by library employee consensus.

2012.2.2 Casual dress attire includes jeans, golf shirts and dressy or decorated tee shirts.

2012.3 Inappropriate Attire that may not be worn on any occasion includes:

2012.3.1 Suggestive attire such as low cut blouses and other revealing apparel

- 2012.3.2 Jeans except on Casual Dress Day and job classifications that require shelving for more than 50% of their work time.
- 2012.3.3 Torn, patched or soiled clothing
- 2012.3.4 Any jewelry or piercing that may impede vision or cause injury
- 2012.3.5 Open toe shoes for those job classifications that require handling book carts, equipment, and heavy furniture.
- 2012.3.6 Flip-flops or thong shoes
- 2012.3.7 Athletic wear such as sweats, leggings and spandex
- 2012.3.8 Beach attire
- 2012.3.9 Shorts of any type
- 2012.3.10 Mini Skirts shorter than two inches above the knee
- 2012.3.11 Halter tops, tube or tank tops, muscle shirts
- 2012.3.12 Underwear as outerwear
- 2012.3.13 Hats and caps
- 2012.3.14 Non-library affiliated slogans, logos, obscenities, etc.

2012.4 Disciplinary Action

Supervisors and managers are responsible for evaluating and enforcing appropriate standards of dress and appearance for employees working in their departments. If these standards are not followed, the employee may be sent home to change on the employee's own time. Continual incidents of abuse of the dress code policy may subject the employee to disciplinary action, which may lead to termination.

2012.5 Discretion

Any exceptions to this dress code are subject to approval by the Library Director. The dress code will be reviewed on a periodic basis or as requested by the Board of Trustees or Library Director.

PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Library Board of Trustees
FROM: Elizabeth D. Minter, Library Director *EDM*
SUBJECT: Increase the Imprest Petty Cash Allocation for the Circulation Supervisor from \$200 to \$400
DATE: November 20, 2006

BACKGROUND:

Placentia Library District currently has a Petty Cash Fund of \$10,000 allocated as follows:

- ☐ \$100 in cash imprest to the Manager of Administrative Services
- ☐ \$200 in cash imprest to the Circulation Supervisor with \$75 at the Circulation Desk Cash Register and \$125 in back-up coin and currency to make change for the Circulation Desk.
- ☐ \$9,700 in the General Fund Checking Account to use for writing checks for the General Fund.

The Circulation Desk has been encountering frequent inadequacies in the coin and currency reserves in its back-up supply. The Library Director is recommending that this allocation be increased to \$400. This will reduce the General Fund Checking Account amount from \$9,700 to \$9,500.

RECOMMENDATION:

Increase the allocation of imprest petty cash in cash for the Circulation Supervisor from \$200 to \$400.



VALERIE J. POOLE
513 Valley Forge Drive
Placentia, CA 92870
(714) 993-5661/Cell: 714-743-5661
Fax: 714-528-1398
E-Mail: poole45@earthlink.net

SUMMARY

A Senior Human Resources Generalist with extensive experience in all aspects of human resources who is equally comfortable operating at the strategic level or "in the trenches". Industry experience includes: high tech, printing, construction, security, clinical research, banking, advertising and insurance.

PROVEN EXPERTISE

- Strategic Planning
- Organization change/development
- Benefits selection/administration
- Authored HR-related policies and Employee Handbooks
- Created/administered SB 190 Safety Compliance programs
- Developed Job descriptions to meet legal and ISO 9001 requirements
- Designed/implemented/administered Compensation and Performance Management programs
- Designed and delivered skills training
- 401(K) Plan Portfolio selection and administration
- Resolved employee relations issues with minimal litigation
- Successfully transferred HR skills into different industries – printing, high tech, banking, clinical research, construction and insurance
- Excellent communicator
- Consistently matched candidates to position requirements resulting in minimal turnover

ACHIEVEMENTS

2002– Present Independent Human Resources Consultant

- Provided human resources support for a clinical research organization.
- Created Employee Handbooks/Policies/Procedures
- Conducted I-9 audit in preparation for an OFCCP audit
- Coached CEO's on organizational change to meet business growth
- Provided vocation job search skills training to individuals recovering from drug/alcohol abuse.
- Developed management legal compliance training program for auto manufacturer
- Developed bonus program for construction company
- Developed an HR Audit tool

- Provided coaching/advisory services to CEO's.
- Often called in to assist with difficult employee situations

1989-2001 Director of Human Resources
Veriad, Brea, California (label manufacturer)

- As a member of the senior team was instrumental in developing business strategies and policies
- Introduced a broadband pay structure and a competency-based performance management appraisal program
- Member of ISO team which achieved ISO 9001 certification in 90 days
- Excellent record of conflict resolution with minimal litigation
- 401(K) Plan Administrator
- Introduced improved benefits at cost savings of \$70K annually
- Successfully defeated a union organizing effort
- Managed Marketing Department for six months during search for a new Marketing Director
- Assisted President in the management of the IT Department
- Quoted in Harvard Business Review and INC magazine regarding Veriad's use of the Balanced Scorecard in strategic planning
- Received the Paul J. Connolly award for outstanding leadership

1985-1989 Human Resources Manager
Argonaut Insurance, Los Angeles (Workers Compensation)

- Introduced monthly newsletter
- Designed HR performance objectives which were adopted company-wide
- Account Manager for a \$1.5 million bakery account
- Awarded \$2,500 for voluntarily assuming additional responsibility for Argonaut's San Diego office
- Awarded a trip to Hawaii in recognition of outstanding contribution to the HR function

(Additional work experience provided upon request).

EDUCATION

Certificate in Human Resource Management from UC/Irvine
Certificate in Business and Economics from Worthing College, England

PROFESSIONAL AFFILIATIONS

National Human Resources Association (NHRA)
Personnel Industrial Human Resources Association (PIHRA)
Society for Human Resource Management (SHRM)

PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Library Board of Trustees
FROM: Elizabeth D. Minter, Library Director *EM*
SUBJECT: Library Director Performance Evaluation, Contract and Salary
DATE: November 20, 2006

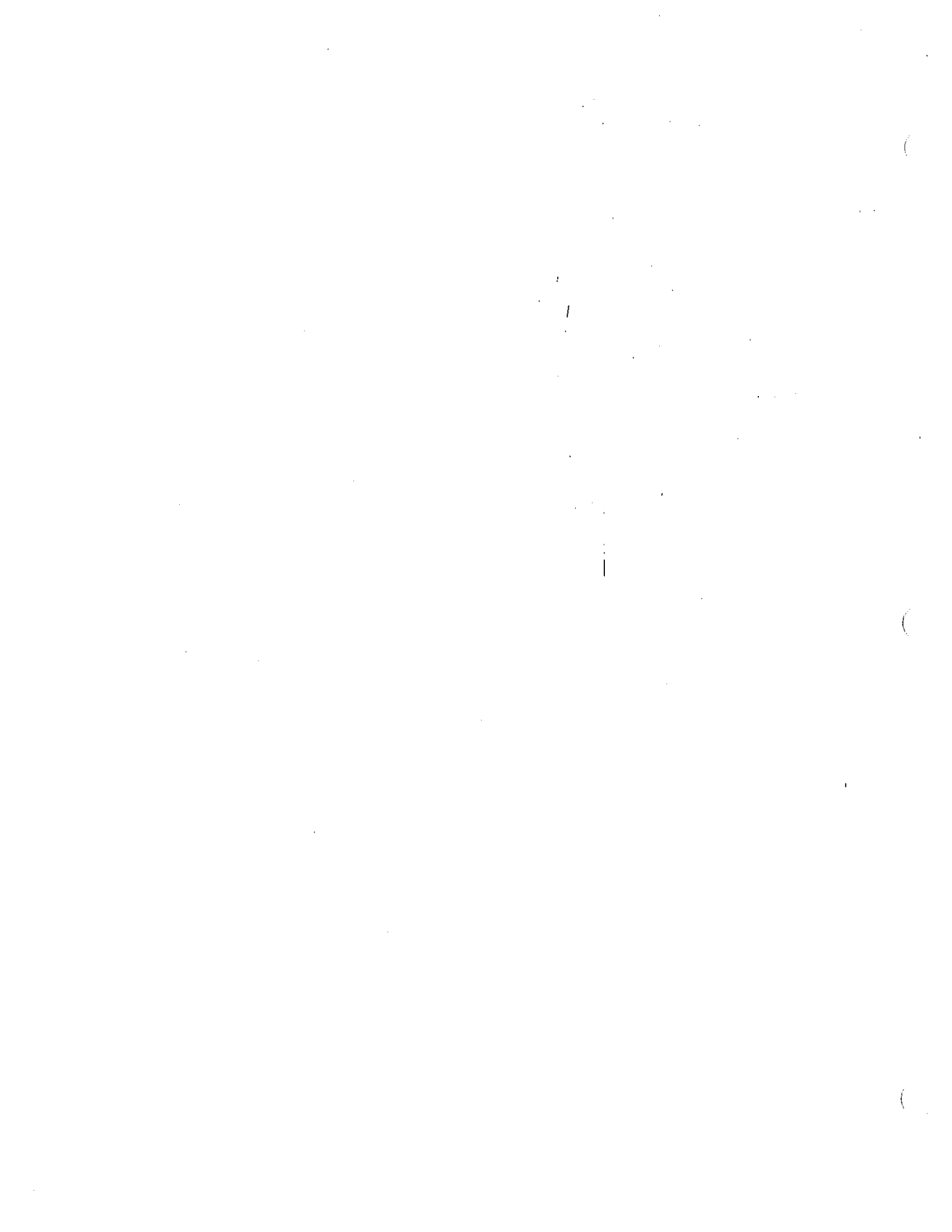
BACKGROUND

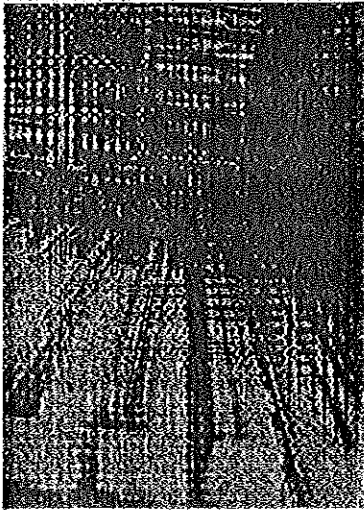
President Shkoler has requested that the Library Board consider a Human Resources consulting contract with Valerie Poole at a rate of ~~\$75~~^{\$86} per hour for the purpose of managing the performance evaluation process for the Library Director and advising the Library Director on the performance evaluation process for exempt employees.

RECOMMENDATIONS

1. Approve contract with Valerie Poole at a rate of ~~\$75~~^{\$86} per hour for the purpose of managing the performance evaluation process for the Library Director and advising the Library Director on the performance evaluation process for exempt employees. *EM*
2. Appoint Valerie Poole as the negotiator of the Library Board of Trustees for the purpose of negotiating a labor contract with the Library Director and authorize her to speak on behalf of the Library Board of Trustees.

*Working for Board of Trustees
in paper of paper to
present to the big
To do still meet...*





Advocacy is Essential for Libraries! But What Is It?

On the most basic level, advocacy is simply voicing your support for your library and encouraging others to do the same. It comes in the form of encouraging people to use the library more often. It means starting a dialogue with your state representative or a U.S. Senator. It could even mean lending a voice to other voices in a more organized campaign. This is advocacy, and **it works**.

So start speaking out! With the federal government now cutting financial resources to libraries across the country, one of the ways to remedy the drain on library funding is for people to continue pressuring lawmakers to make sure that libraries get their fair share of federal financial resources. **The more people who speak out, the stronger the voice of libraries.**

Grassroots advocacy is the key to the success of our libraries, but many don't know exactly where to begin. Below are a few good places:

- **The ALA Legislative Action Center**—www.onlineadvocacy.net: Through this site, you can see what library-related legislation is hot and fax a letter to Congress. Let them hear your voice!
- **Call Your Legislators**: Just call the Capitol switchboard at (202) 225-3121 and ask to speak with your representative or senator. If you don't know who your legislators are, visit www.house.gov or www.senate.gov.
- **Stay in touch with the ALA's Washington Office**: Stop by the front page of the Web site—www.ala.org/ala/washoff/washingtonoffice.htm—every day to make sure you know exactly what's going on in Congress.
- **Subscribe to ALAWON**: The **ALA Washington Office Newslite** (ALAWON) is a free e-mail publication of the ALA Washington Office, keeping library advocates up-to-date on major legislative issues in the Nation's Capital.—*Andy Bridges, ALA Washington Office*

In This Issue

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Bricks & Bytes & Sleepless Nights

Many libraries are planning library renovations, expansions, and new construction. Here is some advice on how to get started and how to avoid problems, as well as helpful hints on minimizing stress.

GETTING STARTED

Know your needs. Plan for population growth, collection development, new technologies, expanded programming, additional staff, etc.

1. Work with an experienced architect who will listen to you. It's your library!
2. Money. How will the project be financed? Have the architect and/or a qualified esti-

imator advise you on costs and include a contingency fund in the budget. Do not underestimate the total price of the project including furnishings, book security system, professional fees, etc.

3. Hire a construction manager. That person will be your daily, on-site, owner's representative from beginning to end. Do not expect your library director to oversee construction.

AVOIDING PROBLEMS

Most problems occur from misunderstandings

continued on page 2

Brick & Bytes & Sleepless Nights *continued from previous page*

regarding responsibility, accountability, and who will be authorized to make both major and minor decisions.

1. Decide how frequently the board or the board's building committee should meet with the architect, construction manager, attorney, money manager, space planner/decorator, etc.
2. Define the director's role in terms of making decisions.
3. Request *frequent* written progress reports and immediate notification of problems.
4. Treat this as if this was your own home project.
5. Familiarize yourself with the details: HVAC, future technology needs, interior layout, location of rest rooms, security, etc.

MINIMIZING STRESS

Like high cholesterol, stress comes from several sources.

1. Things you have control over: Stress related items that you have control over can be avoided, if there is a clear understanding

of responsibility. When something comes up with which you are not comfortable, bring everyone together, clear the air, redefine assignments, and move on.

2. Things out of your control: Wrong color carpeting, sewer connection not as shown, etc. This is what you pay your professionals to do: Architect, construction manager, attorney, etc. Let them do their jobs. They can handle the stress.

~For a good night's sleep~

When trustees and directors work together, keep the lines of communication open, and put aside personal objectives, everyone comes out a winner, especially the community.

—Shirley Lang, Syosset [N.Y.] Public library trustee and ALTA Board Member

Public Librarians—What's Next? Certification!

If you have:
• an MLS degree (ALA-accredited, NCATE-accredited or accredited by the national body of another country)
• at least 3 years supervisory experience

Then, you've probably attended conferences, meetings and workshops, and you want to do more to move your career to the next level. You may have even been considering getting another degree to prepare you for the responsibilities that come with being a library administrator.

Enrolling in the Certified Public Library Administrator Program will help you acquire the knowledge and skills you are looking for in:

- Budget and Finance
- Management of Technology
- Organization and Personnel Administration
- Planning and Management of Buildings
- Current Issues
- Fundraising
- Marketing
- Politics and Networking
- Service to Diverse Populations



Applications will be reviewed quarterly by the American Library Association-Allied Professional Association (ALA-APA). For more information visit www.ala-apa.org/certification/cpla.html or call 1-800-545-2433 ext. 2424.

Attention: American Librarians!

Attention: American Librarians! The American Library Association (ALA) and the American Professional Association (APA) are pleased to announce the launch of the Certified Public Library Administrator (CPLA) program. This program is designed to provide a national standard for library administrators and to recognize their expertise. The program is open to librarians who have a minimum of three years of supervisory experience and a Master of Library Science (MLS) degree. The program is a two-year program and includes a variety of courses in areas such as budgeting, management of technology, organization and personnel administration, planning and management of buildings, current issues, fundraising, marketing, politics and networking, and service to diverse populations. For more information, visit www.ala-apa.org/certification/cpla.html.



Kansas Eyes Statewide Trustee CE

Something to count on. That's the idea behind a statewide trustee continuing education (CE) program in Kansas. Directors could count on "ten-minute topics" for use in board meetings. New trustees would get "the basic five" topics in their first four months. Veteran trustees would learn about another 25+ topics.

Who could participate in KanTEP (Kansas Trustee Education Program)? Either individual trustees or whole boards. They'd get points for many activities—from attending their own board meetings to going to Trustees-Friends Day to self-study webinars to attending ALTA sessions.

Guidelines. In February 2006, State Librarian Christie Brandau asked the Kansas Library Trustee Association (KLTA) to study "pros and cons of board certification and consider core skills that trustees need to function effectively . . ." Research resulted in identifying six areas for trustee core skills—state laws, board operations, financial management, local policies and national library values, advocacy, and strategic planning. The program's guidelines include:

1. *Education* not certification.
2. *Voluntary* participation for either individual trustees or boards.
3. *Standalone* program is not linked to any funding.
4. The *local director is the key* to making the program work.
5. A *pilot project* of four to five libraries across the state will include careful evaluation.

Proposed program. KanTEP would address needs of all sizes of libraries, from urban to small storefronts. Of the state's 324 public libraries, about 15 serve a population more than 40,000.

Program levels.

Orientation level for new trustees, to be completed within 3–4 months.

- KanTEP would provide directors with a simple orientation packet—hardcopy and electronic—with five basic topics from the list of core skills.
- Each topic would include a handout.
- Each of the five topics handouts could be covered in ten minutes in a board meeting.
- Points upon completion = 5.

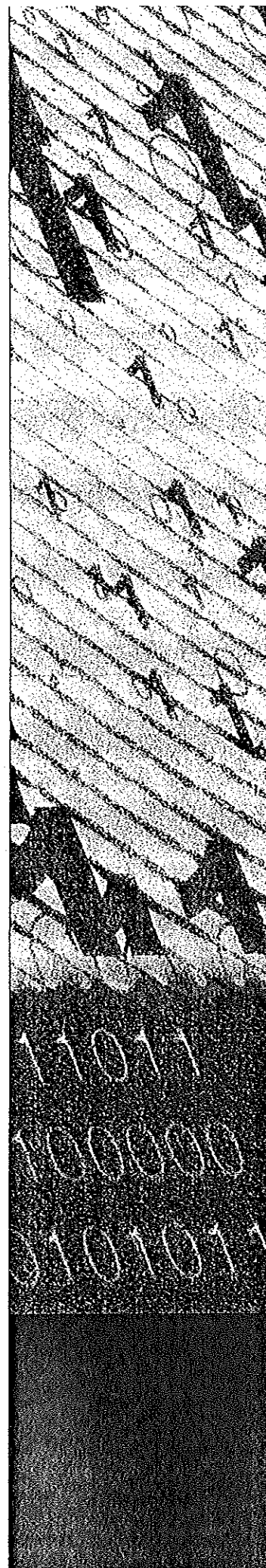
Year-One level (applies to new trustees completing Orientation level *and* to veteran trustees who are new KanTEP participants).

- "E-mail a month"—KanTEP would provide directors with thirty other topics—hardcopy and electronic—for use in board meetings. Each would be about ten minutes in length, plus a handout.
- The director chooses eight topics most relevant to his or her board to be covered within twelve months.
- Points upon completion = 8 (one per topic).

Standard levels (after completion of Year-One level):

- Bronze = 20 points required
- Silver = 25 points required
- Gold = 30 points required
- Platinum = 35 points required
- Diamond = 40 points required

Next steps. Following widespread review, the final recommendations will go to the State Library in early November, 2006. Presuming prompt approval, pilot project libraries and individuals will be identified in early 2007. It is hoped that KanTEP will be launched at the 2007 Trustees-Friends Day on April 11.—Ellen Miller, Regional VP for Iowa, Nebraska, Missouri, and Kansas



KIDS AND FAMILY READING REPORT

The time kids spend reading for fun declines sharply after age 8 and continues to drop off through the teen years, according to a national study released June 14 by Yankelovich, a leader in consumer trends tracking; and Scholastic, a children's publishing and media company. While 40 percent of kids between the ages of 5–8 are high-frequency readers (reading for fun every day), only 29 percent of kids ages 9–11 are high-frequency readers. The percentage continues to decline through age 17. See the full report at http://www.scholastic.com/aboutscholastic/news/reading_survey_press_call_2.pdf

REGIONAL TRUSTEE GROUPS

Have you considered getting together informally with trustees and library directors from neighboring libraries? In Michigan, Oakland County and Macomb County public library trustees have county groups that gather a couple times a year to socialize and learn. The meeting might consist of a dinner and an after dinner speaker. Sometimes the speakers are library directors, the state librarian, someone from the state library association, or a county official. One county executive recently spoke on his initiative to give the entire county wireless access to the Internet.

Other half day or evening meetings have included continuing education topics of interest to trustees. Presentations have included:

- An attorney explaining what trustees need to know about personnel policies,
- Information on the genealogy collections in the county,
- Economic or demographic data, and
- Technology trends in public libraries.

The presentations certainly provide helpful information, but the side benefit of the meetings is the networking that takes place between trustees. As a library director, I ask my trustees not to sit together, but rather to place themselves at a table of trustees from another library. By doing this we can learn from the successes and failures of other boards. We can hear about their experience in creating community collaborations; hiring a new

director; financing new buildings; and working with bankers, architects, or other consultants. As a library director, I too, benefit from such meetings as I learn how other boards operate.

Because the meetings are local, do not involve high travel expenses or overnight stays, are not under the umbrella of a large organization, and rely upon free speakers, the costs remain low. Membership is five dollars a year to cover the cost of mailings and speakers' meals. Meetings in libraries offer the opportunity to tour a library other than your own and to save room rental costs. Meals can often be catered for less than banquet facility prices or you could even do a potluck dinner.

This is something that works well for us and I thought you might like to consider something similar in your area.—*Christine Lind Hage, Director, Rochester Hills Public Library*

THE NEW HAMPSHIRE LIBRARY TRUSTEES ASSOCIATION

is celebrating its fiftieth year of existence in May 2007. Plans are now being developed for a Gala, an evening event. Look to our Web site (www.nhlta.com) for details. All are welcome. If you live nearby or at a distance, please consider attending. There will be a keynote speaker soon to be named. Great strides have been made in this most viable organization. Libraries are the "Heartbeat of the democracy," and trustees are the governing body of all the Public Libraries in New Hampshire. Put this date on your calendar: Friday, May 11, 2007, at the Grappone Convention Center in Concord, N.H.—*Ann Fabrizio, trustee*

PUBLIC LIBRARIES IN THE U.S.: FISCAL YEAR 2004

report includes national and state summary data on public libraries in the fifty states and the District of Columbia, with an introduction, findings, and numerous tables. The report is based on data from the Public Libraries Survey for fiscal year 2004, and includes information on population of legal service area, service outlets, public service hours, library materials, total circulation, circulation of children's materials, reference transactions, library visits, children's program at-

tendance, interlibrary loans, electronic services and information, full-time-equivalent staff, operating revenue and expenditures, and capital expenditures. The report includes several key findings: Nationwide, library visits to public libraries totaled 1.3 billion, or 4.7 library visits per capita. The average number of Internet terminals available for public use per stationary outlet was 10.3. The full report is available at <http://nces.ed.gov/pubs2006/2006349.pdf>.

LIBRARY TRUSTEE MABLE ROBERTSON (Brooklyn Public Library) and husband Clarence volunteered in New Orleans during the American Library Association Conference. They both received great thank-you notes for volunteering their time to help with the preparation of the library at St. Mary's Catholic School. Sr. Greta Jupiter said, "I know that it was a monumental task, but you did a marvelous job, and I do see much progress."

MAJOR ACTIONS OF THE BOARD OF DIRECTORS AND EXECUTIVE COMMITTEE, 2006 ANNUAL CONFERENCE, JUNE 22-26, 2006, NEW ORLEANS, LA.

- Approved the fiscal year 2007 budget.
- Assigned ALTA 2007 Annual Conference programs to program tracks and sub-tracks wherever possible.
- Accepted with deep regret the resignation of Lillian Edelmann as second vice president.
- Elected Mable Robertson as second vice president for 2006-07.

MAYWOOD CELEBRATION

The Village of Maywood is celebrating its 125th Anniversary of Incorporation in 2006. The Maywood Public Library District is contributing to this celebration with two projects. The library is creating a visual display of images depicting each of the 125 years of Maywood's existence. This montage will be mounted and displayed in the library's rotunda this fall. Material for this project is coming from the Maywood Public Library Archive. The Maywood Library is the sixth oldest

public library in Illinois. It has a unique collection of early family histories, memorabilia, photos, and realia spanning the entire history of the village.

A second project involves a mural that the library board has agreed to host on its vacant lot. The mural depicts a group of children blowing bubbles. Each bubble has an historical image of Maywood inside. The mural is being painted by a group of Maywood High School students. It is scheduled for completion in late August.—*Stan Huntington, Director, Maywood Public Library District*

FROM THE ALTA OFFICE

The following column is a new feature in *The Voice*, one we hope you will appreciate. The ALTA staff—myself and Program Coordinator Dollester Thorn-Hawkins—plan to use this opportunity to keep you informed on the work of the office and ALA, and to hopefully hear back from you.

Summer is a busy time of year for ALTA staff, with much time devoted to the transitioning of new committees and work on the ALTA Web site, and this year, to generating ideas for ALTA's restructuring.

ALTA COMMITTEES

Volunteers are the backbone of any membership organization, and ALTA always needs committed members to join our volunteer ranks. Requesting a committee assignment is the easiest way to become more involved with ALTA, and it is also a great way to meet other library trustees. Serving on a committee is often also the first step in moving up the association leadership ladder. ALTA President Anne Sterling will be appointing committee members on an ongoing basis, so I hope you will let us know if you are interested in serving on any of the following committees:

Action Development Committee
Advocacy Committee
Awards Committee
Conference Program and Evaluation Committee

Mark Your Calendar Important ALTA Dates

LIBRARY CARD SIGN-UP MONTH

September

BANNED BOOKS WEEK

September 23-30, 2006

TEEN READ WEEK

October 15-21, 2006

CHILDREN'S BOOK WEEK

November 13-19, 2006

2007 ALA MIDWINTER MEETING

Seattle, Washington
January 19-24, 2007
www.ala.org/midwinter

JOB SHADOW DAY

February 2, 2007

ALTA at a Glance

www.ala.org/alta

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Anne D. Sterling

Executive Director:

Kerry Ward

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ALTA Mission Statement

The Association for Library Trustees and Advocates promotes and ensures outstanding library service through educational programs that develop excellence in trusteeship and actions that advocate access to information for all.

ALTA Vision Statement

The Association for Library Trustees and Advocates will educate and empower library trustees to advocate for and adopt policies that promote the highest quality library and information services and ensure access to information to all.

Education of Trustees Committee
Intellectual Freedom Committee
Jury On Trustee Citations
Legislation Committee
Local Arrangements Committee
Membership Committee
Nominating Committee
President's Program Committee
Publications Committee
Specialized Outreach Services

For the committee charges or to volunteer, please see the ALTA Web site: www.ala.org/ala/alta/altorg/altacommittees/committees.htm, or contact the office.

ALTA RESTRUCTURING

As you may have read after the 2006 Midwinter Meeting, the ALTA Board authorized the creation of a task force to examine ALTA's current market position and to recommend changes that will better align organizational structure with the execution of strategy. Then-President Jane Rowland appointed sixteen ALTA members to a Restructuring Task Force (RSTF) and the following charge was adopted: "The Task Force will examine all facets of ALTA and develop a plan for restructuring the division in order to maintain its viability, enhance its national visibility, and increase its membership. Toward these ends, the Task Force will consider

new models for organization and governance of the division, will develop strategies for implementing change, and will seek input from current members and others with congruent interests."

RSTF discussions have covered a broad range of topics including perceptions of the issues, ideas for growth, strengths and weaknesses, board and committee structure, etc. Task force members have agreed that increased ALTA membership is a key success factor, and that the association needs a greater market presence in the states as well as a more responsive volunteer Board and committee structure. At the Annual Conference, the Task Force asked the staff to synthesize these many ideas into an initial restructuring plan that the RSTF will review in the fall and continue to work on through the Annual Conference next year. It is likely you will be asked to approve some of the proposed changes as bylaw amendments next year. I would very much welcome your thoughts on how ALTA can be a stronger organization and how it can better meet your needs so please contact the office with your ideas.

Finally, if you have questions or concerns about any aspect of your membership, please contact the office at 1-800-545-2433, ext. 21 or e-mail me at kward@ala.org.—Kerry Ward, ALTA Executive Director

Library Schools, Library Associations, Library Consortia, State Libraries, Consultants—What's Next? CERTIFICATION!

The Certified Public Library Administrator Program (CPLA) has begun and encourages you to be the first to provide courses (with evaluation) for motivated candidates to fulfill the following competencies/standards for public library administration:

Core

- Budget and Finance
- Management of Technology
- Organization and Personnel Administration
- Planning and Management of Buildings

Electives

- Current Issues
- Fundraising
- Marketing
- Politics and Networking
- Service to Diverse Populations

Applications are reviewed quarterly by the CPLA Certification Review Committee. Send proposals to the American Library Association/Allied Professional Association (ALA-APA), 50 East Huron, Chicago, IL 60611. For more information, visit www.ala-apa.org/certification/cplaproviders.htm or call 1-800-545-2433, ext. 2424.



Why Become a Provider?

It's an opportunity to provide a valuable service to the public library community. You'll receive a variety of benefits, including a certificate of recognition, a letter of appreciation, and a complimentary copy of the CPLA Journal. You'll also receive a complimentary copy of the CPLA Journal. You'll also receive a complimentary copy of the CPLA Journal.

ALA-APA

Let's Talk: Make Everyone a Winner

A trustee writes: As a new board member, I like to stop in to see the director before the board meetings to suggest what should be on the agenda. I also talk to the board's attorney. I have been told that this is not appropriate.

She asks: *Don't I have a right to present my ideas? What's wrong with my talking to our attorney?*

Governing Boards—All members of a governing board share in a joint and collective authority which exists and can be exercised only when the group is in session. Members of a board have no authority except when the board is meeting.

A director writes: My new trustee does not seem to understand what the rights, roles, responsibilities, and liability of the board as a body of the whole are as well as that of the individual trustee.

She asks: *How do I explain the legal and ethical issues without sounding critical?*

Very few trustees come to the job with an understanding of the library's bylaws and policies, state and federal statutes and laws, as well as ethics and parliamentary procedures that apply to them.

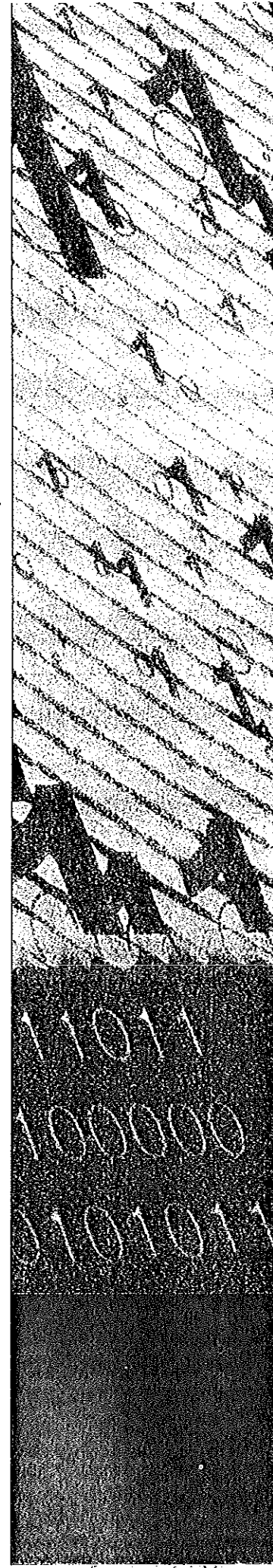
For our new trustee: The responsibility for the regular order of business of the board meeting [agenda] usually falls to the presiding officer and the format for this should be stated in the library's bylaws. The purpose is to provide a systematic plan for the orderly business of the board. Perhaps an orientation with the board president and the director on how the board wishes to consider adding new items to the agenda is needed.

With regard to your access to the board's attorney or other consultants that are in the boards' employ: The attorney is available to present legal advice to the board as a body of the whole. The attorney does not work for any individual board member. If there is a need for information from counsel, it is usually the presiding officer who will get that information for the board.

For our director: Prior to becoming a trustee, there is no training available for anyone interested in the job. So it is up to you, or a trustee organization like ALTA, to educate your new trustee.

**WIN, TRY
~ TIC TAC ~
(play by the rules)
"Team, Inspire, Communicate,
Teach, Advise and Clarify"**

—Shirley Lang, Syosset (N.Y.) Public library trustee and ALTA Board Member



Meet the 2006-2007 ALTA Executive Board



President
Anne D. Sterling



Past President
Jane Rowland



President Elect
Donald Roalkvam



Second Vice President
Mable Robertson



ALTA Councilor
Shirley Bruursema

Winter 2006 deadline:

October 15, 2006

ALTA Voice of
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Trustees &
Advocates

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B&A Board & Administrator FOR BOARD MEMBERS

November 2006 Vol. 23, No. 3

Editor: Jeff Stratton

Conflicts of interest cost nonprofit funding

In a time of increased scrutiny, it's amazing the trouble nonprofit boards make for themselves. Excel Community Outreach Center, Inc. has collected more than \$100,000 in government funding to run its programs, but the Des Moines, Iowa, nonprofit lost thousands of dollars in city and state government grant funding due to pervasive board member conflicts of interest, *The Des Moines Register* reported.

According to the *Register*, at least five board members were paid Excel employees. Why is this a conflict of interest? One example: When the board makes decisions about employee pay levels, a board member/employee has an obvious interest in that decision. In addition, to many observers, it appears that the board member is using his position on the board to obtain employment.

Besides the conflict of interest involving pay, there are two more reasons to avoid the practice:

1. *It puts your executive director in an awkward position.* Your administrator works for the board,

so she would be supervising a boss. Consider how uneasy you would be at your own place of work if you were suddenly asked to monitor your boss' work.

2. *It makes other employees uncomfortable.* Will staff be uneasy around a co-worker who also serves on the board? Will they assume the employee/board member receives preferential treatment?

An organization's employees should never serve on their board.

To prevent these types of conflicts, the board needs to put clear governance policies in place. Prohibit board members from working at the nonprofit through the organization's bylaws or in a board code of conduct. Here is sample language:

"Board members and their immediate family shall not be eligible for paid positions at this nonprofit, and shall not use their positions to obtain for themselves, family members, or acquaintances employment at the nonprofit." ■

'Human Conflict' causes board troubles

You may have heard the recent news about the Hewlett-Packard board and its internal problems.

I'm referring to the coverage on former HP Chair Patricia Dunn, who authorized an investigation of the personal cell phone records of other board members in an attempt to prevent information leaks.

Are there any lessons to be drawn from the conflicts of a high-powered, for-profit board and applied to readers of *Board & Administrator*?

A *Newsweek* article correctly points out that the

cause of board issues is often simple "human conflict." As readers of *B&A* know, I stress the importance of board and administrator teamwork. I emphasize board and administrator retreats for teambuilding. It's important for boards and their executives to spend time on get-to-know you activities and to find ways to enjoy their time together.

You participate in those activities so that when difficulties arise (and they will), you face them together as a board and administrator team and do what is best for the people your organization serves. ■

Invest time in board PR

Board members make the best advocates for their organizations.

That's true for two reasons:

1. **You're a volunteer.** Board members donate their time to ensure that their organizations deliver important services. That makes you instantly more credible than a salaried employee or a PR specialist.
2. **You have influence in the community and access to a variety of people.** Put this to use on behalf of your organization by stressing the good work that it does at every opportunity.

The Minnesota School Boards Association publishes an on-line list of public relations suggestions for its members.

Here are two ideas from MSBA that apply nicely to nonprofit boards:

- **Create positive gossip.** Learn the positive things happening at your organization and tell other people about them. Praise a staff member's work in the

community or to someone on the staff.

- **Get to know your fellow board members.** "Show an interest in other board members' personal lives, their families, hobbies and jobs. Board members and administrators that work well together project a positive image based on trust and open, honest discussions."

"Show an interest in other board members' personal lives, their families, hobbies and jobs. Board members and administrators that work well together project a positive image based on trust and open, honest discussions."

For information, visit www.mnsba.org. ■

Raise money for your nonprofit: three easy methods

Consultant Richard Male has good ideas on ways board members can personally raise money for their organizations. Here are several from a recent "Rich Tips" article he authored:

1. Donate your frequent flyer miles and auction them to the highest bidder at an organizational function.
2. Have each board member contact the owner of her favorite up-scale restaurant for an in-kind donation dinner. Sell the freebie to one of the organization's stakeholders at your next fundraiser.
3. Put your second home to use, if you have one. Donate a week's stay—for a price.

For information, visit www.richardmale.com. ■

Improve advocacy: Arrange a speech for a board colleague

An important aspect of the board member's role is advocacy for the nonprofit. This can be accomplished in many ways, including speaking to local service groups. But what if you don't particularly like speaking to a group?

Consider inviting another board member who does enjoy public speaking, or your executive director to

speak to other organizations to which you belong. They can get the message out to your colleagues, business associates and other contacts about the good work your organization is doing.

By using a network of peers, all board members—including you—get to contribute to the board's public relations efforts. ■