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PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Library Board of Trustees

FROM: Jeanette Contreras, Library Director

SUBJECT: Authorize contract to Fieldman, Rolapp & Associates to Provide Financial Counseling Services

DATE: July 21, 2014

BACKGROUND

Fieldman, Rolapp & Associates is a California-based independent financial advisor which provides advisory services to public agencies. They have been in business since 1966 with a focus on public sector clients. Their business approach is “to provide independent, unbiased quantitative advice” to public agencies while administering the debt for those agencies by providing ongoing administrative and management services.

Mr. Adam Bauer is the current President of Fieldman, Rolapp & Associates and has over 13 years of public finance experience. He is also a contributor for USC’s Rossier School of Education School Business Management Program, contributing writer for CDIAC’s monthly publication *Debt Line* and a member of CSDA, CASBO, and CASH.

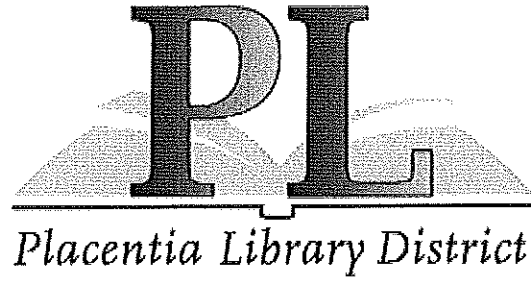
Staff recommends that the Placentia Library District procure financial advisory for a possible bond measure from Fieldman, Rolapp & Associates under Mr. Bauer’s management.

Attachment A is the Professional Services Agreement for Financial Advisor.

Fiscal Impact: \$60,000 plus expenses

RECOMMENDATION

Authorize contract to Fieldman, Rolapp & Associates to provide financial counseling services.



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**PROFESSIONAL SERVICES AGREEMENT
FOR FINANCIAL ADVISOR**

This agreement has been entered into this ____ day of _____, 2014 between the Placentia Library District, California (the "District") and Fieldman, Rolapp & Associates, (herein, the "Consultant").

WHEREAS, the District desires independent financial advisory services (herein, the "Project");

WHEREAS, the District desires to retain the professional and technical services of the Consultant for the purpose of debt issuance and financial planning, (herein, the "Services");

WHEREAS, the Consultant is well qualified to provide professional financial advice to public entities such as the District;

NOW, THEREFORE, in consideration of the above recitals and the mutual covenants and conditions hereinafter set forth, it is agreed as follows:

Section 1 Financial Advisory Services.

As directed by the District, Consultant will provide services in connection with the Project as such Services are fully described in Exhibit A attached to this Agreement. Consultant is engaged in an expert financial advisory capacity to the District only. It is expressly understood that the Services rendered hereunder are rendered solely to the Placentia Library District. Consultant does not undertake any responsibility to review disclosure documents on behalf of owners or beneficial owners of bonds or debt which may arise from the Consultant's work hereunder.

Section 2 Additional Services.

Services performed for the District by Consultant that are not otherwise specifically identified in Exhibit A to this Agreement, shall be additional services. Additional services include, but are not limited to, the following:

- 2.01 Assisting the District in obtaining enabling legislation or conducting elections.
- 2.02 Extraordinary services and extensive computer analysis in the structuring or planning of any debt issue or financing program.
- 2.03 The repeat of any element of a service described in Exhibit A to this Agreement which is made necessary through no fault of Consultant.
- 2.04 Financial management services, including development of financial policies, capital improvement plans, economic development planning, credit analysis or review and such other services that are not ordinarily considered within the scope of services described in Exhibit A to this Agreement.

- 2.05 Services rendered in connection with any undertaking of the District relating to a continuing disclosure agreement entered into in order to comply with Securities and Exchange Commission Rule 15c2-12 or other similar rules.
- 2.06 Services rendered to the District in connection with calculations or determination of any arbitrage rebate liability to the United States of America arising from investment activities associated with debt issued to fund the Project.

Section 3 Compensation.

- 3.01 For Consultant's performance of Services as described in Section 1 of this Agreement the Consultant's compensation will be as provided in Part 1 of Exhibit B attached to this Agreement, plus Consultant's expenses incurred in rendering such Services. Consultant's expenses may include, but are not limited to travel, telephone/conference calls, postage, courier, database access services, and printing.
- 3.02 For Consultant's performance of additional services as described in Section 2 of this Agreement, the Consultant's compensation will be as provided in Part 2 of Exhibit B attached to this agreement, plus Consultant's expenses incurred in rendering such services. Consultant's expenses may include, but are not limited to travel, telephone/conference calls, postage, courier, database access services and printing.
- 3.03 Payment for Consultant's Services rendered pursuant to Section 1 of this Agreement shall be as provided for in Exhibit B to this Agreement, unless specified to the contrary elsewhere in this Agreement. The Consultant may submit monthly invoices for payment for services provided pursuant to Section 2 of this Agreement unless an alternate date or dates have been specifically agreed to in writing. Unless otherwise specified, payment of Consultant's compensation and expenses is due thirty (30) days after submission of Consultant's invoice for services.
- 3.04 In the event the Services of the Consultant are abandoned prior to completion of Consultant's work, Consultant shall be compensated for Services performed to the point of abandonment as if such Services were an additional service pursuant to Section 2 of this Agreement, subject to a minimum fee of \$0.
- 3.05 Consultant fees set forth in this Agreement and Exhibits are guaranteed by Consultant for the term of this Agreement.

Section 4 Personnel.

Consultant has, or will secure, all personnel required to perform the services under this Agreement. Consultant shall make available other qualified personnel of the firm as may be required to complete Consultant's services. The District has the right to approve or disapprove any proposed changes in Consultant's staff providing service to the District. The District and Consultant agree that such personnel are employees only of Consultant and shall not be considered to be employees of the District in any way whatsoever.

Section 5 Term of Agreement.

This Agreement shall continue in full force and effect for a period of sixty (60) months from the date hereof unless terminated by either party by not less than thirty (30) days written notice to the other party except that the Agreement shall continue in full force and effect until completion of Consultant's services or until an abandonment shall have occurred as described in Section 3.04 hereof. This Agreement may be extended from time to time as agreed by the District and the Consultant.

Section 6 Modification.

This Agreement contains the entire agreement of the parties. It may be amended in whole or in part from time to time by mutual consent of the parties. This shall not prohibit the District and Consultant from entering into separate agreements for other services.

Section 7 Work Products.

All work products or any form of property developed by the Consultant in providing the Services shall be provided to the District on request. Work products developed by the Consultant shall be the property of the District, provided that Consultant may use such work products developed for the District and may employ those work products to develop refinements or additional work products in the course of its business.

Section 8 Assignment.

The rights and obligations of the District under this Agreement shall inure to the benefit of and shall be binding upon the successors and assigns of the District. This agreement may not be assigned by the Consultant without the consent of the District except for compensation due Consultant.

Section 9 Disclosure.

Consultant does not assume the responsibilities of the District, nor the responsibilities of the other professionals and vendors representing the District, in the provision of services and the preparation of the financing documents, including initial and secondary market disclosure, for financings undertaken by the District. Information obtained by Consultant and included in any disclosure documents is, by reason of experience, believed to be accurate; however, such information is not guaranteed by Consultant.

Section 10 Confidentiality.

The Consultant agrees that all financial, statistical, personal, technical and other data and information designated by the District as confidential shall be protected by the Consultant from unauthorized use or disclosure.

Section 11 Indemnification.

The District and Consultant shall each indemnify and hold harmless the other from and against any and all losses, claims, damages, expenses, including legal fees for defense, or liabilities, collectively, damages, to which either may be subjected by reason of the other's acts, errors or omissions, except however, neither will indemnify the other from or against damages by reason of changed events and conditions beyond the control of either or errors of judgment reasonably made.

Section 12 Insurance.

- 12.01 Consultant shall maintain workers' compensation and employer's liability insurance during the term of this Agreement.
- 12.02 Consultant, at its own expense, shall obtain and maintain insurance at all times during the prosecution of this contract. Such insurance must be written with a Best Guide "A"-rated or higher insurance carrier admitted to write insurance in the state where the work is located.
- 12.03 Certificates of insurance naming the District as an additional insured shall be submitted to the District evidencing the required coverages, limits and locations of operations to which the insurance applies, and the policies of insurance shall contain a 30 day notice of cancellation or non-renewal.
- 12.04 Insurance coverages shall not be less than the following:
 - A. Workers' Compensation
 - 1. State worker's compensation statutory benefits
 - 2. Employer's Liability - policy limits of not less than \$1,000,000.
 - B. Comprehensive General Liability coverage with policy limits of not less than \$1,000,000 combined single limit for bodily injury and property damage and including coverage for the following:
 - 1. Premises operations
 - 2. Contractual liability
 - 3. Products
 - 4. Completed operation
 - C. Errors and omissions with policy limits of \$2,000,000.

Section 13 Permits/Licenses.

The Consultant shall obtain any permits or licenses, as may be required for it to complete the services required under this Agreement.

Section 14 Binding Effect.

- 14.01 A waiver or indulgence by the District of a breach of any provision of this Agreement by the Consultant shall not operate or be construed as a waiver of any subsequent breach by the Consultant.

- 14.02 All agreements and covenants contained herein are severable and in the event any of them shall be held to be invalid by any competent court, this Agreement shall be interpreted as if such invalid agreements or covenants were not contained herein, and the remaining provisions of this Agreement shall not be affected by such determination and shall remain in full force and effect. This Agreement shall not fail because any part or any clause hereof shall be held indefinite or invalid.
- 14.03 Each party hereto represents and warrants that this Agreement has been duly authorized and executed by it and constitutes its valid and binding agreement, and that any governmental approvals necessary for the performance of this Agreement have been obtained.
- 14.04 The validity, interpretation and construction of this Agreement and of each part hereof shall be governed by the laws of the State of California. Venue for any lawsuit concerning this agreement is Orange County, California.

Section 15 Arbitration Requirement.

- 15.01 Any controversy, claim or dispute arising out of or relating to this Agreement shall be settled solely and exclusively by binding arbitration in Irvine, California.
- 15.02 Such arbitration shall be conducted in accordance with the then prevailing commercial arbitration rules of JAMS/Endispute ("JAMS"), with the following exceptions if in conflict: (a) one arbitrator shall be chosen by JAMS; (b) each party to the arbitration will pay its pro rata share of the expenses and fees of the arbitrator, together with other expenses of the arbitration incurred or approved by the arbitrator; and (c) arbitration may proceed in the absence of any party if written notice (pursuant to the JAMS rules and regulations) of the proceedings has been given to such party.
- 15.03 Each party shall bear its own attorneys fees and expenses.
- 15.04 The parties agree to abide by all decisions and awards rendered in such proceedings. Such decisions and awards rendered by the arbitrator shall be final and conclusive.
- 15.05 All such controversies, claims or disputes shall be settled in this manner in lieu of any action at law or equity; provided, however, that nothing in this Section shall be construed as precluding the bringing of an action for injunctive or other equitable relief.
- 15.06 The arbitrator shall not have the right to award punitive damages or speculative damages to either party and shall not have the power to amend this Agreement. The arbitrator shall be required to follow applicable law.
- 15.07 IF FOR ANY REASON THIS ARBITRATION CLAUSE BECOMES INAPPLICABLE OR INVALID, THEN EACH PARTY, TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW, HEREBY IRREVOCABLY

WAIVES ALL RIGHT TO TRIAL BY JURY AS TO ANY ISSUE RELATING HERETO IN ANY ACTION, PROCEEDING, OR COUNTERCLAIM ARISING OUT OF OR RELATING TO THIS AGREEMENT OR ANY OTHER MATTER INVOLVING THE PARTIES HERETO.

Section 16 Conflict of Interest

16.01 Compensation contingent on the completion of a financing or project is customary for municipal financial advisors. To the extent that compensation to the Consultant under this Agreement, specified in Exhibit B, is contingent on the issuance of debt or completion of a financing or project, a potential conflict of interest exists as Consultant would have an incentive to recommend to the District the completion of a transaction or project that might be unnecessary.

IN WITNESS Whereof, the parties have duly executed this Agreement as of the day and year first above set forth.

PLACENTIA LIBRARY DISTRICT

By: _____ Title: _____

Date: _____

FIELDMAN, ROLAPP & ASSOCIATES
19900 MacArthur Boulevard, Suite 1100
Irvine, CA 92612

By: _____ Title: President

Date: _____

**EXHIBIT A
TO
PROFESSIONAL SERVICES AGREEMENT FOR FINANCIAL ADVISOR
BY AND BETWEEN
THE PLACENTIA LIBRARY DISTRICT
AND
FIELDMAN, ROLAPP & ASSOCIATES**

Scope of Services

A. General Services.

The Consultant shall perform all the duties and services specifically set forth herein and shall provide such other services as it deems necessary or advisable, or are reasonable and necessary to accomplish the intent of this Agreement in a manner consistent with the standards and practice of professional financial advisors prevailing at the time such services are rendered to the District.

The District may, with the concurrence of Consultant, expand this Agreement to include any additional services not specifically identified within the terms of this Agreement. Any additional services may be described in an addendum to this Exhibit A and are subject to fees described in Exhibit B to this Agreement.

B. Debt Issuance

The Consultant shall assume primary responsibility for assisting the District in coordinating the planning and execution of each proposed debt issuance. Insofar as the Consultant is providing Services which are rendered only to the District, the overall coordination of the financing shall be to maximize the funds available to the District, minimize the costs of the transaction coincident with maximizing the District's financing flexibility and capital market access. The Consultant's Services may include, but shall not be limited to, the following:

- Establish the Financing Objectives
- Calculate Mitigation Amount
- Recommend Financing Structures
- Lead Negotiations on Behalf of the District
- Develop the Financing Schedule
- Monitor the Transaction Process
- Review the Official Statement, both preliminary and final
- Procure and Coordinate Additional Service Providers
- Provide Financial Advice to the District Relating to Financing Documents
- Compute Sizing and Design Structure of the Debt Issue
- Plan and Schedule Rating Agency Presentation and Investor Briefings
- Conduct Credit Enhancement Procurement and Evaluation
- Conduct Market Analysis and Evaluate Timing of Market Entry
- Recommend Award of Debt Issuance
- Provide Pre-Closing and Closing Assistance

Specifically, Consultant will:

1. Establish the Financing Objectives.

At the onset of the financing transaction process for the Project, the Consultant shall review the District's financing needs and in conjunction with the District's management, outline the objectives of the financing transaction to be undertaken and its proposed form.

Unless previously determined, Consultant shall recommend the method of sale of debt and outline the steps required to achieve efficient market access.

2. Develop the Financing Timetable.

The Consultant shall take the lead role in preparing a schedule and detailed description of the interconnected responsibilities of each team member and update this schedule, with refinements, as necessary, as the work progresses.

3. Monitor the Transaction Process.

The Consultant shall have primary responsibility for the successful implementation of the financing strategy and timetable that is adopted for each debt issue relating to the Project. The Consultant shall coordinate (and assist, where appropriate) in the preparation of the legal, rate and method of apportionment and disclosure documents and shall monitor the progress of all activities leading to the sale of debt. The Consultant shall prepare the timetables and work schedules necessary to achieve this end in a timely, efficient and cost-effective manner and will coordinate and monitor the activities of all parties engaged in the financing transaction.

4. Review the Official Statement.

SEC, MSRB, and GFOA guidelines encourage full disclosure so that potential investors have sufficient data to analyze each proposed financing. Upon direction of the District, the Consultant shall review the official statement for each debt issue relating to the Project to insure that the District's official statement is compiled in a manner consistent with industry standards, typically including the following matters:

- Legal Authority for the Financing
- Security for the Financing
- Restrictions on Additional Financings
- Purpose and Funds for which the Financing is Being Issued
- Governmental System
- Financial Management System
- Revenue Sources: Historic, Current and Projected
- Outstanding Financings
- Planned Future Financings
- Labor Relations and Retirement Systems
- Economic Base
- Annual Financial Statements
- Legal Opinions Regarding Tax Exemption
- Such Other Matters as the Context May Require.

5. Procure and Coordinate Additional Service Providers.

Should the District desire, the Consultant may act as District's representative in procuring the services of financial printers for the official statement and related documents, and for the printing of any securities. In addition, the Consultant may act as the District's representative in procuring the services of trustees, paying agents, fiscal agents, underwriters, special tax consultant, market absorption consultants, or escrow verification agents or other professionals, if the District directs.

6. Provide Financial Advice to the District Relating to Financing Documents.

Simultaneous with assisting in the preparation of official statements for each debt issue relating to the Project, the Consultant shall assist the managing underwriters, bond counsel and/or other legal advisors in the drafting of the respective financing resolutions, notices and other legal documents. In this regard, the Consultant shall monitor document preparation for a consistent and accurate presentation of the recommended business terms and financing structure of each debt issue relating to the Project, it being specifically understood however that the Consultant's services shall in no manner be construed as the Consultant engaging in the practice of law.

7. Compute Sizing and Design Structure of Debt Issue.

The Consultant shall work with the District's staff to design a financing structure for each debt issue relating to the Project that is consistent with the District's objectives, that coordinates each transaction with outstanding issues and that reflects current conditions in the capital markets.

8. Plan and Schedule Rating Agency Presentation and Investor Briefings.

The Consultant shall develop a plan for presenting the financing program to the rating agencies and the investor community. The Consultant shall schedule rating agency visits, if appropriate, to assure the appropriate and most knowledgeable rating agency personnel are available for the presentation and will develop presentation materials and assist the District officials in preparing for the presentations.

9. Conduct Credit Enhancement Evaluation and Procurement.

Upon the District's direction, the Consultant will initiate discussions with bond insurers, letter of credit providers and vendors of other forms of credit enhancements to determine the availability of and cost benefit of securing financing credit support.

10. Conduct Market Analysis and Evaluate Timing of Market Entry.

The Consultant shall provide regular summaries of current municipal market conditions, trends in the market and how these may favorably or unfavorably affect the District's proposed financing.

a. Competitive Sales.

For all types of competitive sale of debt, the Consultant shall undertake such activities as are generally required for sale of securities by competitive bid including, but not limited to the following:

- Prepare the Notice of Sale Inviting Bids
- Provide advice on debt sale scheduling
- Provide advice on the use of electronic bidding systems
- Coordinate bid opening with the District officials
- Verify bids received and make recommendations for acceptance
- Provide confirmation of issue sizing, based upon actual bids received, where appropriate
- Coordinate closing arrangements with the successful bidder(s)

b. Negotiated Sales.

In the case of a negotiated sale of debt, the Consultant shall perform a thorough evaluation of market conditions preceding the negotiation of the terms of the sale of debt and will assist the District with the negotiation of final issue structure, interest rates, interest cost, reoffering terms and gross underwriting spread and provide a recommendation on acceptance or rejection of the offer to purchase the debt. This assistance and evaluation will focus on the following areas as determinants of interest cost:

- Size of financing
- Sources and uses of funds
- Terms and maturities of the debt issue
- Review of the rating in pricing of the debt issue
- Investment of debt issue proceeds
- Distribution mix among institutional and retail purchasers
- Interest rate, reoffering terms and underwriting discount with comparable issues
- Redemption provisions

11. Recommend Award of Debt Issuance.

Based upon activities outlined in Task 10(a) and 10(b) above, the Consultant will recommend accepting or rejecting offers to purchase the debt issue. If the District elects to award the debt issue, the Consultant will instruct all parties and help facilitate the actions required to formally consummate the award.

12. Provide Pre-Closing and Closing Activities.

The Consultant shall assist in arranging for the closing of each financing. The Consultant shall assist counsel in assuming responsibility for such arrangements as they are required, including arranging for or monitoring the progress of bond printing, qualification of issues for book-entry status, signing and final delivery of the securities and settlement of the costs of issuance.

**EXHIBIT B
TO
FINANCIAL ADVISORY SERVICES AGREEMENT
BY AND BETWEEN
THE PLACENTIA LIBRARY DISTRICT
AND
FIELDMAN, ROLAPP & ASSOCIATES**

Fees and Expenses

Part 1: Fee for Services

Financial Advisory Services performed in regards to the issuance of debt pursuant to Section 1 of this Agreement, and as more fully described in the Scope of Services set forth in Exhibit A, will be billed for at the amounts set forth below:

Transaction Fee

\$60,000

Payment of fees earned by Consultant pursuant to this section of the Agreement shall be contingent on, and payable at the closing of the debt issue(s) undertaken.

Part 2: Other Services

Unless agreed to otherwise, financial advisory services performed pursuant to Section 2 of this Agreement will be billed at the then current hourly rates. The table below reflects the rates in effect as of the date of execution of this Agreement.

<u>Personnel</u>	<u>Hourly Rate</u>
President/Principals	\$270.00
Senior /Vice President	\$225.00
Assistant Vice President.....	\$195.00
Senior Associate.....	\$150.00
Associate	\$125.00
Analyst	\$85.00
Administrative Assistants.....	\$65.00
Clerical	\$35.00

Expenses

Expenses will be billed for separately and will cover, among other things, travel, lodging, subsistence, overnight courier, conference call, internet posting, computer, and fax transmission charges. Advances made on behalf of the District for costs of preparing, printing or distributing disclosure materials or related matter whether by postal services or electronic means, may also be billed through to the District upon prior authorization.

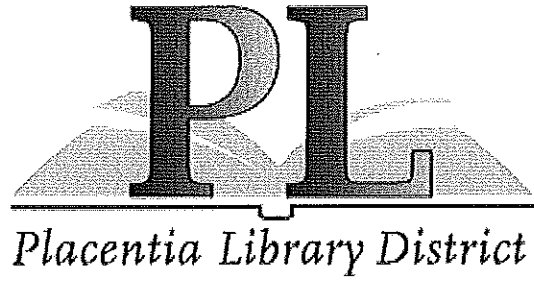
Limiting Terms and Conditions

The above fee is based on completion of work orders within six months of the District's authorization to proceed, and assumes that the District will provide all necessary information in a timely manner.

The fee shown above in Part 1 presumes attendance at up to 5 per bond issue meetings in the District's offices or such other location within a 25-mile radius of the District place of business as the District may designate. Preparation for, and attendance at Board of Education meetings on any basis other than "by appointment" may be charged at our normal hourly rates as shown in Part 2, above.

Abandonment

If, once commenced, the services of the Consultant are terminated prior to completion of our final report for any reason, we are to be reimbursed for professional services and direct expenses incurred up to the time we receive notification of such termination at the standard hourly rates shown in Part 2, subject to a minimum charge of \$0.



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PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Library Board of Trustees

FROM: Jeanette Contreras, Library Director

SUBJECT: Approve iPad Borrowing Policy as a First Reading

DATE: July 21, 2014

BACKGROUND

At the Library Board of Trustees Work Session on November 21, 2011, the Board authorized library staff to move forward with the recommended iPad stations and concurred by the Placentia Library Friends Foundation (PLFF) at the November 14, 2011 Board meeting. The service will be funded through the Margaret Cooper \$10,000 donation.

Orange County library systems that currently loan tablets to patrons:

- Huntington Beach Public Library – Chrome, replacement \$250, damage market rate, 7 day loan period, adults only
- Newport Beach – iPads, replacement/damage up to \$400, 2 hour loan period with additional 2 hr. renewal, 14+ years of age

As the Placentia Library District continues to explore technology development to make available to the public, it is also essential that we work with our school district to implement those services. One of the Placentia Yorba Linda Unified School District's (PYLUSD) goals for 2014-2015 is to "leverage available technology to maximize student collaboration, improve communication, inspire creativity, cultivate critical thinking, and expand learning beyond the classroom setting." Offering the iPads inside the Library is truly a learning experience beyond the classroom environment and it will further strengthen our collaboration with PYLUSD.

Staff recommends implementing an iPad Borrowing Policy and Borrower Agreement as the Library prepares to offer these tablets for patron use inside the Library. Should the Library Board of Trustees consider an iPad dispenser, providing a self-check-out service and alleviating staff time to check-out and check-in the iPads, the policy and agreement will reflect the changes.

TechLogic offers the MediaSurfer Library Single Kiosk for tablets. The cost for the kiosk is \$25,000 or \$32,000 which includes 16 iPads.

Attachment A is the proposed iPad Borrowing Policy and Borrower Agreement.

Attachment B is Newport Beach Public Library's Laptop/iPad Borrowing Policy.

Attachment C is Huntington Beach Public Library's Chromebook Borrower Agreement and Circulation Services Desk Instructions.

Attachment D is the datasheet for the MediaSurfer Library Single Kiosk.

RECOMMENDATION

Approve iPad Borrowing Policy and Borrower Agreement as a first reading.



Placentia Library District

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Placentia Library District

POLICY HANDBOOK

POLICY TITLE: iPad Borrowing Policy

POLICY NUMBER: 6022

The Placentia Library District recognizes the benefits and enriching experience of tablets such as an iPad. The Library will provide iPad for in-house use to current Placentia Library District cardholders in good standing. The iPad Borrowing policy states:

1. Only current Placentia library cardholders in good standing may borrow an iPad for use in-house. "Good standing" is defined as a library card account and any custodial children/guardians' accounts having fines and fees of less than \$10.00.
2. Cardholder under the age of 18 require parental/guardian authorization. Parental/Guardian information and signature is an understanding of financial responsibility of said parent/guardian.
3. Cardholder must present his/her actual library card.
4. In addition, a photo ID will be required. The ID can be a Driver's License, State ID, Military ID, Student ID and/or Passport photo which contain the cardholder's name and an identifiable photo.
5. Only one checkout of an iPad per day per cardholder will be permitted regardless of total time actually used.
6. In-house use iPad loan periods are for up to 2 hours.
7. iPads for in-house use may not be reserved. Available iPads for use in-house will be obtainable on a first-come, first-served basis.
8. An iPad will be checked out onto the eligible cardholder's library account while the iPad is used in-house. The checkout will occur at the Circulation Desk at the Placentia Library District starting at the time the library opens and up to 2 hours before the library closes.
9. In-house use iPads must remain inside the library at all times and may not be taken past security detection gates. Leaving the library building with an in-house use iPad will be considered theft of library property by Placentia Library District and will be reported as such to the proper legal authorities.
10. Do not leave a checked-out iPad unattended. Library staff is not responsible for checked-out iPads.
11. iPads must be returned to the library staff at the Circulation Desk at the Placentia Library District no later than 1 hour before the library closes. Cardholder must remain at the Circulation Desk until iPads are properly accounted for and cleared from the cardholder's card and the Borrower Agreement is signed and dated signifying a proper return.
12. iPads may not be returned to an unattended public desk. Library staff is not responsible for unattended iPads.
13. Cardholder will be held responsible for all applicable replacement costs and processing fees, at current market value, for the iPad if lost, stolen or damaged while checked out to you. The Library will not accept replacement iPads purchased by the cardholder.
14. Failure to pay any amount owed will be considered an outstanding debt to Placentia Library District and will be added as a fine to your library card. In addition, failure to resolve this matter will result in the cardholder's outstanding debt being forwarded to a collection agency and may result in legal action.

15. Overdue fees will be charged for iPads not returned by the specified time to the Circulation Desk at a rate of \$5.00 for every 15 minutes overdue. There is no grace period.
16. Cardholder will be held responsible for all applicable replacement costs and processing fees, up to \$500.00 for the iPad if lost, stolen or damaged while checked out to you. The Library will not accept replacement iPads purchased by the cardholder.
17. iPad borrower must comply with the Placentia Library District Policies 6020 – Public Computer and Internet Access Policy, 6022 – iPad Borrowing Policy, 6025 – Public Internet Use Policy, and 6065 – Library Rules of Conduct Policy.
18. Be careful with the iPad. Keep it safe from water and other liquids and take care not to drop it.
19. Immediately report to the Circulation Desk any loss of, or damage to, an iPad. Do not attempt to troubleshoot problems with the iPad.
20. The iPad Borrowing Agreement must be completed with each in-house use, acknowledging financial responsibility for lost, stolen or damaged iPad.
21. Once an iPad is checked out onto a cardholder's library record, it becomes the sole responsibility of that cardholder per the Borrower's Agreement.
22. The Library reserves the right to update and change this policy at any time without notice. It is the responsibility of the cardholder to read and accept the current version of the Borrower Agreement and iPad Borrowing Policy.
23. The Library reserves the right to refuse service to anyone who abuses equipment or is repeatedly late in returning an iPad.



Placentia Library District
iPad Borrowing Agreement

Borrower Name (please print): _____

Current Address: _____

Library Card #: _____ Photo ID Verification _____

(Staff Initials)

Rules of Use:

- iPads for in-house use only are available for a maximum loan period of up to 2 hours and may be checked out by cardholder 14 years of age or older who is current library cardholder in good standing. A photo ID will be required. The ID can be a Driver's License, State ID, Military ID, Student ID and/or Passport photo which contain the cardholder's name and an identifiable photo.
Cardholder under the age of 18 require parental/guardian authorization. Parental/Guardian information and signature is an understanding of financial responsibility of said parent/guardian.
iPads loaned will be checked out onto the eligible library cardholder's library account. Only one checkout of an iPad per day per library cardholder will be permitted regardless of total time actually used.
iPads must remain inside the library building walls at all times and may not be brought past security detection gates. Do not leave the iPad unattended. Library staff is not responsible for checked out iPads.
Overdue fees will be charged for iPads not returned directly to library staff at the Circulation Desk by the specified time in the amount of \$5.00 for every 15 minutes overdue. There is no grace period.
Cardholder will be held responsible for all applicable replacement costs and processing fees, up to \$700.00 for the iPad if lost, stolen or damaged while checked out to you. The Library will not accept replacement iPads purchased by the cardholder.
Failure to pay any amount owed will be considered an outstanding debt to Placentia Library District and will be added as a fine to your library card. In addition, failure to resolve this matter will result in the cardholder's outstanding debt being forwarded to a collection agency and may result in legal action.
iPad borrower must comply with the Placentia Library District Policies 6020 - Public Computer and Internet Access Policy, 6025 - Public Internet Use Policy, and 6065 - Library Rules of Conduct Policy.

iPad Barcode #: _____ Date/Time CKO: _____ Time to be Returned: _____

I understand that I am fully responsible for this borrowed iPad and any accompanying accessories, and for its safe and timely return to staff at the library Circulation Desk from which it was borrowed. I understand that I am responsible for all applicable charges if the iPad is damaged, lost, missing or stolen including late and processing fees. I have read, understand, and agree to the Rules of Use listed in this agreement and the iPad Guidelines. I agree to return the iPad by the due date noted.

Borrower/Parental/Guardian Signature _____ Date _____

For Return Process

Return Date/Time: _____ Late Fines: _____

iPad Physical Condition (circle): Satisfactory Problem Observed

Please specify any problems observed by staff or reported by customer: _____

Staff initials: _____

I understand I remain liable for any damage caused to this iPad, even after initial check-in, until such time a thorough inspection can be performed by authorized staff.

Borrower/Parental/Guardian Signature _____ Date _____



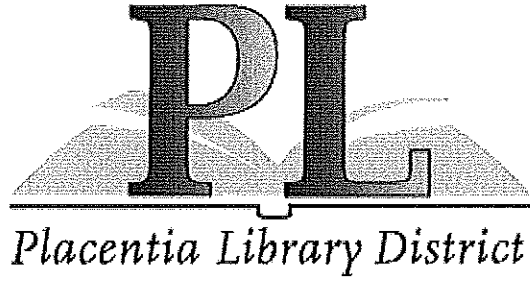
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NEWPORT BEACH
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Laptop/iPad Borrowing Policy

1. Laptops and iPads can be checked out to current Newport Beach Public Library (NBPL) cardholders whose accounts meet use requirements. These devices are for use within the Library building.
2. The loan period for laptops is 1 hour. Laptops can be renewed for 20 minute increments through the CASSIE print and PC management software as long as there is no waiting list.
3. The loan period for iPads is 2 hours. iPads may be renewed for additional 2 hour periods as long as one iPad is available for check out.
4. Laptops may be checked out at the reference desk at the Central Library, from the circulation desk at Balboa branch, and from the reference desks at Mariners and Corona del Mar branches. iPads may be checked out at the reference desk at the Central Library.
5. Customers must present a valid NBPL card and be current in the Library's circulation system. All customers will be required to provide a valid photo identification that will be held at the desk where the customer checked out the laptop or iPad. Student IDs will be accepted as valid identification as long as they have a photograph and are current.
6. Customers are limited to one checkout of a laptop or iPad per library cardholder.
7. Laptops and iPads will be checked out on a first-come, first-served basis. Laptops and iPads returned late will be assessed a late fee as set forth in the Library's Circulation policy.
8. Laptops and iPads checked out less than 2.5 hours before closing are due to the Reference Desk at Central or Circulation Desks at the branches 30 minutes before closing.
9. When laptops and iPads are checked in, they must be returned with all peripherals.
10. There is a replacement charge for damage or loss of the laptop and/or its peripherals of up to \$1200.00. There is a replacement charge for damage or loss of the iPad and/or its peripherals of up to \$400.00.
11. This policy is subject to review and change as authorized by the Board of Library Trustees.

1000 Avocado Ave. Newport Beach, CA 92660 • (949) 717-3800



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Huntington Beach Public Library Chromebook Borrower Agreement

Agreement for: (Borrower name): _____

Library Account #: 21119 _____

Chromebook and associated materials are due on _____ and must be returned to a library staff member at the Circulation Services Desk.

Items borrowed: (Please initial)

_____ Chromebook

_____ Carrying Case

_____ Power Cord

_____ Power Brick

Chromebook Rules for Library Use

As part of the City's Chromebook Project, Chromebooks are available on a first come, first-served basis for 7-day checkout periods to Library customers 14 years or older (Borrowers under 18 must have a parent/guardian signature).

Checkouts for Chromebooks may not be renewed beyond the checkout period.

Customers who check out a Chromebook must sign an agreement to accept responsibility for the damage and replacement cost, as well as any processing and late fees in the event that the Chromebook is lost, stolen, damaged or returned late. Fees include, but are not limited to: overdue fines (\$10 for first day overdue), replacement costs, and damage fees. The cost of the Chromebook (\$500) will be placed on your account on the second overdue day. Damage fees vary.

A Chromebook must be returned to the Circulation Services Desk at the Huntington Beach Central Library. **DO NOT RETURN CHROMEBOOKS TO BOOKDROPS.**

I, _____ (customer name), certify that I have read and understand the attached Huntington Beach Public Library Chromebook rules and agree that I will be responsible to pay

I, _____ (customer name), certify that I have read and understand the attached Huntington Beach Public Library Chromebook rules and agree that I will be responsible to pay applicable processing and late fees if I do not return the Chromebook to the library by the date set at checkout as well as all repair and replacement costs if the Chromebook is lost, stolen, or damaged during my checkout period, or if Library staff identifies such damage during an inspection upon my return of a Chromebook. I agree that I will be the exclusive user of the Chromebook during my checkout period, and that I will not loan, sell, lease, or otherwise transfer it to anyone else. I further agree not to adapt, alter, modify, decompile, translate, disassemble or reverse engineer the Chromebook or any of its components; copy or make derivative works of the Chromebook, attempt in any way to extract any source code, use the Chromebook for high risk or illegal activities, or remove or alter any brand features or other proprietary notices on or in the Chromebook.

Borrower signature: _____ DATE: _____

Parent/Guardian signature if borrower is under age 18: _____

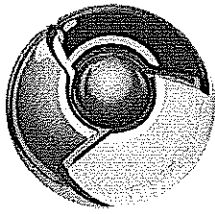
For Staff Use Only

INITIALS OF STAFF MEMBER ISSUING CHROMEBOOK: _____

NOTES:



HUNTINGTON BEACH PUBLIC
LIBRARY
www.hbpl.org



CHROMEBOOK

Circulation Services Desk Instructions

CHECK OUT

Policy on Checking out Chromebooks:

- a. For customers/patrons 14 years and older (under 14, parent or guardian needs to be sign the borrower agreement).
- b. Library card and photo ID required to checkout.
- c. 7 day checkout/no holds/no renewals
- D. CHROMEBOOKS AND PERIPHERALS MUST BE RETURNED TO THE CIRCULATION SERVICES DESK**
- e. First day overdue = \$10
- f. More than a day late = \$500, price of the Chromebook, \$50 (\$25 bag; \$25 power package)peripherals & \$5 processing fee
- g. Damage/lost = up to the price of the Chromebook, peripherals & processing fee
- h. Use: Requires WiFi to work; NO 3G and no Ethernet port available
- i. Support: Check out FAQ for links to Google Chromebook's support page
1. Borrower's Agreement
 - a. For each checkout –
Explain and have customer/patron sign the borrower's agreement and initial receipt of all components.
 - b. Place the signed agreement in the designated box at the Circulation Desk. **If patron is under 18, parent must sign the Borrower's agreement.**

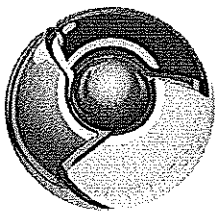
CHECK IN

Eight-point check-in of the Chromebook

1. Visually inspect hinge and chassis for cracks
2. Visually inspect keyboard for missing keys
3. Power up the Chromebook to ensure it works
4. Check the screen for damage
5. Check that all peripherals are accounted for: Bag, power brick, cord
6. Click "remove" on any customer sign in user profile saved on the machine
7. If okay, check in the Chromebook.
8. Give paper survey and encourage customer/patron to fill out the survey on paper or online (mention that this is a grant project, so we are trying to assess whether or not we will continue the service.)

...If Chromebook is damaged or there are missing peripherals

1. Check in item under the status of damaged
2. Inform the customer/patron about possible charges on the account and inform customer that Richard Crosthwaite will get in touch with them.



CHROMEBOOK

Circulation Services Desk instructions

3. Put a note on the customer/patron record
4. Leave a voicemail for Richard.

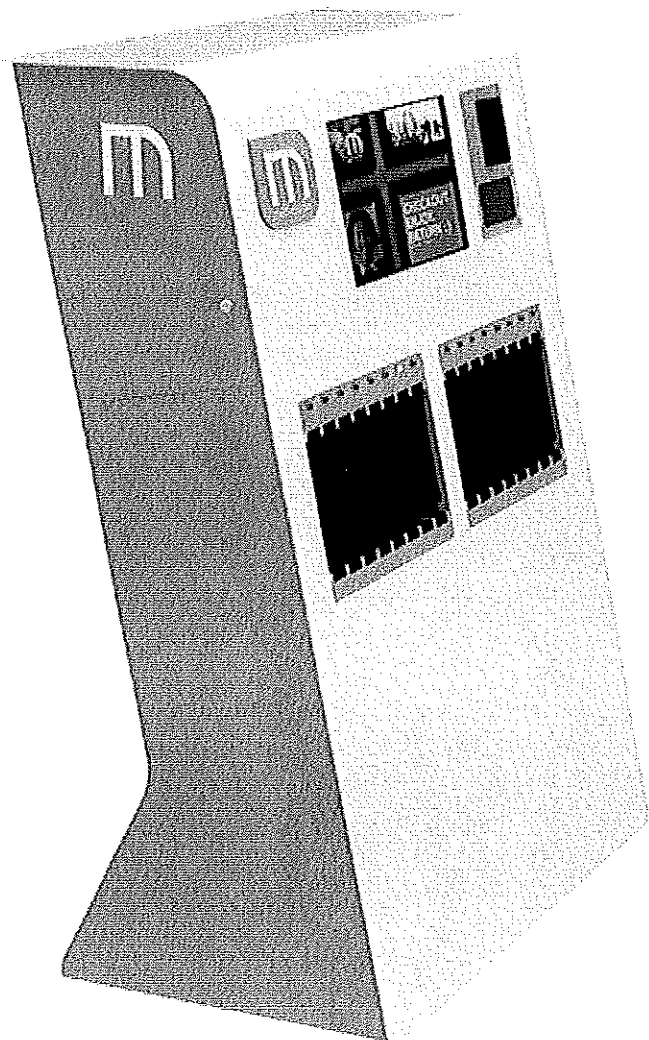
...If Chromebook is lost

1. Set the item to lost to automatically charge the customer the price of the item, peripherals and processing fee
2. If customer/patron expresses concerns refer them to Richard.
3. **No Claims Returned accepted**

TALKING POINTS FOR STAFF

- October 29 start date – pilot project through a grant from the State Library. The grant included 30 Chromebooks, which are currently assigned to Central Library.
- Chromebooks are available on a first come, first served basis. This means **no holds or reserves**, and **no renewals**.
- Borrowers must have their library card and a photo ID to check out a Chromebook.
- Borrower Agreement must be filled out and signed at each checkout. Agreements will be kept on file in the Circulation office.
- One Chromebook per library card.
- Please tell customers/patrons that Chromebooks are WiFi enabled. 3G is NOT available on our devices.
- Patrons are responsible for Chromebooks left unattended in the Library.
- **Chromebooks must be returned to the Circulation Services Desk at Central Library.**
NO BOOK DROP RETURNS.
- Customers returning Chromebooks should wait 24 hours before checking out another Chromebook. (We have a limited number of Chromebooks).
- The late fee is \$10 for the first day. After that, the patron will be charged the full cost (replacement + processing). Chromebook = \$500; Bag of peripherals = \$50; processing fee = \$5.
Richard will assess damaged/missing/problem situations.
- Any media, press or other libraries inquiries about this project should be referred to Library Administration.

MediaSurfer™ Library Single Kiosk



MediaSurfer™ Single Kiosk

The MediaSurfer™ is a self-checkout kiosk system for internet tablets in libraries. The system allows a library to automatically lend iPads® to library patrons, letting them use the latest mobile technology and embrace digital learning. The system also provides the necessary functions to maintain the tablets, including charging, without utilizing the library staff.

MediaSurfer™ Features:

- Touch screen controlled
- Recharges the iPad, removes previous user apps
- Attached iPad cradle with optional micro and standard USB ports. If not ordered, the cradle contains no USB ports.
- Library card scanner
- Magnetic Library card swipe
- E-mailed receipts
- Only charged iPads dispensed
- Blue light dispenser indicator
- iPad 2® configuration

iPad 2 Features:

- The App Store allows users to download their own apps
- Multi-touch display
- (iPad 2) 25-watt-hour rechargeable lithium-polymer battery. 10 hour battery life.
- Safari is the iPad's web browser
- Virtual onscreen keyboard
- (iPad 2) 1024-by-768 resolution at 132 pixels per inch (ppi)

- (iPad 2) A5 Dual Core processor
- Wi-Fi + 3G (optional), Bluetooth 2.1 + EDR technology are available options
- 16 GB flash memory
- Support for display of multiple languages and characters simultaneously
- (iPad2) Back camera: Video recording, HD (720p) up to 30 frames per second with audio; still camera with 5x digital zoom; Front camera: Video recording, VGA up to 30 frames per second with audio; VGA-quality still camera. Photo and video geo-tagging over Wi-Fi are available. "Tap to Control" exposure.
- Built in speaker
- (iPad2) Included Apps are Safari,* Mail,* Messages,* iPhoto,* FaceTime,* Maps,* Newsstand,* App Store,* Calendar,* Reminders,* Contacts,* iTunes,* Music,* Videos,* Game Center,* Clock,* Photo Booth,* Notes,* and Camera*
- 3.5-mm stereo headphone mini-jack
- Built in microphone and speaker
- (iPad 2) Internet access, Wi-Fi technology, cellular connectivity (option), iOS*



MediaSurfer™ Library Single Kiosk

Technical Specifications

Mechanical Data

Kiosk Weight	325 lb. (147 kg)
Kiosk Dimensions	52.75" x 32.75" x 24.7" (134 cm x 83 cm x 62.7 cm)
Connections for Kiosk	120 VAC cord and Ethernet cable
iPad 2 Weight	(Wi-Fi) 1.33 pounds (601 grams), (Wi-Fi+3G) 1.35 lbs. (613 g)
iPad 2 Dimensions	9.50" x 7.31" X 0.34" (241.2 mm x 185.7 mm x 8.8 mm)
iPad 2 Charging	USB, micro USB (optional)
Cradle Dimensions	Length 11.78", Width 7.59", Height 1.0" (299 mm x 193 mm x 25.4 mm)

Electrical Data

Kiosk Power Supply	120 Volts AC, 15 A, 60 Hz
Kiosk Power Consumption	1300 W
Kiosk Circuit Breaker AC Mains	15 A
Kiosk Fuse on DC Charge Circuit	40 A

Communication

- Ethernet (Kiosk)
- Wi-Fi (For internal Kiosk use only)
- Wi-Fi/ (iPad 2) Wi-Fi + 3G (optional)
- (iPad 2) Bluetooth 2.1 + EDR Technology
- Uses Sip2 Protocol for ILS

Battery (iPad 2)

- iPad 2 Rechargeable Li-Po Battery, 25 W-hours
- Run Time: 10 hours

Supplied Components

- MediaSurfer Kiosk™
- (16) iPad Cradles
- Wall Charger (optional)

Operating Temp

- 32°F to 104°F (0°C to 40°C) (Kiosk operating)
- 4 to 140° F (-20 to 60°C) (Kiosk storage)
- 32°F to 95°F (0°C to 35°C)
- Relative Humidity 5%-95% (iPad2)

Supported iPads

- iPad 2

Trademark List

iPad 2, Safari, Mail, Messages, Photos, FaceTime, Maps, Newsstand, Messages, Reminders, Calendar, App Store, iTunes, Videos, Music, Game Center, Photo Booth, Camera, Contacts, and Notes are trademarks of Apple Inc., registered in the U.S. and other countries.

PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Library Board of Trustees
FROM: Jeanette Contreras, Library Director
SUBJECT: **Travel Authorization for Children's Services Supervisor to Attend the Management & Leadership Skills for Managers and Supervisors Seminar in Anaheim, California, September 11-12, 2014.**
DATE: July 21, 2014

BACKGROUND

The Management & Leadership Skills workshop is offered nationally through CareerTrack. This company in partnership with Fred Pryor Seminars, is one of the most respected providers of professional seminars. They have been providing high-quality, convenient, and practical business-skills training around the world since 1970. They serve over 10 million customers and help them to achieve success.

The two-day seminar will provide essential skills for managers and supervisors to confidently embrace into a leadership role. The training methods for the seminar will include trainer-led briefings with an experienced management training coach, group exercises and discussion for collaborative learning, and situational practice to sharpen newly acquired skills.

The course content includes:

- How to avoid beginner's blunders
- How good are your leadership skills?
- How do your group members rate?
- Your role as "change agent"
- How to hire, train and develop a top-notch staff
- Mastering the art of motivation
- How to say what you mean-and mean what you say
- The power of a positive attitude

Library Director recommends Children's Services Supervisor to attend the seminar and provide a report. Feedback from the Children's Services Supervisor will assist in determining future attendance for other supervisors.

Fiscal Impact: Approximately \$350

RECOMMENDATION

Authorize Children's Services Supervisor to Attend the Management & Leadership Skills for Managers and Supervisors Seminar in Anaheim, California, September 11-12, 2014.



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PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Library Board of Trustees

FROM: Jeanette Contreras, Library Director

SUBJECT: Travel Authorization for Children's Librarian to attend the 2014 Association for Library Service to Children (ALSC) National Institute in Oakland, California, September 18-20, 2014

DATE: July 21, 2014

BACKGROUND

ALSC is the world's largest organization dedicated to the support and enhancement of library service to children. The organization's network includes more than 4,000 children's and youth librarians, children's literature experts, publishers, education and library school faculty members, and other adults dedicated to creating a better future for children through libraries.

The Institute is an intensive learning opportunity with a youth services focus and is designed for front-line youth library staff, children's literature experts, education and library school faculty members, and other interested adults. It is one of the only conferences devoted solely to children's librarianship, literature and technology and takes place every two years. ALSC offers a wide variety of education programs at the 2014 ALSC National Institute. All of the programs fall within the theme of the conference: Expanding Our Worlds, Creating Community.

Below are samples of this year's programs:

- **Inspired Collaboration: Early Childhood Partnerships**
Libraries are redefining their role as partners with parents and child-serving agencies to better serve children birth through five. Please join us for a panel discussion about how libraries are at the "community table" and are creating successful collaborations among early childhood allies – parents, caregivers, agencies, and, public officials. Learn how libraries are incorporating Every Child Ready to Read into partnership efforts.
- **Making Advocacy Awesome: A Workshop for the Everyday Advocate—You!**
If you hear "advocacy," and think "scary," this program is for you! Learn how you're already an Everyday Advocate and how to maximize the rich resources available on the ALSC Everyday Advocacy website. Engage in hands-on activities and practical applications of the basics for advocating both within your library and beyond it. Come with your questions and leave with simple, effective strategies for making advocacy awesome in your library community.
- **Sing, Talk, Write, and Play with Math and Science**
Looking to incorporate updated Early Learning Standards aligned with math and science common core standards into your library's storytime programming? Want to gain new perspectives and ideas on developing effective community partnerships? This program shows you how to highlight STEM in any storytime and ways to create opportunities for caregivers and children to explore those concepts both in and outside the library. Participants will explore how one community's businesses and library came together to help local children get ready for school through early literacy-focused activities incorporating science and math.
- **Easy Programming for Discerning Tweens**
Expand your programming toolbox with these field tested programs for tweens (youth ages 9-13, or grades 4-8), that take into account the unique social, emotional, and developmental needs of young adolescents. Participants will experience a range of options from one-time programs including Star Wars Reading Day, hands-on Maker programs, programs celebrating specific books, authors, or subjects, interactive movie programming, and engaging passive programming. Participants will also learn about ongoing programming series options, including stop motion animation, book discussion groups, Lego clubs, and board and video gaming.

- **Using Volunteers to Build Walls**
 Learn how you can implement the Books for Wider Horizons template to expand your library storytimes' reach while developing an involved group of early literacy volunteers. Celebrating its 20th anniversary in 2014, Oakland Public Library's Books for Wider Horizons program, uses a volunteer-based storyreading corps to provide Head Starts and Child Development Centers in some of Oakland, CA's most socioeconomically disadvantaged areas with vital early literacy storytime resources. Learn how to develop the infrastructure required for your own sustainable, success volunteer-based storyreading corps. You'll receive a template for developing your own program, including how to teach book selection and complete storytime development to volunteers.
- **Beyond Sensory Storytime: Expanding Library Services to Children with Special Needs**
 Whether large or small, rural or urban, all library communities serve children with special needs. If your library already offers Sensory Storytime, what else can you do? Participants will learn how to assess the need for special needs services in their library communities, forge new partnerships with outside organizations, and be inspired by new and innovative programming ideas. This program will also explore strategies to reevaluate and make accommodations in existing youth programs for an inclusive audience.
- **Tech Access on a Budget**
 Have you ever wanted to bring new technologies like iPads, podcasting or video editing labs to the children and teens you work with, but felt like you can't even enter the discussion because funding is so tight? This program uses real life case studies to examine ways similarly situated libraries have brought new technologies to children and teens through different funding opportunities from. You'll learn about different funding opportunities, how to make an effective case for tech, and most importantly, why young patrons benefit from increased access. Participants will leave with immediately implementable ideas, whether a small scale trial or a large scale grant, for increasing access to high quality media and technology on even the most daunting budget.
- **Every Child Ready to Read® en Español: A How-to Workshop**
 Whether or not you are already working with your Latino community, whether or not you speak Spanish, come gain practical information on using the new tools of the Spanish ECRR Manual and kit with Latino families, exploring issues of language preferences, literature, regional diversity, and more. Benefit from practical advice to use the materials in a variety of Latino communities.
- **STEAM Power Your Library**
 Want to dive deeper into STEAM programming and learn why it is so important to your patrons? This program showcases the many STEAM elements that provide a great way to offer new and engaging programs and services, while also utilizing diverse materials in the collection and fostering learning and engagement with untapped audiences. You'll leave equipped with justification for STEAM programming, ready-to-use program ideas, and resources and tips for STEAM-powering your library.
- **Tech Access on a Budget**
 Have you ever wanted to bring new technologies like iPads, podcasting or video editing labs to the children and teens you work with, but felt like you can't even enter the discussion because funding is so tight? This program uses real life case studies to examine ways similarly situated libraries have brought new technologies to children and teens through different funding opportunities from. You'll learn about different funding opportunities, how to make an effective case for tech, and most importantly, why young patrons benefit from increased access. Participants will leave with immediately implementable ideas, whether a small scale trial or a large scale grant, for increasing access to high quality media and technology on even the most daunting budget.

Fiscal Impact: Approximately \$1,300

RECOMMENDATION

Authorize Children's Librarian to attend the 2014 Association for Library Service to Children (ALSC) National Institute in Oakland, California, September 18-20, 2014.

PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Library Board of Trustees
FROM: Jeanette Contreras, Library Director
SUBJECT: Travel Authorization for Trustees and the Library Director to Attend the California Special District Association (CSDA) Annual Conference in Palm Springs, California, September 29-October 2, 2014
DATE: July 21, 2014

BACKGROUND

The California Special District Association (CSDA) Annual Conference will be held in Palm Springs, California from September 29-October 2, 2014. The expense will be drawn from the General Fund.

This year's speakers include:

- Stephen Covey, author of *The Speed of Trust*
- Bob Gray, Memory Expert

Attachment A is the conference schedule.

Fiscal Impact: \$1,500 per attendee

RECOMMENDATION

Authorize Trustees and the Library Director to Attend the California Special District Association (CSDA) Annual Conference in Palm Springs, California, September 29-October 2, 2014.



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Monday, September 29

PRE-CONFERENCE PROGRAM EVENTS

8:00 a.m. – 3:45 p.m.

So You Want to Be A General Manager?

(pre-registration/payment required)

Limited class size, register early! A practical career development workshop for senior executives and emerging leaders in special districts.

\$100 INCLUDES CONTINENTAL BREAKFAST AND LUNCH.

SPONSORED BY CALIFORNIA SPECIAL DISTRICTS ASSOCIATION AND THE SPECIAL DISTRICT LEADERSHIP FOUNDATION



9:00 – 11:00 a.m.

Special District Administrator (SDA) Exam

The Special District Leadership Foundation

(optional – must be scheduled prior to conference)

9:00 a.m. – 3:00 p.m.

Special District Leadership Academy Module 1:

Governance Foundations

(pre-registration/payment required) *Earn SDRMA CIPs*

As the core curriculum of CSDA's Special District Leadership Academy, this workshop serves as the "foundation" for the series on effective governance of special districts. This is specifically designed for special district board members.

\$225 MEMBER \$375 NON-MEMBER

12:00 – 3:00 p.m.

How to Be a Great Decision Maker

(pre-registration/payment required)

Once one gets elected or appointed to a public agency board, the public has expectations. Being a great decision maker is certainly one of those expectations. This course will lead you through the process of how to make your passions into policy. It will review the board processes in decision making as well as the opportunities and pitfalls of decision making as an individual and as a board team. The course will review how staff and the executive play crucial roles in our ability to make informed decisions and how this team needs to improve in order for the agency to optimize its performance.

\$125 MEMBER \$175 NON-MEMBER



10:00 a.m. – 3:00 p.m.

CSDA Annual Golf Tournament

Tahquitz Creek Golf Resort

(pre-registration/payment required)

Transportation to/from on your own. Join special district elected officials, staff and business affiliates at this optional, fun annual event. Great golf skills not necessary!

\$60 INCLUDES GOLF WITH CART, BREAKFAST, LUNCH AND PRIZES!



10:00 a.m. – 3:00 p.m.

Water Awareness Tour: Coachella Valley Water District

This tour is designed to give attendees an inside look at Coachella Valley Water District's expansive water system. This informative tour will include visits to a groundwater replenishment facility, domestic water reservoir, wastewater recycling plant and more! Register early, space is limited.

\$45 PER PERSON. INCLUDES TRANSPORTATION AND LUNCH.

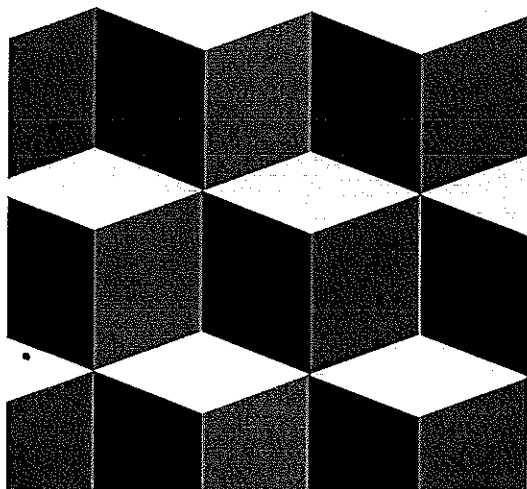


Exhibit and Sponsor Opportunities

This conference is a great opportunity to connect with special district decision makers. With over five dedicated exhibit hall hours, including three food functions, CSDA is committed to helping you maximize your marketing dollars. Contact Meghan Hemming at meganh@cstda.net for details.



California Special Districts Association
DISTRICT NETWORKS

4:00 – 5:00 p.m.

CSDA Network/Region Meetings

Designed by local leaders, the recently launched District NetWorks connects local special district leaders across California. Attend this forum to get to know your network/region's members and dialogue with CSDA board members, serving as your delegates, in an interactive forum. Share local challenges and discuss how to better collaborate in meeting those challenges. Take this opportunity to connect with special district leaders near you and take action together! There will be a meeting for each network/region - visit the Registration Desk to find out which you belong to!



The creation of the Cabazon dinosaurs began in the 1960s by Knott's Berry Farm sculptor and portrait artist Claude K. Bell (1897–1988) to attract customers to his Wheel Inn Cafe, which opened in 1958. Dinny, the first of the Cabazon dinosaurs, was started in 1964 and created over a span of eleven years. Bell created Dinny out of spare material salvaged from the construction of nearby Interstate 10 at a cost of \$300,000.



Conference Kick off!

5:30 – 7:30 p.m.

President's Reception with the Exhibitors

(ALL ATTENDEES WELCOME)

Join us as we **mix and mingle** with business professionals who provide all types of **goods and services** to special districts.

Enjoy the taco bar, appetizers and refreshments as you meet with **CSDA's President Noelle Mattock - and board members** from around the state - who represent you.

Tuesday, September 30

PROGRAM

7:30 a.m. – 8:00 p.m.
Exhibitor Showcase Open

7:30 – 8:45 a.m.
Continental Breakfast with the Exhibitors (Raftle)
(all attendees welcome)

9:00 – 10:45 a.m.
Opening Keynote:
Stephen M.R. Covey
Leading at the Speed of Trust



Author of the bestselling book, *The Speed of Trust™*. Stephen is a sought after and compelling motivational keynote speaker

and advisor on trust, leadership, ethics and high performance.

This dynamic presentation will go beyond a dialogue of trust as a soft social virtue and give leaders a greater vision of trust as a measurable, strategic advantage in all facets of life and work.

(SCHEDULED BREAKOUT SESSIONS)

11:00 a.m. – 12:15 p.m.

Required Ethics AB 1234 Compliance Training (part 1)

Meyers Nave

This two-part training covers general ethics principles and state laws related to: personal financial gain by public servants; conflict of interest, bribery and nepotism; gift, travel and mass-mailing restrictions; honoraria; financial interest disclosure and competitive bidding; prohibitions on the use of public resources for personal or political purposes; the Political Reform Act; the Brown Act open meeting law and the California Public Records Act.

Must attend both sessions in order to receive your certificate.

Words in Public Contracts Do Matter

Bergman Dacey Goldsmith

This presentation will specifically address how standard provisions in public works contracts actually hurt, not help, the public entity. Solutions to these harmful provisions are also discussed and provided.

The Brown Act: Are You Doing it Wrong?

Burke, Williams & Sorensen

In this advanced and interactive training session, attendees will work through a series of hypotheticals that illustrate common mistakes made by officials in complying with the Brown Act. An attorney with nearly a decade of experience dealing with citizens, gadflies and advocacy groups will explain applicable law and practical tips for avoiding errors. Attendees will learn how to properly form an ad hoc committee, what to do if the board wants to add an item to an agenda, and how to respond to a disruptive member of the public, among other things.

What You Need to Know When You Don't Have an HR Department

Renee Sloan Holtzmann Sakai LLP

Given California's notoriously tricky employment laws, not having an HR department can be dangerous. Our panel will discuss the most common HR issues to confront managers in special districts and provide advice on how to deal with them.

CalPERS Dialogue with the Deputy Chief Actuary

The Deputy Chief Actuary of CalPERS will provide an update on the actuarial office activities and answer employers' questions regarding changes in actuarial methods and assumptions, potential flexible funding options, GASB 68 requirements, proposed changes to risk pooling and other topics of interest. This is your opportunity to have an in-depth discussion with the Deputy Chief Actuary and to share any concerns or ideas with him.

Crisis Communications: How to Take Control and Tell Your Own Story When the Going Gets Tough

Communication Advantage

This session will explore the rules of engagement when the news is bad: how to avoid defaulting to others to define the story; how to plan for recovery; and how to separate from the emotional and present the district in a way that protects, or begins to restore, credibility.





12:30 – 1:45 p.m.

Lunch with the Exhibitors

All conference attendees are welcome to attend a hosted lunch in the exhibit hall.

(SCHEDULED BREAKOUT SESSIONS)

2:00 – 3:15 p.m.

Required Ethics AB1234 Compliance Training (part 2)
Meyers Nave - See previous description.

Walking the Political Tightrope Between Employee Rights and Public Demands

Kronick Moskovitz, Tiedemann, Girard and El Dorado Hills Community Services District

Designed to help district management and elected officials know what to do and what not to do when you receive a complaint from a member of the public about one of the district’s employees.

At-Large Voting and the Rising Tide of VRA Claims

Cota Cole LLP

We have recently witnessed an increase in challenges to at-large voting throughout the state. This session will address the at-large method of election with respect to potential claims under both the California and Federal Voting Rights Acts.

Ten Attributes of Best Boards

BHI Management Consulting

This session provides an overview of the actions and practices of those boards that have optimized their service to the public. The best boards are those that can look inwardly to find strong points and work together to represent the public in an efficient and well-ordered way. Come to this session and learn what the best boards do to optimize.



How to Generate and Protect Funding for Your District: Practical Advice from Campaign, Polling and Legal Experts

Burke Williams & Sorensen, Lew Edwards Group, Fairbanks, Maslin, Maulin, Metz & Associates, Santa Clara County Library District

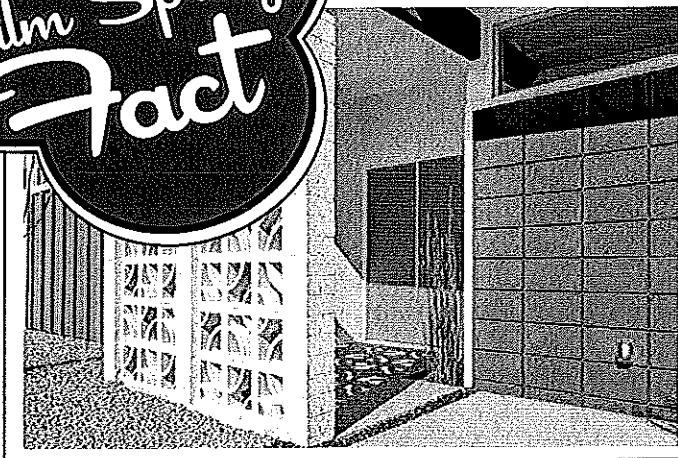
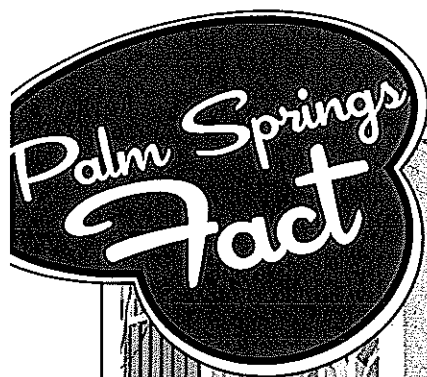
Learn from a multidisciplinary panel of campaign, polling and legal experts about what other districts are doing to: permanently extend voter-approved taxes beyond their sunsets, protect existing taxes or fees from attacks, and address significant needs such as aging infrastructure. Hear one agency’s story and “lessons learned.”

Breaking the Code: Plain Language for Special Districts

Burke Williams & Sorensen, LLP

The use of plain language is an important aspect of government transparency. District officials and personnel participate in the preparation of many key district documents including resolutions, ordinances and public notices. This seminar provides an over-view on plain writing principles and techniques that will help make district documents clear and understandable.

Tuesday continued on the following page.



Palm Springs California is world famous for having the biggest concentration of mid-century modern architecture in the United States, and one of the largest collections of well-preserved 20th century modern properties – both commercial and residential – in the world.

In 2006, the National Trust for Historic Preservation recognized Palm Springs for its achievements in preserving mid-century modern architecture.

Tuesday continued

(SCHEDULED BREAKOUT SESSIONS)

3:30 – 4:30 p.m.

Board Member Compensation Rules: Salaries, Healthcare, PERS & Expense Reimbursements

Meyers Nave

This session will address compensation, health care, expense reimbursements and other perks of being a board member, including when it is necessary to report gifts and meals to the FPPC. Attendees will leave with an understanding of the limits on compensation, gifts and what perks a board member can accept and what perks may create conflicts or be impermissible.

Telecom Leasing: Maximizing Revenues While Protecting Your Interests

Meyers Nave and Sunkay Associates

Discuss how special districts can protect the public interest while maximizing revenues from both existing and potential cell sites. The concept of auditing existing sites to recover missing revenues will be explored along with how carriers identify potential sites and how districts may unintentionally hinder being selected for new sites. The financial value of a cell site lease will also be discussed.

A Recipe for Excellence in the Face of Micromanagement, Problem Personalities and other Board Issues

Rauch Communication Consultants

When the board's policy direction and management are not in sync, the district cannot be effective. This session clarifies the job of the board, best practices for carrying out its role, and how it can interact most effectively with the manager.

The Latest Updates in California & Federal Prevailing Wage Laws

Contractor Compliance & Monitoring, Inc.

California and Federal prevailing wage laws and regulations change almost every year; 2014 is no exception. New proposed legislation will overhaul the DIR's Compliance Monitoring Unit, all public works projects over \$30,000 require agencies to file a PWC-100 form, and federal Davis Bacon funded projects now cover surveying works.

Lessons Learned for the 2014 Drought

Kampa Community Solutions

The great drought of 2013/2014 will change the way water is managed statewide. Water self-sustainability, wastewater recycling and water reuse will be at the forefront of community planning activities and district management. This highly interactive session will provide you the tools and resources .

Change Not for Change Sake – Public Sector Innovation

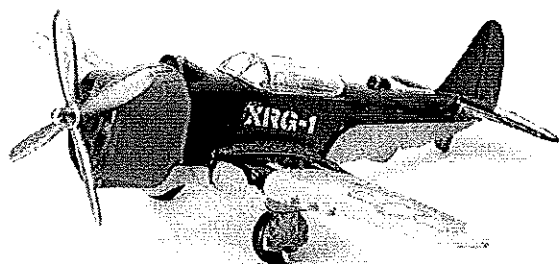
CPS HR Consulting

CPS HR Consulting surveyed over 1,000 public sector employees to identify characteristics of the most and least innovative agencies. Discover what innovative government agencies do and don't do to achieve their mission and improve service.

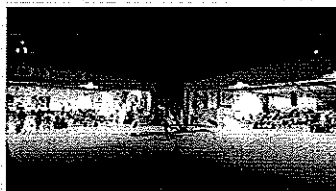
4:30 – 5:00 p.m.

Exhibit Hall Grand Prize Drawing

Connect with exhibitors for one more chance to win one of our fabulous prizes!



Fasten Your Seatbelts and Get Ready for Take Off!



6:00 – 9:00 p.m.

Hangar Party at the Palm Springs Air Museum

The Palm Springs Air Museum is home to one of the largest collections of flyable WWII aircraft housed in air-conditioned hangars with no ropes to keep you from interacting with exhibits. You'll feast on a USO themed buffet including a chicken and waffle station. Attendees will be in for a treat when "Company B – The Andrews Sisters Tribute" takes to the Bob Hope Stage.

\$50 per person includes dinner, two drink tickets, entertainment and transportation (optional event, payment and registration required)

Wednesday, October 1

PROGRAM



8:15 – 9:00 a.m.
SDRMA Sponsored Full Plated Breakfast
(all attendees welcome)

11:00 a.m. – 12:15 p.m.
**CSDA Finance Corporation Board
and Annual Meeting**

11:00 a.m. – 4:45 p.m.
SPECIAL TRACK: SDRMA Safety Specialist Certificate Program
SDRMA is offering a new General Safety Specialist Certificate Program for SDRMA members only during the CSDA Annual Conference. The Certificate Program is an all-day specialized training program being presented by Bob Lapidus, CSP and Mary Beth O’Connell, CSP of Lapidus Safety Consulting. Participants who complete the training will receive a Safety Certificate for their respective agency and will also receive Credit Incentive Points, which will be applied to the agency to reduce program participation contribution amounts.
Pre-Registration Required

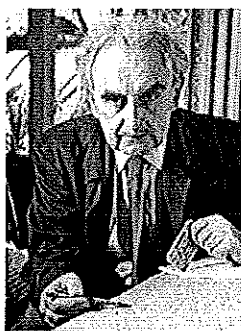
Wednesday continued on the following page.



9:00 – 10:45 a.m.
SDRMA General Session, Safety Awards, Keynote
Bob Gray, Memory Expert
Experience the Power of Connections

Take your connections to the next level. In this presentation, Bob reveals the untapped memory potential in each of us. Bob delivers two incredibly powerful memory demonstrations, which never fail to astonish. After entertaining the audience with his own memory, he enriches their minds by teaching the hilarious and practical ‘Chain’ system. (A system dating all the way back to ancient Greece, which is an invaluable tool for memorizing speeches, presentations lists, complex equations and more!)

Members of the audience always leave grinning and eager to test their new skills. Are you ready to accelerate you memory into rapid recall? The skills lay a short keynote presentation away.



Richard Neutra’s Kaufmann House located in Palm Springs, California at 470 West Vista Chino Drive was ranked second on a 2008 Best Southern California Houses of All Time, based on a survey of well-known architects, historians and preservationists.

Wednesday continued

(SCHEDULED BREAKOUT SESSIONS)

11:00 a.m. – 12:15 p.m.

Understanding Contractual Risk Transfer Techniques

SDRMA and Stutz, Artiano, Shinoff & Holtz

This session will address risk transfer techniques your agency should review and use before entering into any contractual agreement. If you are leasing/renting premises, who is responsible if an accident occurs? How much insurance should a contractor have? Do we really need 'indemnity' language in the agreement? These topics and more will be discussed.

Rate Setting and the Role of Attorneys and Public Officials in Reviewing Cost of Service and Rate Studies for Compliance with Propositions 218 and 26

Best Best & Kreiger and Western Municipal Water District

The burden of proof for compliance with these two propositions is on public agencies. Courts will exercise their independent judgment when reviewing whether a public agency has complied with the substantive and procedural requirements of Proposition 218 and whether a fee is a tax under Proposition 26. This presentation will discuss the process for preparing a cost of service and rate study, and issues that attorneys and public officials should address in reviewing a cost of service and rate study.

How to Not Only Lower OPEB Liabilities But Reduce Post-Employment Benefit Liabilities Too

PARS

Nationally retiree health care liabilities now exceed pension liabilities. Our session will address the latest benefits and funding strategies and trends to reduce this growing obligation facing special districts. Our expert panel will address questions that your district needs to know.

Citizen Engagement: New Uses of Social Media and the Body Politic

Best Best & Krieger, Elsinore Valley Municipal Water District and Hi-Desert Water District

This multi-media workshop will combine the perspectives of a general counsel, social media expert and two water district public affairs experts to discuss innovative uses of social media to facilitate constituent communications and promote important issues of public policy on a regional basis.

A Board Member's Guide to Reading and Understanding Financial Statements

Mann, Urrutia & Nelson

Just because you don't have a finance or accounting background doesn't mean you can't read and understand the financial statements of your district. The presenter will review the Statements of Net Position, Activities and Cash Flows as well as footnotes and will provide easy-to-understand guidance on what you should be looking for as a board member or general manager of a special district.

Design-Build for Public Works Projects

Hanson Bridgett

Are you interested in learning more about design-build contracting on public works projects? This presentation will cover the various legal requirements that apply to special districts, the benefits that come with design-build, as well as anecdotes from actual public works projects.

12:30 – 2:00 p.m.

CSDA Annual Awards Luncheon



All attendees welcome.

12:30 – 2:00 p.m.

CSDA Annual Awards Luncheon

Join us as we celebrate the best of special districts with awards including: Board President of the Year, General Manager of the Year, the prestigious William Hollingsworth Award of Excellence, Chapter of the Year, Special District Leadership Foundation Awards and more!

CSDA RECOGNIZES THE BEST AMONG SPECIAL DISTRICTS

Do you have a board member, staff member, local chapter or program that you feel deserves recognition?

Each year, CSDA presents various awards during the CSDA Annual Conference and Exhibitor Showcase. There are a number of different categories. Please consider outstanding individuals within your district for individual awards. Chapter awards and district awards are also open for nominations. Visit the Awards section of our conference website at conference.csda.net for more information.

If you have any questions regarding the awards or the awards process, please contact Charlotte Lowe, executive assistant, at the CSDA office toll-free at 877.924.2732 or by email at charlottel@csda.net. Deadline for submissions is Friday, August 15, 2014. All applicants will be notified of the winning submissions prior to the Annual Conference. Winners will be awarded at the CSDA Annual Conference & Exhibitor Showcase during the Awards Luncheon.



(SCHEDULED BREAKOUT SESSIONS)

2:15 – 3:30 p.m.

Building Your Financing Dream Team

CSDA Finance Corporation

Getting a capital improvement project financed by issuing bonds is a coordinated effort by the agency and a whole team of professionals. The key to a smooth, successful transaction is having the right people to help you through the process. In this panel discussion you will learn the roles and responsibilities of the various players, how the type of transaction determines who needs to be involved, and how recent regulations may affect your team composition.

Navigating Medical Treatment in the Workers' Compensation Claims Process

SDRMA and York Risk Services Group

Your injured worker tells you they cannot receive the required medical treatment because Utilization Review declined it. What does this mean? Who controls the doctors? Why is it so hard to schedule some procedures? What is an MPN? This session will discuss issues facing the injured worker and employer navigating the Workers' Compensation medical system. Everything you wanted to know about AME, IME, QME, PTP, UR, TTD and PD will be discussed!

Fraud Prevention and Detection for Special Districts

JG Davidson & Company

Attendees at this session will learn to better understand and make clear distinctions between a procedure and a control, identify at what point in a process a key control is needed, more fully utilize a control generated document to facilitate better financial management, break down internal control review areas into manageable parts, and develop a plan to implement a comprehensive system of procedures and internal controls.

Building Your Training Platform with TargetSolutions

SDRMA and TargetSolutions

Identify how your agency can build on the TargetSolutions online training platform. By utilizing the platform your agency can reduce overall staff time for travel as well as training expenses.

Consumption Based Fixed Rates – An Innovative New Conservation-Oriented Water Rate Structure Adopted by Davis, CA

Bartle Wells Associates

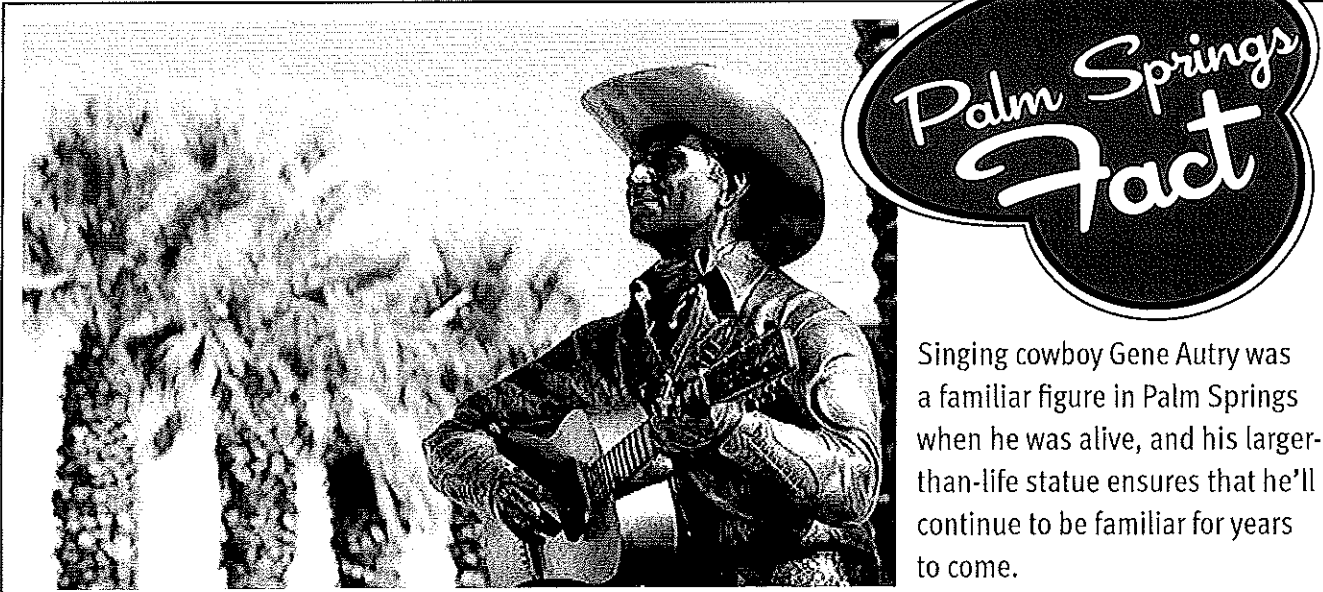
Davis, CA is facing a costly transition from a 100% groundwater supply to a new conjunctive use groundwater-surface water supply. The \$100+ million project will be funded with debt proceeds that will result in fixed annual debt payments estimated to be larger than the current total annual enterprise expenses. Due to the amount of debt used to fund the project, future enterprise expenses are estimated to be about 80 percent fixed and only 20 percent variable. This presented a conundrum as an 80 percent fixed rate structure would be very expensive for small users and mute the overall conservation pricing incentive.

The Great Board Chair

BHI Management Consulting

The role of the board chair is key to optimal, well run meetings that best serve the public and get things done. The chair sets the tone for others that serve the public as board members. If you are a sitting board president or board chair, new or experienced; if you advise or assist the board chair in a staff capacity, come to this session to learn how to avoid pitfalls and optimize your service in this critical position.

Wednesday continued on the following page.



Palm Springs Fact

Singing cowboy Gene Autry was a familiar figure in Palm Springs when he was alive, and his larger-than-life statue ensures that he'll continue to be familiar for years to come.

Wednesday continued

PROGRAM

(SCHEDULED BREAKOUT SESSIONS)

3:45 – 4:45 p.m.

Employment Practices Liability Update

SDRMA and Stutz, Artiano, Shinoff & Holtz

The single largest risk your agency manages every day is your staff. This session will discuss current legal trends in work related litigation. What exactly is a “whistle blower”? What is the employer’s responsibility in providing “reasonable accommodations”? Does every employee qualify for California Family Rights/Family Medical Leave? Do these leaves run separately or concurrently? These issues and more will be discussed.

Property Tax Essentials for Board Members – Increasing Your Finance IQ

hdL Coren & Cone

Discussion of elements to be considered in preparation of property tax revenue projections. Topics include real estate trends impacting the recovery; residual revenue from successor agencies; recovery of values reduced under Prop 8; and increases in revenue from new development.

Grant Management for Dummies: The ABC’s of Record Keeping Compliance and USFS Grant Management

RCD of Greater San Diego

Learn how to successfully manage grants while streamlining the grant management reporting process, capturing required statistical and in-kind data, reducing staff hours, staying in compliance, and keeping grant dollars where they need to be—in the field.

Special Districts and CEQA – CEQA from Your Perspective

Best Best & Krieger

The panel will provide a brief overview of CEQA as it applies to districts and then engage the audience in a wide-ranging conversation based on questions submitted prior to or during the panel about how CEQA works for districts.

Board Ethics and Conflicts of Interest Issues

Liebert Cassidy Whitmore

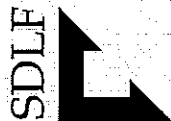
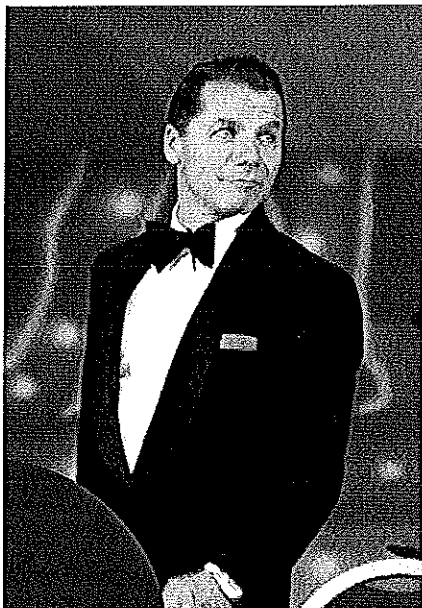
We’ll address common ethical issues general managers should know in working with boards, including the complex conflict of interest rules applicable to board members and how those laws apply to your own work. Using case studies, we will look deeper into the ethical dilemmas you may face and ways to stay on the high ground.

21st Century Privacy Issues

Liebert Cassidy Whitmore

Technology makes it possible for general managers to monitor employee conduct and gather an abundance of information about employees and job applicants. However, managers must balance their legitimate business practices against employee and applicant privacy rights. This workshop will explore the wide range of issues arising from the interplay between technology and privacy in the workplace. It will guide managers through the patchwork of federal and state laws and court decisions that govern these issues.

All attendees welcome.



6:00 – 8:00 p.m.
Special District Leadership Foundation
“Taste of the City” Event



Meet us poolside at the Renaissance Palm Springs for a Rat Pack inspired fundraiser for the Special District Leadership Foundation. Sample delicious food and drinks while being serenaded by Nick D’Egidio. The sultry sounds of Sinatra are back, with the ultimate Frank Sinatra Tribute Show. From “Luck be a Lady” to “The Way You Look Tonight” and everything in between, get ready for the best in flashback entertainment.

This party has a purpose. Attendees at this reception will have the opportunity to participate in the Special District Leadership Foundation (SDLF) silent auction to raise funds for scholarships for the Special District Leadership Academy programs. A special wine raffle will also be held at 7:30 p.m. Be sure to purchase tickets throughout the conference for the chance to win a deluxe 35 bottle wine cellar fully stocked with 35 bottles of wine...almost a \$1,000 value. You must be present to win!

SDLF is an independent, non-profit organization formed to promote good governance and best practices among California’s special districts through certification, accreditation and other recognition programs. The SDLF and its activities are supported through the California Special Districts Association and Special District Risk Management Authority.

Thursday, October 2

PROGRAM

(SCHEDULED BREAKOUT SESSIONS)

8:30 – 10:00 a.m.

Chapter Roundtable Discussion

Join CSDA board members and local chapter leaders from across the state to share best practices and discuss issues and opportunities. All attendees welcome.

Hiring a Design Professional

Liebert Cassidy Whitmore and Imperial Irrigation District
Special districts must comply with a qualifications based selection process under California’s Little Brooks Act when hiring design professionals. We will provide an overview of the legal requirements and best practices regarding this selection process. During this interactive discussion we will share tips regarding how to request qualifications, evaluate submittals, interview, and select a firm to minimize the potential risk of challenge by an unsuccessful proposer. We will also discuss methods to reduce the risk of potential claims through successful contract negotiation strategies.

Keep Calm & Update Your Status: Emerging Trends in Social Media

Burke Williams Sorensen, LLP
The impact of social media in the public workplace continues to raise questions more rapidly than courts can provide answers. As one question is answered, new legal issues and forms of social media emerge to raise new questions. This cutting-edge session will cover the most current developments related to social media in the public workplace, including the Public Records Act, cyber-vetting of employees, recent litigation and more.

When Tough Times Come: Working Your Way through a Crisis or Challenge

Rauch Communication Consultants
Using actual case studies, learn how districts have overcome a variety of challenges, including: regulatory problems, legal attacks, public controversy, raucous board meetings, employee problems, and elections challenges. This session focuses on how to remain focused while managing crises and building public support.

How to Obtain, Engage and Effectively Use Your General and/or Special Counsel

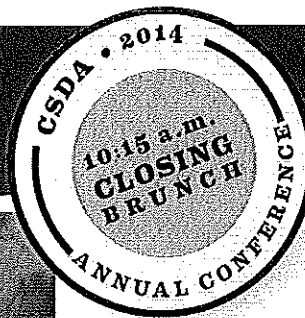
Meyers Nave
This presentation will discuss, through best practices, and examples, how special districts of all sizes can procure and maximize use of legal services to protect assets and achieve the district’s goals. This interactive presentation will assist participants by prompting questions and spotting issues related to some of the following: How to identify and obtain the appropriate legal representation for your district’s needs, whether that is general and/or special counsel services, in-house v. contract; examples of how different types of special districts utilize legal services; and more.

Rules of Order Made Easy!

Learn how to facilitate proper debate protocol in a board; the rights and obligations of the board and those of the public during a board meeting instructed by a registered parliamentarian; the six steps to handling a motion; and the three forms of amendments.

Advocacy Team

- 1. Ralph Heim
- 2. Kyle Packham
- 3. Dorothy Holzem
- 4. Christina Locke



Don't miss it!

10:15 a.m. – 12:00 p.m.
**Closing Brunch: 2014 Legislative Outcomes:
The Impact on Your Special District**

CSDA’s advocacy team will present attendees with the most up-to-date information on the outcome of the biggest state budget and legislative issues impacting special districts in 2014, as well as a sneak peak of what to expect in 2015. This year included major proposals on property taxes, new “green” local revenue opportunities, mandates, mandates, mandates and the continued implementation of public employee pension reforms.

Get all the latest legislative results and learn what they mean for special districts going forward.

PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Library Board of Trustees
FROM: Jeanette Contreras, Library Director
SUBJECT: Approve Graphics Design Service Request for Proposal (RFP) as Presented
DATE: July 21, 2014

BACKGROUND

Library staff currently averages 550 hours annually to create publicity and promotional materials for programs and services for the Library and the Placentia Library Friends Foundation (PLFF). The materials include flyers, brochures, bookmarks, bibliographies, posters, and newsletters. This task costs the Library over \$16,500 in library staff hours.

While reviewing and developing the Five-Year Strategic Plan at a recent Staff Development in-service, staff recommended a Public Relations position to handle the above tasks as well as other public relations and marketing functions to promote the Library. The current 2014-2015 budget does not enable the Library to add an additional full-time position; however, there is funding for graphic designer service.

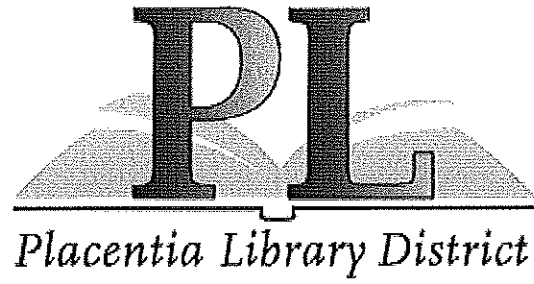
Library Director recommends procuring a graphic designer to create publicity and promotional materials for the Library and PLFF. Attached is the proposed RFP for Graphic Design Service for the Library Board of Trustees to consider.

Attachment A is the proposed RFP.

Fiscal Impact: \$10,000

RECOMMENDATION

Approve Graphics Design Service Request for Proposal (RFP) as Presented.



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Date: July 21, 2014

SUBJECT: Request For Proposals (RFP) – Graphic Design Service

Submit Written Bid To: Placentia Library District
Attn.: Library Director
411 E. Chapman Ave.
Placentia, CA 92870
714-528-1925, ext. 203

Written Bids Shall Be Submitted By:

Date: August 29, 2014

Time: 5:00 p.m., PST

NO EXCEPTIONS

Late submittals will not be considered. Written bids must be received by the time and at the location specified above. Postmarks will not be accepted. Bids addressed to anyone other than the designation specified above under "Submit written Bid to" section will not be accepted.

Note: All submitted bids shall be sealed.



LIBRARY BACKGROUND

The Placentia Library District owns, operates and maintains its building at 411 E. Chapman Avenue, Placentia, CA 92870. The District is a special district, independent of the City and County. It has four departments: Administration, Circulation, Children’s Services and Adult Services. Placentia Library District is located in Orange County. The District has one 22,800 square feet library serving the 54,518 residents of Placentia, California.

On May 20, 2013, the Library Board of Trustees approved the 2013-2015 Fiscal Year Budget with an operating budget of \$2,132,414 for 2013-2014 and \$2,174,102 for 2014-2015. The Library is open 64 hours per week, seven (7) days a week. In 2014, the Library had over 268,000 visitors. The Library checked out 238,000 items and program attendance of 23,410. There are 40 public access computers with Internet connections, Microsoft software, and selected computers with wi-fi connectivity.

FINANCIAL RESOURCES

The Placentia Library is an independent special district of local government funded primarily through property tax revenues, approximately (92%), with a small portion (8%) from local revenue sources. Local revenue sources include fines and fees, passport services, test proctoring, meeting room rentals and DVD rentals. The Placentia Library Friends Foundation (PLFF) provides funding to programs not supported by general funds. PLFF is committed to providing \$36,000 to the Library, annually.

PROJECT DESCRIPTION

The Placentia Library District is seeking proposals from qualified firms or proprietors for Graphic Design Service for but not limited to the following projects:

- eXPLORE newsletter – a 12-page newsletter, currently produced twice a year and mailed to 19,000 homes and businesses in Placentia.
- Flyers for children’s, teens, and adult library programs and for the Placentia Library Friends Foundation (PLFF) functions.
- Posters for children’s, teens, and adult library programs and for the Placentia Library Friends Foundation (PLFF) functions.
- Brochures for children’s, teens, and adult library programs and for the Placentia Library Friends Foundation (PLFF) functions.
- Bookmarks for children’s, teens, and adult library programs and for the Placentia Library Friends Foundation (PLFF) functions.
- Signages and banners for children’s, teens, and adult library programs and for the Placentia Library Friends Foundation (PLFF) functions.

SCOPE OF WORK

Provide general graphic design services for the Placentia Library District as outlined above and not limited to those projects. The Library may also be exploring an updated design/brand strategy to reflect a professional image of the Library and provide an inviting and easy to read appearance, and to use photos, graphics and other design techniques to create an appealing look.

Bidders must provide a selection of stock photo files and art available for use at no extra cost. Indicate any extra costs in the proposal.

Be proficient in graphic design software programs.

Firm or Individual awarded the contract will need to work with Library staff throughout the development of all projects to ensure needs of the Library are met.

PROPOSAL SCHEDULE

Proposals due at the Placentia Library District	August 29, 2014 at 5:00 p.m.
Oral Presentations/Interviews	September 12, 2014
Signed Agreement	September 26, 2014
Placentia Library Board of Trustees Selection*	October 20, 2014

*The Placentia Library District expects, but does not guarantee, that the decision on selection will be made by the Placentia Library Board of Trustees on the date indicated above.

SELECTION PROCESS

Placentia Library District reserves the right to select a Graphic Design Service firm or proprietors based directly on the proposal or to negotiate further with one or more bidders. Placentia Library District reserves the right to reject any and all proposals.

The proposal will be evaluated by the Placentia Library District and the selected firm or proprietors may be asked to make a formal presentation(s) to the Library Board of Trustees and Administration. Evaluation of the proposals will include but not be limited to the following criteria:

PROPOSAL REQUIREMENTS

Proposals must include the following:

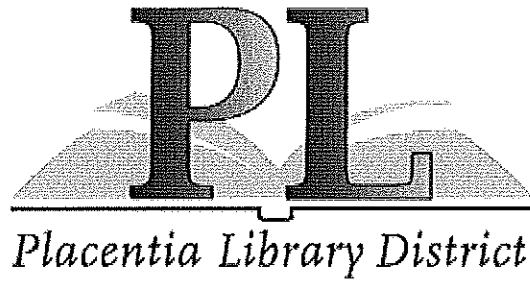
1. A cover letter providing a brief description of the Firm/Proprietor name, address, telephone number, email, and fax.
2. A summary of qualifications and experience.
3. Up to three (3) work samples along with references for those projects.

ADDITIONAL INFORMATION

1. Placentia Library District will not reimburse costs of preparing and presenting the proposals.
2. Placentia Library District reserves the right to cancel the award of contract any time before the execution of the contract by both parties.
3. In cases of disputes over differences of opinions as to the services in the proposal, the decision of the Placentia Library District shall be final.
4. The RFP will be posted on Placentia Library District’s website: www.placentialibrary.org.
5. Questions should be submitted in writing no later than August 15, 2014 and to:

Library Director
Placentia Library District
411 E. Chapman Avenue
Placentia, CA 92870
jcontreras@placentialibrary.org

Proposals must be received in a sealed package appropriately marked with the proposal title and name and address of the Bidder by 5:00 p.m. on Friday, August 29, 2014.



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PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Library Board of Trustees
FROM: Jeanette Contreras, Library Director
SUBJECT: Discuss the Library Board of Trustees Meetings Dates for August and September 2014
DATE: July 21, 2014

BACKGROUND

The Placentia Library Board of Trustees regular meetings are held on the third Monday of each month.

Library staff does not foresee the need to meet in August due to lack of business items to discuss. The Strategic Planning Consultant is available to meet on September 10, 2014 to present strategic plan recommendations to the Library Board of Trustees for review and approval. Library Director recommends moving the September 17, 2014 meeting to September 10, 2014 as a work session at 5:00 p.m. and public meeting at 6:30 p.m.

RECOMMENDATION

Authorize cancelling the August meeting and holding the September meeting on September 10, 2014.