

MEETING NOTICE: There will be a Regular Meeting of the
Blanchard /Santa Paula Library District Board of Trustees
Tuesday, December 20, 2016, at 5:30 p.m.
Blanchard Community Library, Hardison Room
119 N. 8th St., Santa Paula, CA 93060.

AGENDA

- A. CALL TO ORDER
- B. APPROVAL OF THE ORDER OF THE AGENDA
- C. PUBLIC COMMENT

Public comments are welcomed and encouraged. The President of the Board will acknowledge visitors wishing to speak on a topic not on the regular Board agenda. The Board is prohibited from taking action on any item not part of the printed agenda. When addressing the Library Board, please stand to be recognized by the Board President, state your full name and address, and direct your comments to the entire Library Board.

For members in the audience wishing to speak on an Agenda item, the President will announce the item and request the staff or a Board member to give a brief summary. The Board will have an opportunity to ask questions, following which the President will ask whether anyone else wishes to comment. Then the Board will discuss the item and take the appropriate action.

The Library Board of Trustees requests that speakers conduct themselves with civility and keep in mind the rights and well-being of all members of the Santa Paula community.

- D. STAFF MEMBER RECOGNITION, INCLUDING HONORING SERVICE OF BEVERLY MUELLER, LIBRARY TRUSTEE
- E. ELECTION OF OFFICERS AND APPOINTMENT OF COMMITTEES
- F. CONSENT CALENDAR
 - a. Approval of Minutes:
 - i. Regular Meeting of November 21, 2016
- G. REPORTS
 - a. Financial Reports
 - b. Friends of the Library
- H. BOARD/ADMINISTRATION COMMENTS, CONCERNS, HANDOUTS
- I. UNFINISHED BUSINESS
 - a. None

J. NEW BUSINESS

- a. Proposed new contract with Coverly Professional Services (information, discussion, possible action)
- b. Resolution to authorize removal and addition of bank account signatories (information, discussion, possible action)
- c. District Director contract extension (information, discussion, possible action)

K. CLOSED SESSION—PUBLIC EMPLOYEE PERFORMANCE EVALUATION: DISTRICT DIRECTOR PURSUANT TO GOVERNMENT CODE SECTION 54957(b)(1) (information, discussion, possible action)

L. REPORT FROM CLOSED SESSION, IF ANY

M. REPORTS (CONTINUED)

- a. Literacy Services
- b. Public Services
- c. District Director's Report
- d. Board Committees
 - i. Finance
 - ii. Human Resources
 - iii. Strategic Plan Teams
 - 1. Visioning/Strategic Plan
 - 2. Fundraising/Grants
 - 3. Volunteerism
 - 4. Community Connections
 - 5. Publicity/Public Relations
 - 6. Adult Programs
 - 7. Facilities
 - 8. Technology

N. FUTURE AGENDA ITEMS

O. UPCOMING MEETING DATES

January 24, 2017

P. ADJOURNMENT

In compliance with the Ralph M. Brown Act and the Americans with Disabilities Act, if you need a disability-related modification, accommodation, or other special assistance to participate in this meeting, please contact Ned Branch, District Director of the Blanchard/Santa Paula Community Library, at 805-525-3615 x102. Notification 48 hours before the meeting will enable reasonable arrangements to be made.

MINUTES of the Regular Meeting of the Blanchard/Santa Paula Library District Board of Trustees, Tuesday, November 21, 2016.

CALL TO ORDER---The Meeting was called to order at 5:33 p.m. by Board President Laura Phillips. Board members Maureen Coughlin, Tim Hicks, Beverly Mueller, Laura Phillips, and Linda Spink were in attendance. Newly elected Board member Nancy Nasalroad and District Director Ned Branch were present.

APPROVAL OF THE ORDER OF AGENDA---The Order of the Agenda with Item E, Oath of Office, being moved before Item D, Consent Calendar was unanimously approved (Hicks/ Mueller).

PUBLIC COMMENT ON NON-AGENDA ITEMS---None.

OATH OF OFFICE--- Director Branch administered the Oath of Office to Maureen Coughlin, Nancy Nasalroad and Linda Spink.

CONSENT CALENDAR---The *Minutes* of the Regular Meeting of October 25, 2016, were unanimously approved as written (Mueller/Hicks).

REPORTS---Director Branch presented the *Financial Statements and Budget*. Payroll statements have been sorted and matched, the low administrative expenses of September were corrected, and Public Relations expenditures will be notated under the Operations heading. The Financial statements were received and filed (Coughlin/Hicks). For the *Friends of the Library*, Laura Phillips reported that they are donating\$5,000 from the Louise Gooding estate to the Library Endowment Fund, they will be donating about \$12,000 before year's end, and they held their elections for the 2017 Board. Trustee Hicks reported that the Friends will be recognized by the Optimist Club on November 28.

BOARD/ADMINISTRATION COMMENTS, CONCERNS, HANDOUTS---Trustee Spink is covering Library correspondence with Director Branch. The Endowment Committee will send a letter soliciting end of year donations. The security for the NASA moon rocks event was donated by V-Check Global.

MINUTES of the Regular Meeting of the Blanchard/Santa Paula Library District Board of Trustees, Tuesday, November 21, 2016.

UNFINISHED BUSINESS---none.

NEW BUSINESS---The Board unanimously accepted the *2015-2016 Audit Report* with two findings (Mueller/Hicks).

The Board unanimously accepted the proposed *dates for the 2017 Art Show* (Hicks/Coughlin).

The Board unanimously accepted the *2017 Holiday Schedule* (Hicks/Mueller).

The Board unanimously adopted the *Resolution to request a Grant from the Reiter Affiliated Companies*, and to commend Wendy Batstone for submitting the application (Hicks/Coughlin).

The Board discussed the need, job description and requirements for a new *Adult Services Librarian*.

The Board unanimously accepted the *Agreement with Anderson Kulwiec for architectural services*, inserting a Standard Hourly Rate chart and authorizing Director Branch to negotiate any minor changes if needed (Hicks/Coughlin).

REPORTS CONT. --- Wendy Batstone for *Literacy* has reached out for grants from three companies and will be attending a tutor training course at Foster Library with twelve tutors. Ilene Gavenman for *Public Services* reported that 260 guests attended the NASA moon rock event, and the rocks were also shown to teen scene participants and a group of story hour, homeschool and St. Augustine children. No visits were scheduled with the public schools. There will be a display of train books to coordinate with the Odd Fellows' Christmas train event. The *District Director* reported on the progress of the installation of the conduit for high speed fiber. Patrons may register online for a 30 day library card, good for online services, but will need to come in for a permanent card to check out physical items. Director Branch is working on an agreement with José Melgard for the use of the library parking lot during events at his proposed new center. The Library will run a "Food for Fines" campaign to help with the Rotary canned food drive.

MINUTES of the Regular Meeting of the Blanchard/Santa Paula Library District Board of Trustees, Tuesday, November 21, 2016.

Board Committee Reports: Trustee Coughlin for *Human Resources* will welcome new staff and recognize staff milestones in December.

Strategic Plan Team Reports: Fundraising can begin once we have a facilities picture. Trustee Phillips may have found a *Volunteer* coordinator. Spanish as a second language was suggested as an *Adult Program*. The CIF students will return in the Spring to offer free *Technology* assistance.

FUTURE AGENDA ITEMS---The Board agreed to include the following in future Agendas: Contract with Coverly, Employee recognition, Committee assignments, Board Officers, Budget Revision, Review of District Director

UPCOMING MEETING DATE---The next Meeting will be on Tuesday, December 20, 2016, at 5:30 p.m.

ADJOURNMENT---There being no further business, the Regular Meeting was adjourned unanimously at 7:59 p.m.

Library Board Clerk

ATTEST:

District Director

REGULAR MEETING OF DECEMBER 20, 2016
G(a).REPORTS: FINANCIAL REPORTS

1. Receive and file November 2016 financial reports
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BLANCHARD COMMUNITY LIBRARY
FINANCIAL STATEMENTS
and Supplementary Schedules

November 30, 2016

BLANCHARD COMMUNITY LIBRARY

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STEPHEN F MCFADDEN
CERTIFIED PUBLIC ACCOUNTANT
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SANTA PAULA CA 93060
TELEPHONE 805-525-4494
FACSIMILE 888-881-3210

ACCOUNTANTS COMPILATION REPORT

Board of Directors
Blanchard Community Library
Santa Paula CA

I have compiled the accompanying statement of assets, liabilities and fund balance, statement of revenue and expense as of November 30, 2016 and for the period then ended. I have not audited or reviewed the accompanying financial statements, and accordingly, do not express an opinion or provide any assurance about whether the financial statements are in accordance with modified accrual basis of accounting.

Management is responsible for the preparation and fair presentation of the financial statements in accordance with the modified accrual basis of accounting and for designing, implementing, and maintaining internal control relevant to the preparation and fair presentation of the financial statements. My responsibility is to conduct the compilation in accordance with Statement on Standards for Accounting and Review Services issued by the American Institute of Certified Public Accountants. The objective of a compilation is to assist management in presenting financial information in the form of financial statements without undertaking to obtain or provide any assurance that there are no material modifications that should be made to the financial statements.

Management has elected to omit all of the disclosures ordinarily included in financial statements prepared in accordance with the modified basis of accounting. If the omitted disclosures were included in the financial statements, they might influence the user's conclusions about the library's revenues, expenses and fund balances. Accordingly the financial statements are not designed for those who are not informed about such matters.

The supplementary schedules are not required as part of the financial statements. The supplementary schedules are included for additional analysis and clarity. I have compiled the supplementary schedules.

Stephen F. McFadden CPA
December 12, 2016

BLANCHARD COMMUNITY LIBRARY
STATEMENT OF ASSETS, LIABILITIES AND FUND BALANCE

November 30, 2016

ASSETS

CURRENT ASSETS

CASH	\$	1,268,395	
INTEREST RECEIVABLE		571	
PREPAID EXPENSES		5,676	
TOTAL CURRENT ASSETS		5,676	<u>\$ 1,275,451</u>

FIXED ASSETS NET OF ACCUMULATED DEPRECIATION			<u>544,531</u>
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TOTAL ASSETS

\$ 1,819,982

LIABILITIES AND FUND BALANCES

LIABILITIES

ACCOUNTS PAYABLE	\$	2,643	
ACCRUED PAYROLL EXPENSE		44,103	
TOTAL LIABILITIES		44,103	\$ 46,746

FUND BALANCES

GENERAL FUND		1,002,077	
FIXED ASSET FUND		544,531	
RESTRICTED FUNDS		226,628	
TOTAL FUND BALANCE		1,773,236	<u>1,773,236</u>

TOTAL LIABILITIES AND FUND BALANCE

\$ 1,819,982

BLANCHARD COMMUNITY LIBRARY

COMPARATIVE STATEMENT OF REVENUE AND EXPENSES

FOR THE MONTH AND PERIOD ENDED NOVEMBER 30, 2016

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	November			YEAR TO DATE		
	MONTH ACTUAL	MONTH BUDGET	VARIANCE	YTD ACTUAL	YTD BUDGET	VARIANCE
REVENUE						
PROPERTY TAX	\$ 490	\$ 1,480		\$ 238,774	\$ 230,336	3.7%
LIBRARY OPERATIONS	1,099	417	163.55%	9,959	2,083	378.1%
DONATIONS	25	2,083	-98.80%	3,008	10,417	-71.1%
CLLS LITERACY				\$ 18,000	\$ 18,000	
	<u>\$ 1,614</u>	<u>\$ 3,980</u>	-59.4%	<u>\$ 269,741</u>	<u>\$ 260,836</u>	3.4%
EXPENSES						
PERSONNEL	\$ 46,645	\$ 45,123	3.4%	\$ 231,952	\$ 227,308	2.0%
ADMINISTRATIVE	7,440	7,488	-0.6%	33,343	36,438	-8.5%
FACILITIES	3,448	4,704	-26.7%	23,727	23,521	0.9%
OPERATIONS	4,565	12,028	-62.0%	46,814	72,639	-35.6%
	<u>\$ 62,098</u>	<u>\$ 69,343</u>	-10.4%	<u>\$ 335,836</u>	<u>\$ 359,906</u>	-6.7%
NET INCOME (LOSS)	<u>\$ (60,484)</u>	<u>\$ (65,363)</u>	-7.5%	<u>\$ (66,095)</u>	<u>\$ (99,070)</u>	-33.3%
EXTRAORDINARY INCOME (EXPENSES)						
REIMBURSEMENT						
REIMBURSEMENT DIF		\$ 1,458			\$ 4,374	
INVESTMENT INTEREST	\$ 2,452			\$ 2,455		
CITY IMPACT						
LEGAL FEES						
INVESTIGATION						
NET AFTER EXTRAORDINARY ITEMS	<u>\$ (58,032)</u>	<u>\$ (63,905)</u>	-9.2%	<u>\$ (63,640)</u>	<u>\$ (94,696)</u>	-32.8%

BLANCHARD COMMUNITY LIBRARY

SCHEDULE OF CASH BALANCES

November 30, 2016

COUNTY	\$	629,868	
SANTA PAULA CITY		175,133	1
BLAKE		23,890	1
LITERACY		27,605	1
BOOK TRUST		51,110	
WELLS FARGO		357,548	
OTHERS		<u>3,241</u>	
TOTAL CASH	\$	<u>1,268,395</u>	

BLANCHARD COMMUNITY LIBRARY
COMPARATIVE
STATEMENT OF REVENUE AND EXPENSE

FOR THE PERIOD ENDED

	11/30/15	11/30/16	YTD BUDGET	ANNUAL BUDGET
REVENUE				
PROPERTY TAX	\$ 239,189	\$ 238,774	230,336	\$ 745,132
LIBRARY OPERATIONS	5,057	9,959	2,083	5,000
DONATIONS	5,770	3,008	10,417	45,000
CLLS FLAIR	18,000	18,000	18,000	20,000
TOTAL REVENUE	<u>\$ 268,016</u>	<u>\$ 269,741</u>	<u>260,836</u>	<u>815,132</u>
EXPENSES				
PERSONNEL				
WAGES	145,216	158,586	154,010	376,482
RETIREMENT	22,957	34,965	29,865	62,226
HEALTH INSURANCE	26,361	25,093	28,210	71,700
PAYROLL TAX	11,682	12,675	13,531	32,298
EMPLOYEE BENEFIT	693	633	1,692	1,692
	<u>206,909</u>	<u>231,952</u>	<u>227,308</u>	<u>544,398</u>
ADMINISTRATIVE				
ADVERTISING			104	250
BANK CHARGES	339	190	167	400
INSURANCE	3,418	3,507	3,604	8,650
OFFICE EXPENSE	2,278	1,978	2,083	5,000
TELEPHONE	9,757	1,563	2,292	5,500
POSTAGE	243	311	146	350
PRINTING	742	939	1,125	2,700
PROFESSIONAL FEES	22,268	17,753	26,084	51,000
PROMOTION		5,850		
STAFF DEVELOPMENT		1,252	833	2,000
	<u>39,045</u>	<u>33,343</u>	<u>36,438</u>	<u>75,850</u>
FACILITIES				
BUILDING MAINTENANCE	5,536	4,696	5,834	14,000
JANITORIAL	3,350	3,350	3,375	8,100
UTILITIES	17,220	15,682	14,312	34,350
	<u>26,106</u>	<u>23,728</u>	<u>23,521</u>	<u>56,450</u>
OPERATIONS				
LIBRARY NETWORK	27,192	30,397	32,500	65,000
PUBLICITY	752	1,085	9,167	22,000
MEMBERSHIPS	1,629	3,104	1,250	3,000
ACQUISITIONS	6,216	5,311	13,334	25,000
PROGRAMS	6,452	6,051	12,513	30,030
MATERIALS		13		
COMPUTER SERVICE	74		2,000	4,800
BOOK BINDING	444	282	833	2,000
TRAVEL	500	570	1,042	2,500
	<u>43,259</u>	<u>46,813</u>	<u>72,639</u>	<u>154,330</u>
TOTAL EXPENSES	<u>315,319</u>	<u>335,836</u>	<u>359,906</u>	<u>831,028</u>
NET INCOME(LOSS)	<u>\$ (47,303)</u>	<u>\$ (66,095)</u>	<u>(99,070)</u>	<u>(15,896)</u>
EXTRAORDINARY INCOME (EXPENSES)				
REIMBURSEMENT				
REIMBURSEMENT DIF				
INVESTMENT INTEREST		2,455		
CITY IMPACT				
EXTRAORDINARY LEGAL	(25,227)			
NET AFTER EXTRAORDINARY	<u>\$ (72,530)</u>	<u>\$ (63,640)</u>	<u>\$ (99,070)</u>	<u>\$ (15,896)</u>

BLANCHARD COMMUNITY LIBRARY
SCHEDULE OF ACCOUNTS PAYABLE

November 30, 2016

Due to FOTL	\$	376
Bank Card		327
Stephen McFadden CPA		863
Nancy Schreiner		325
Coleman Landscape		305
Others		447
Total	\$	<u>2,643</u>

BLANCHARD COMMUNITY LIBRARY

CITY FUNDS TRANSACTION

March 31, 2016	BALANCE	
	\$ 257,053.32	
<hr/>		
TRANSACTIONS		
CK 307997	(13.46)	DIF
INTEREST	258.62	DIF
CK 308125	(35.46)	DIF
CK 308296	(11.82)	DIF
JE 1462-4638	(177.41)	REAPPROPRIATED FEES
CK 308582	(41,108.63)	LIBRARY IMP
CK 308773	(40,799.77)	LIBRARY IMP
CK 308837	<u>(32.38)</u>	DIF
TOTAL	<u>(81,920.31)</u>	
BALANCE AT 6.30.16	\$ 175,133.01	

Blanchard/Santa Paula Library District
Deposit Detail
 November 2016

12:21 PM
 12/15/16

Type	Num	Date	Name	Account	Amount
Deposit		11/01/2016		1020.10 · Book Trust Account-Unrestricted	130.35
TOTAL				Printing & Copying	-130.35
					-130.35
Deposit		11/01/2016		1020.10 · Book Trust Account-Unrestricted	222.50
Sales Receipt	92	10/31/2016	Elaine Hunt	Fines	-156.25
TOTAL				2510 · Due to Friends of the Library (Money received from sales of books)	-16.00
				Over/Short	-0.25
				1499.10 · Undeposited Funds	-50.00
					-222.50
Deposit		11/07/2016		1010.30 · Checking - FLAIR (Bank of America FLAIR Checking Account)	25.00
Sales Receipt	93	11/07/2016	Sam L. Ervin	1499.10 · Undeposited Funds	-25.00
TOTAL					-25.00
Deposit		11/08/2016		1020.10 · Book Trust Account-Unrestricted	156.45
TOTAL				Fines	-138.95
				2510 · Due to Friends of the Library (Money received from sales of books)	-15.50
				Lost Card	-3.00
				Over/Short	1.00
					-156.45
Deposit		11/08/2016		1020 · Book Trust Account	25.00
TOTAL				Printing & Copying	-25.00
					-25.00
Deposit		11/15/2016		1020.10 · Book Trust Account-Unrestricted	194.25
TOTAL				Fines	-181.25
				2510 · Due to Friends of the Library (Money received from sales of books)	-13.00
					-194.25

Blanchard/Santa Paula Library District
Deposit Detail
 November 2016

12:21 PM
 12/15/16

Type	Num	Date	Name	Account	Amount
Deposit		11/22/2016		1020.10 · Book Trust Account-Unrestricted	38.00
			Fines		-38.50
			Over/Short		0.50
TOTAL					-38.00
Deposit		11/29/2016		1020.10 · Book Trust Account-Unrestricted	97.00
			Other Miscellaneous Revenue		-7.00
			Other Miscellaneous Revenue		-90.00
TOTAL					-97.00
Deposit		11/29/2016		1020.10 · Book Trust Account-Unrestricted	255.00
			Other Miscellaneous Revenue		-120.00
			Miscellaneous Revenue (Revenue from occasional or non-material activities)		-135.00
TOTAL					-255.00
Deposit		11/29/2016		1020.10 · Book Trust Account-Unrestricted	105.75
			Fines		-72.25
			2510 · Due to Friends of the Library (Money received from sales of books)		-32.50
			Over/Short		-1.00
TOTAL					-105.75
Deposit		11/30/2016		Checking - Blake	0.39
			Interest Income		-0.39
TOTAL					-0.39
Deposit		11/30/2016		County Accounts	1,060.63
			Current Supplemental P/T		-489.74
			1061.10 · Interest Receivable		-570.89
TOTAL					-1,060.63
Deposit		11/30/2016		Wells Fargo Investment Trust	2,452.00
			Interest Income		-2,452.00
TOTAL					-2,452.00

**Blanchard/Santa Paula Library District
Monthly Book Trust Check Detail
November 2016**

12:24 PM
12/15/16

Num	Date	Name	Item	Account	Paid Amount	Original Amount
	11/21/2016	The Gas Company		1020 · Book Trust Account		-14.88
			Gas		-14.88	14.88
TOTAL						14.88
	11/30/2016			1020 · Book Trust Account		-3.00
			Bank Charges		-3.00	3.00
TOTAL						3.00
EFT	11/07/2016	Calif. Public Empl...		1020.10 · Book Trust Account-Unrestricted		-4,655.85
				PERS Group Health Insurance	-4,655.85	4,655.85
TOTAL						4,655.85
EFT	11/08/2016	Blanchard Commu...		1020.10 · Book Trust Account-Unrestricted		-12,750.00
				1011.10 · Checking - Payroll (Checking Account - Payroll)	-12,750.00	12,750.00
TOTAL						12,750.00
EFT	11/15/2016	Calif. Public Empl...		1020.10 · Book Trust Account-Unrestricted		-2,570.35
				PERS Retirement (Contribution Account - Retirement)	-2,570.35	2,570.35
TOTAL						2,570.35
EFT	11/15/2016	Calif. Public Empl...		1020.10 · Book Trust Account-Unrestricted		-20.98
				PERS Retirement (Contribution Account - Retirement)	-20.98	20.98
TOTAL						20.98
EFT	11/15/2016	Calif. Public Empl...		1020.10 · Book Trust Account-Unrestricted		-456.00
				CALPERS (Payee Account - Employee Deductions)	-456.00	456.00
TOTAL						456.00
EFT	11/15/2016	Calif. Public Empl...		1020.10 · Book Trust Account-Unrestricted		-746.40
				CALPERS (Payee Account - Employee Deductions)	-746.40	746.40
TOTAL						746.40

**Blanchard/Santa Paula Library District
Monthly Book Trust Check Detail
November 2016**

12:24 PM
12/15/16

Num	Date	Name	Item	Account	Paid Amount	Original Amount
EFT	11/21/2016	Blanchard Commu...		1020.10 · Book Trust Account-Unrestricted	-13,000.00	-13,000.00
TOTAL				1011.10 · Checking - Payroll (Checking Account - Payroll)	-13,000.00	13,000.00
EFT	11/22/2016	Calif. Public Empl...		1020.10 · Book Trust Account-Unrestricted	-11,116.74	-11,116.74
TOTAL				PERS Retirement (Contribution Account - Retirement)	-11,116.74	11,116.74
10685	11/07/2016	Gale/CENGAGE Le...		1020.10 · Book Trust Account-Unrestricted	-97.84	-97.84
Inv. #...	11/07/2016			General	-97.84	97.84
TOTAL					-97.84	97.84
10686	11/07/2016	City of Santa Paul...		1020.10 · Book Trust Account-Unrestricted	-457.55	-457.55
111-0...	11/07/2016			Water and Sewer	-457.55	457.55
TOTAL					-457.55	457.55
10687	11/07/2016	City of Santa Paul...		1020.10 · Book Trust Account-Unrestricted	-71.53	-71.53
111-0...	11/07/2016			Water and Sewer	-71.53	71.53
TOTAL					-71.53	71.53
10688	11/07/2016	Coleman Landscape		1020.10 · Book Trust Account-Unrestricted	-305.00	-305.00
Invouc...	11/07/2016			Grounds Maintenance	-305.00	305.00
TOTAL					-305.00	305.00
10689	11/07/2016	Coverly Professio...		1020.10 · Book Trust Account-Unrestricted	-1,250.00	-1,250.00
Invouc...	11/07/2016			Promotion & Public Relations	-1,250.00	1,250.00
TOTAL					-1,250.00	1,250.00
10690	11/07/2016	Demco, Inc.		1020.10 · Book Trust Account-Unrestricted	-281.93	-281.93
Invouc...	11/07/2016			Library Supplies	-281.93	281.93
TOTAL					-281.93	281.93

**Blanchard/Santa Paula Library District
Monthly Book Trust Check Detail
November 2016**

12:24 PM
12/15/16

Num	Date	Name	Item	Account	Paid Amount	Original Amount
10691	11/07/2016	Kelly Cleaning & S...		1020.10 · Book Trust Account-Unrestricted		-670.00
Invoic...	11/07/2016			Janitorial Services & Supplies	-670.00	670.00
TOTAL					-670.00	670.00
10692	11/07/2016	Law Offices of Na...		1020.10 · Book Trust Account-Unrestricted		-1,050.00
Invoic...	11/07/2016			Legal Fees (Outside (non-employee) legal services)	-625.00	625.00
TOTAL				Legal Fees (Outside (non-employee) legal services)	-425.00	425.00
					-1,050.00	1,050.00
10693	11/07/2016	Moss, Levy & Hart...		1020.10 · Book Trust Account-Unrestricted		-1,000.00
Invoic...	11/07/2016			Audit Services	-1,000.00	1,000.00
TOTAL					-1,000.00	1,000.00
10694	11/07/2016	Ned Branch		1020.10 · Book Trust Account-Unrestricted		-309.22
	11/01/2016			PERS Group Health Insurance	-309.22	309.22
TOTAL					-309.22	309.22
10695	11/07/2016	Stephen McFadde...		1020.10 · Book Trust Account-Unrestricted		-863.00
Invoic...	11/07/2016			Accounting Fees (Outside (non-employee) accounting, audit, bookk...	-863.00	863.00
TOTAL					-863.00	863.00
10696	11/07/2016	Deborah Pollack		1020.10 · Book Trust Account-Unrestricted		-50.00
				Adult Programs	-50.00	50.00
TOTAL					-50.00	50.00
10697	11/14/2016	America In Bloom		1020.10 · Book Trust Account-Unrestricted		-75.00
3 Suc...	11/14/2016		Donation...	Children's Programs	-75.00	75.00
TOTAL					-75.00	75.00
10698	11/14/2016	Baker & Taylor Bo...		1020.10 · Book Trust Account-Unrestricted		-62.65
Inv #4...	11/04/2016			General	-62.65	62.65

**Blanchard/Santa Paula Library District
Monthly Book Trust Check Detail
November 2016**

12:24 PM
12/15/16

Num	Date	Name	Item	Account	Paid Amount	Original Amount
TOTAL					-62.65	62.65
10699	11/14/2016	California Special ...		1020.10 · Book Trust Account-Unrestricted		-2,496.00
2017 ...	11/01/2016			Memberships & Dues	-2,496.00	2,496.00
TOTAL					-2,496.00	2,496.00
10700	11/14/2016	Recology		1020.10 · Book Trust Account-Unrestricted		-161.18
Inv #0...	11/01/2016			Trash	-161.18	161.18
TOTAL					-161.18	161.18
10701	11/14/2016	Unique Manageme...		1020.10 · Book Trust Account-Unrestricted		-71.60
Invoinc...	11/01/2016			Collection Services	-71.60	71.60
TOTAL					-71.60	71.60
10702	11/14/2016	Western Extermin...		1020.10 · Book Trust Account-Unrestricted		-96.00
Cust ...	11/01/2016			Pest Control	-96.00	96.00
TOTAL					-96.00	96.00
10703	11/21/2016	Friends Of Blanch...		1020.10 · Book Trust Account-Unrestricted		-224.25
July - ...	11/15/2016			2510 · Due to Friends of the Library (Money received from sales of ...	-224.25	224.25
TOTAL					-224.25	224.25
10704	11/21/2016	Frontier Communi...		1020.10 · Book Trust Account-Unrestricted		-273.35
8055...	11/10/2016			Telephone Expense	-273.35	273.35
TOTAL					-273.35	273.35
10705	11/21/2016	Neopost		1020.10 · Book Trust Account-Unrestricted		-80.46
Invoinc...	11/10/2016			Postage	-80.46	80.46
TOTAL					-80.46	80.46
10706	11/21/2016	Sparkletts		1020.10 · Book Trust Account-Unrestricted		-6.75
4648...	11/10/2016			Office Supplies	-6.75	6.75

**Blanchard/Santa Paula Library District
Monthly Book Trust Check Detail
November 2016**

12:24 PM
12/15/16

Num	Date	Name	Item	Account	Paid Amount	Original Amount
TOTAL					-6.75	6.75
10707	11/29/2016	Business Card		1020.10 · Book Trust Account-Unrestricted		-1,756.44
5474...	11/04/2016			Bank of America Platinum Plus	-1,756.44	1,756.44
TOTAL					-1,756.44	1,756.44
10708	11/29/2016	Gale/CENGAGE Le...		1020.10 · Book Trust Account-Unrestricted		-125.79
Invoic...	11/16/2016			General	-125.79	125.79
TOTAL					-125.79	125.79
10709	11/29/2016	Deborah Pollack		1020.10 · Book Trust Account-Unrestricted		-50.00
Holid...	11/16/2016			Adult Programs	-50.00	50.00
TOTAL					-50.00	50.00
10710	11/29/2016	Karolina Stawiecki		1020.10 · Book Trust Account-Unrestricted		-200.00
Holid...	11/16/2016			Programs	-200.00	200.00
TOTAL					-200.00	200.00
10711	11/29/2016	Southern Californi...		1020.10 · Book Trust Account-Unrestricted		-1,366.53
Acct ...	11/16/2016			Electricity	-1,366.53	1,366.53
TOTAL					-1,366.53	1,366.53

REGULAR MEETING OF DECEMBER 20, 2016

H. BOARD/ADMINISTRATION COMMENTS, CONCERNS, HANDOUTS

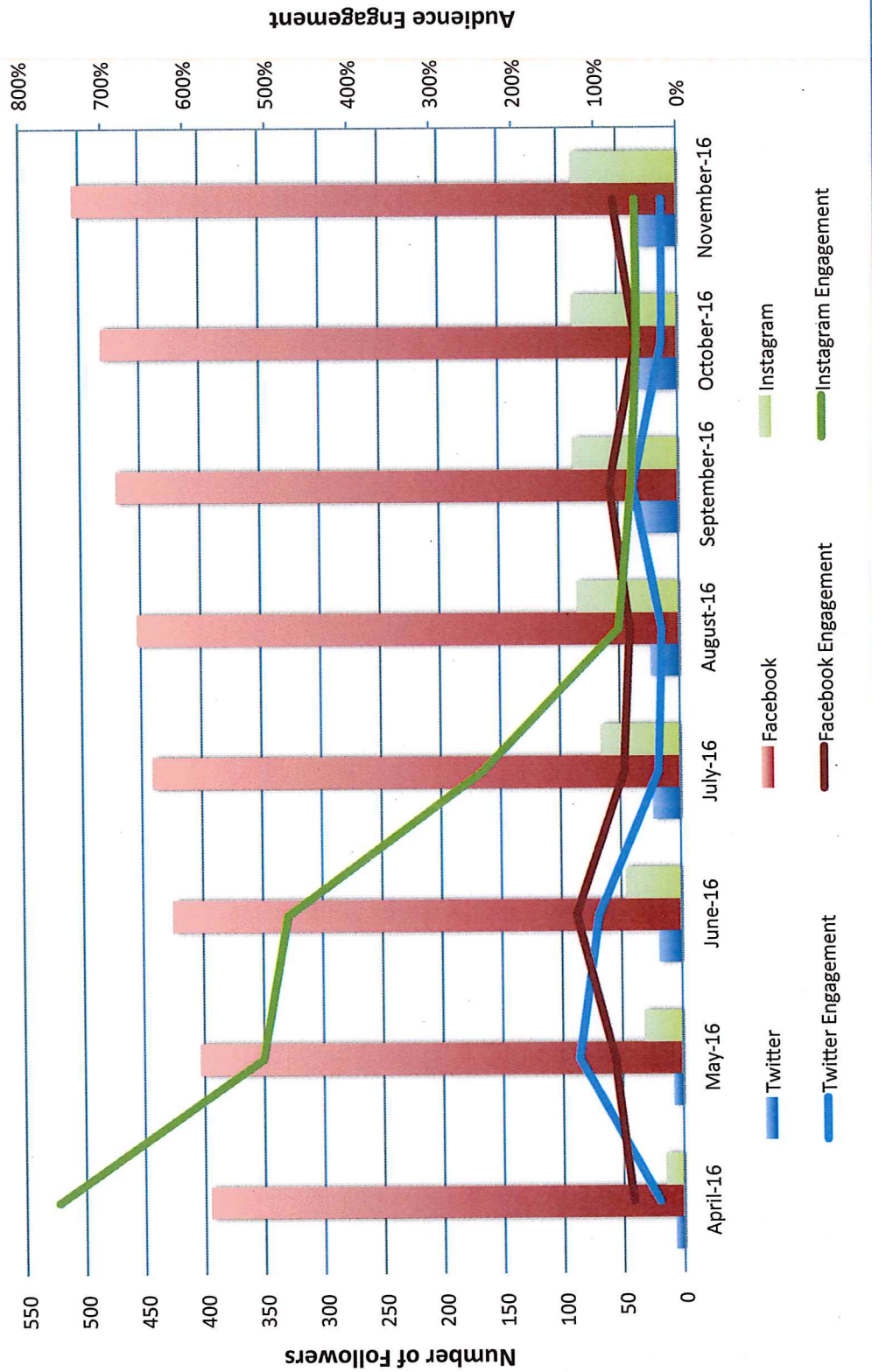
REGULAR MEETING OF DECEMBER 20, 2016
J(a). NEW BUSINESS: PROPOSED NEW CONTRACT WITH COVERLY
PROFESSIONAL SERVICES

The contract with Coverly Professional Services expires at the end of December. The metrics for the social media campaigns are attached as well as a new contract proposed by Lynnette Coverly.

RECOMMENDATION: None.

	MOVED	SECONDED	YES	NO	ABSTAIN
Coughlin					
Hicks					
Nasalroad					
Phillips					
Spink					

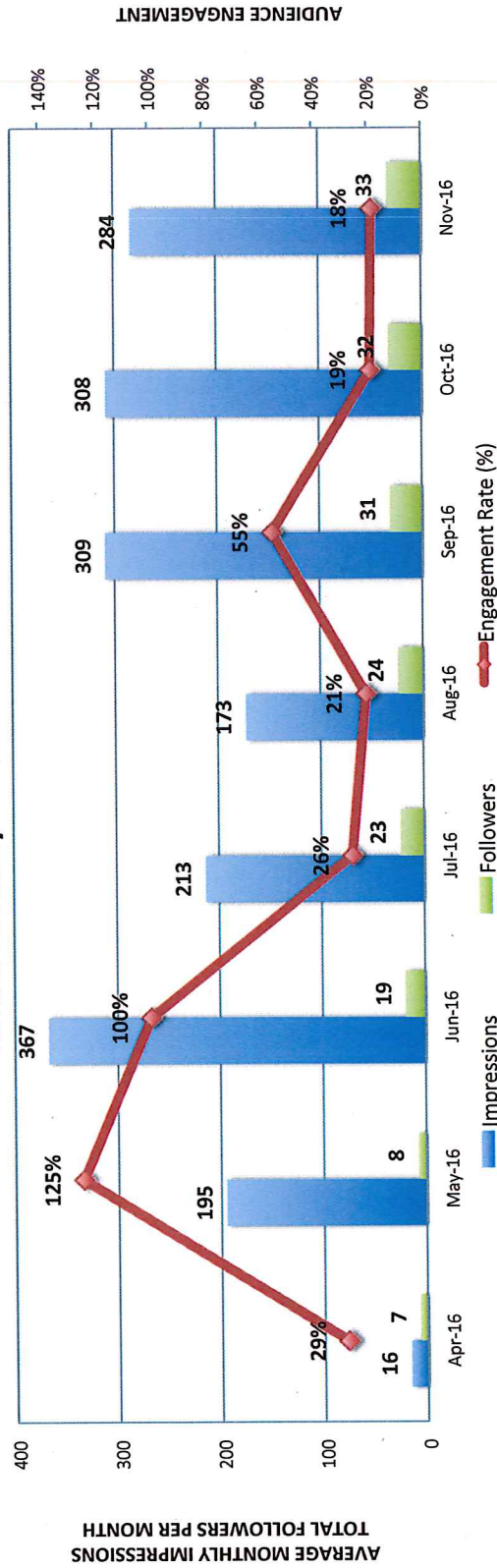
Social Media Summary of Followers and Engagement



Twitter Metrics
Apr - Nov 2016

	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	NOTES
Followers	7	8	19	23	24	31	32	33	371% Apr-Nov Growth Rate
Tweets	0	13	32	24	23	44	32	35	25 Average Tweets/Mo
Retweets	0	2	2	1	1	1	2	3	2 Average Retweets/Mo
Favorites	0	7	11	2	3	13	4	3	5 Average Favorites/Mo
Link Clicks	1	1	3	3	1	1	0	0	1 Average Link Clicks/Mo
@Mentions	1	0	3	0	0	2	0	0	1 Average @Mentions/Mo
Profile Visits	27	115	191	64	57	91	11	24	73 Average Profile Visits/Mo
Tweet Impressions	16	195	367	213	173	309	308	284	233 Average Tweet Imp/Mo
Engagement Rate	29%	125%	100%	26%	21%	55%	19%	18%	49% Average Engagement/Mo

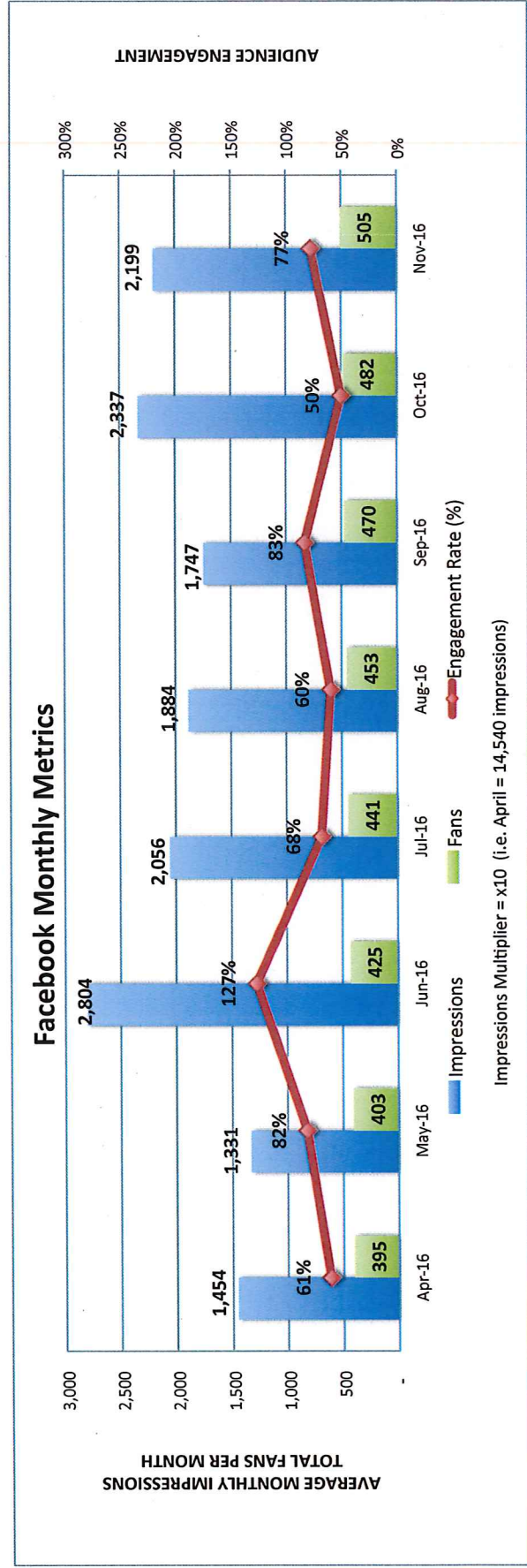
Twitter Monthly Metrics



Impressions Multiplier = x10 (i.e. April = 161 impressions)

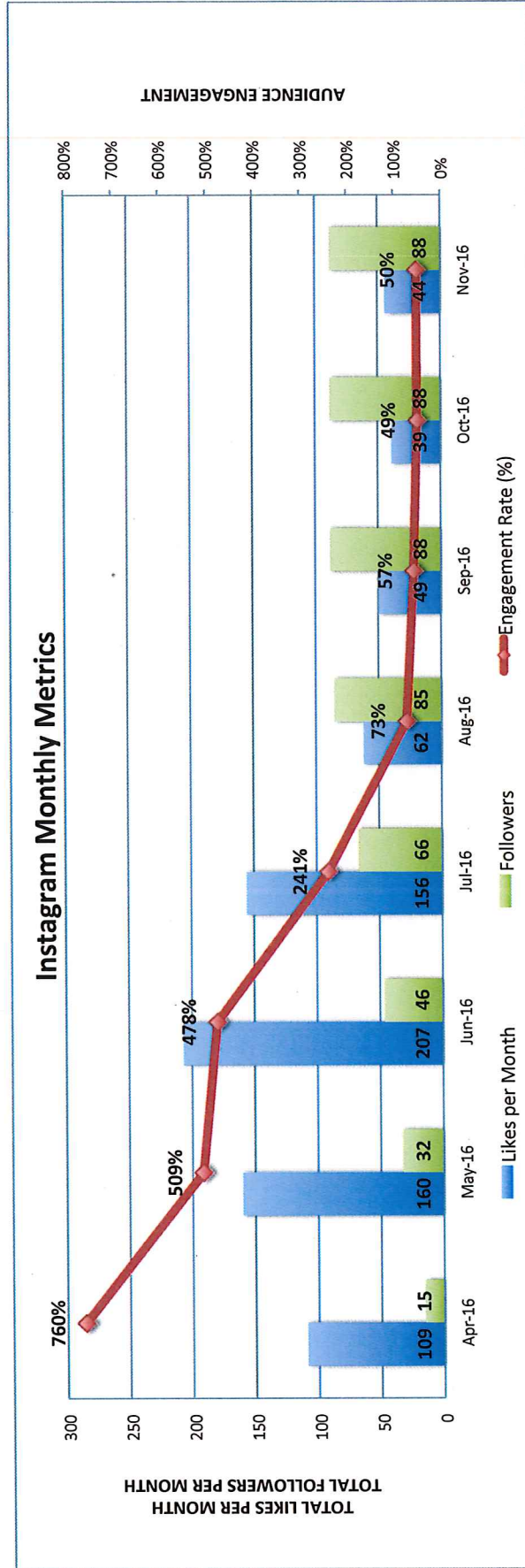
**Facebook
Apr - Nov 2016**

	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	NOTES
Fans	395	403	425	441	453	470	482	505	28% Apr-Nov Growth Rate
Posts	41	43	62	34	40	50	46	37	44 Average Posts/Mo
Avg Daily Page Reach	141	165	363	309	261	368	161	244	252 Average Daily Page Reach/Mo
Avg Daily Post Reach	101	139	155	170	230	310	208	280	199 Average Daily Post Reach/Mo
Avg Daily Reactions per Post	6	8	14	7	4	7	3	8	7 Average Daily Reactions/Mo
Avg Daily Comments per Post	1	0	1	1	1	1	0	1	1 Average Daily Comments/Mo
Avg Daily Shares per Post	1	3	3	2	4	5	5	4	3 Average Daily Shares/Mo
Avg Monthly Users who Engaged w/Page	160	161	465	471	323	232	360	294	308 Average Users Engaging/Mo
Avg Monthly User Engagement	61%	82%	127%	68%	60%	83%	50%	77%	76% Average Engagement/Mo
Average Monthly Impressions	1,454	1,331	2,804	2,056	1,884	1,747	2,337	2,199	1977 Average Impressions/Mo



**Instagram Metrics
Apr - Nov 2016**

	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	NOTES
Followers	15	32	46	66	85	88	88	88	487% Apr-Nov Growth Rate
Total Posts	23	27	35	18	11	11	6	7	17 Average Posts/Mo
Likes per Month	109	160	207	156	62	49	39	44	103 Average Likes/Mo
Avg Likes per post	4.74	5.93	5.91	8.67	5.64	4.45	6.5	6.29	6 Average Likes per Post/Mo
Comments per month	5	3	13	3	0	1	4	0	4 Average Comments/Mo
Avg Comments per post	0.22	0.11	0.37	0.17	0	0.09	0.67	0	0.20 Average Comments per Post/Mo
Talk Rate	33%	9%	28%	5%	0%	1%	5%	0%	10% Average Talk Rate/Mo
Love Rate	727%	500%	450%	236%	73%	56%	44%	50%	267% Average Love Rate/Mo
Engagement Rate	760%	509%	478%	241%	73%	57%	49%	50%	277% Average Engagement/Mo



Date: December 10, 2016

MARKETING AND PR SERVICES PROPOSAL / AGREEMENT

Coverly Professional Services (CoverlyPro) and Your PR Girls respectfully submit this annual proposal/agreement to Blanchard/Santa Paula Public Library District (Blanchard Library) for the period January 2017 to December 2017.

I. Continue Social Media Planning/Implementation

CoverlyPro has been providing social media services to Blanchard Library since May 2016. Those services included developing an original three-month social media plan and calendar (May-Jul) and then updating it for Sep-Dec. Together with Blanchard Library staff, social media was leveraged to publicize library events as well as to post original content on average 8-10 times per week.

The results have been very strong:

- **Facebook:** 28% fan base growth – (currently 505 fans/followers up from 395 in April); 76% average user engagement per month (was 61% in April); and a 51% increase in monthly impressions from April to November.
- **Instagram:** 487% follower growth (currently 88 followers up from 15 in April) and 103 average likes per month.
 - *NOTE: Instagram seems to do best when videos and pictures are posted showing in-the-moment activities with real patrons, such as at library-hosted events). As these have scaled back there has been a decline in engagement (i.e. likes and comments).*
- **Twitter:** 371% follower growth (currently 33 followers up from 7 in April), 73 average profile visits a month – *can visit profile without being a follower*, 49% average user engagement per month.

We recommend that Blanchard Library continue with this pro-active social media program as a continued and consistent way of increasing awareness for and knowledge of all that the library offers to both traditional library users as well as the community as a whole.

II. Press Releases

CoverlyPro has quality connections with the local media as was proven by the coverage associated with the NASA press release. As Blanchard hosts events and activities that are unique and newsworthy, CoverlyPro can write and distribute press releases that garner press coverage.

Our press release services include writing and distributing press releases along with follow-up phone calls and emails with the press, organizing interviews when requested. This also creates content for the website and social media.

We believe the publicity that will come from this effort will increase positive awareness for Blanchard Library as an essential cultural hub of the Santa Paula community that is there for its residents (and beyond) with family-friendly activities, important ESL programs, technological resources, books and more.

III. Events to Draw New Guests

CoverlyPro and Your PR Girls were pleased to be able to provide all event development, coordination, marketing and public relations for two library-hosted events in 2016 (BookArt Night and Color Therapy). Both events drew both traditional and non-traditional library guests to Blanchard helping to spread the word within the community, and beyond, about the library and its many services.

The chatter online surrounding the events, both pre- and post-, was very high and the attendees left feeling positive about the library and knowing more about all that it can offer them beyond books. The addition of bringing in cooperative partners from surrounding businesses added a positive element and further extended Blanchard's visibility within the community.

These types of after-hours activities are perfect opportunities to offer the local community the chance to engage with and generally feel good about their Santa Paula Library.

As Your PR Girls and CoverlyPro continue working with Blanchard Library, ideas may arise for future library-hosted events, such as a male-focused activity. As with the BookArt and Color Therapy nights, CoverlyPro and Your PR Girls can continue to handle all aspects of the events, asking for library staff support as needed to make each successful.

RATES AND TERMS

I. Rates -

- a. Social Media Strategies and Management**
 - i. Develop Social Media Editorial Calendar (Jan-Dec) \$ 1,500.00
 - ii. Social Media Management (Jan-Dec) \$ 750.00/mo
- b. Press Releases**
 - i. Press Releases (research, write, distribute) – per release \$ 500.00
 - With topic pre-approval
- c. Event Development, Implementation, Marketing/PR** \$ 800.00
- d. Media Placement Services as may be requested** 15% agency commission
- e. Misc Services as may be requested** \$ 95.00/hour
 - i. Design services – flyers, advertisements, etc. (if needed)
 - ii. Website updates (if needed)

II. Payment Terms –

- a. Social Media Management is pre-paid. Invoices are sent monthly by CoverlyPro and due the first of the month prior to services being rendered.
- b. Event Development – 50% due upon start of event planning. Balance due post-event, upon receipt of invoice. Invoices to come from and checks to be paid to, YourPRGirls.
- c. All other activities invoiced as tasks are completed with NET 21 payment terms.

III. Late Payments – Accounts not paid by due dates as noted on invoices are subject to a 1.5% monthly finance charge (18% per year).


IV. Hard Costs – Any hard costs, including purchase of stock art (if needed), printing, shipping, wine, food, event supplies, media placement, tax, etc. are at an extra TBD cost.

Thank you for the opportunity to provide this proposal/agreement. By signing below, you agree to the rates and terms as outlined.



Lynnette Coverly
Coverly Professional Services

12/12/16
date



Seana Marie Sesma
Your PR Girls

12/12/16
date

Ned Branch
Library Director

date

REGULAR MEETING OF DECEMBER 20, 2016

J(b). NEW BUSINESS: RESOLUTION TO AUTHORIZE REMOVAL AND ADDITION OF BANK ACCOUNT SIGNATORIES

As a result of the change in trustees, the bank signature cards need to be updated to remove Beverly Mueller and add Tim Hicks and Nancy Nasalroad as signatories.

RECOMMENDATION: Remove Beverly Mueller as a signatory on all bank accounts and add Tim Hicks and Nancy Nasalroad as signatories.

	MOVED	SECONDED	YES	NO	ABSTAIN
Coughlin					
Hicks					
Nasalroad					
Phillips					
Spink					

REGULAR MEETING OF DECEMBER 20, 2016

J(c). NEW BUSINESS: DISTRICT DIRECTOR CONTRACT EXTENSION

The contract for the District Director, Ned Branch, expires at the end of December. The Board will be completing an evaluation of his performance prior to consideration of a new contract.

RECOMMENDATION: Extend the existing contract with the District Director until March 31, 2017.

	MOVED	SECONDED	YES	NO	ABSTAIN
Coughlin					
Hicks					
Nasalroad					
Phillips					
Spink					

REGULAR MEETING OF OCTOBER 25, 2016
M(a) REPORTS: LITERACY SERVICES

15. Dec, 2016

LIBRARY LITERACY PROGRAM

Library Board Report for December, 2016

It seems like SO much has been happening this month. Much of it is circling around the new **FLAIR** classes beginning **Monday the 9th of January**. This will consist of beginning adult English students with a children's program alongside for preschoolers of these students.

Olivia and I have been working with our various partners:

- **The Adult School of Santa Paula Unified School District** (adult teacher + childcare asst.)
 - Taking registrations, printing out and distributing flyers, talking to potential students at
 - Barbara Webster after school, negotiating with the Admin of the Adult School.
- **First Five, Neighborhoods for Learning** (preschool teacher)
 - Checking out preschool furniture being donated by First Five, meeting our new preschool teacher, Yvon Ortega, inventorying the books and craft materials we have to share
- And of course our own dear **Ilene Gavenman** (the Children's story room)
 - Working out the details of how to use the Story Room, and the Children's area of the library
- **Santa Paula Community Bank** (Don Tello has put money on the table)
- A private couple who want to support the program
- Still waiting to hear from **Bank of the Sierra** and **Reiter Affiliated**.

We could use some more financial support – Any ideas???

Have you seen this picture before? I've used it several times because it's so cute!



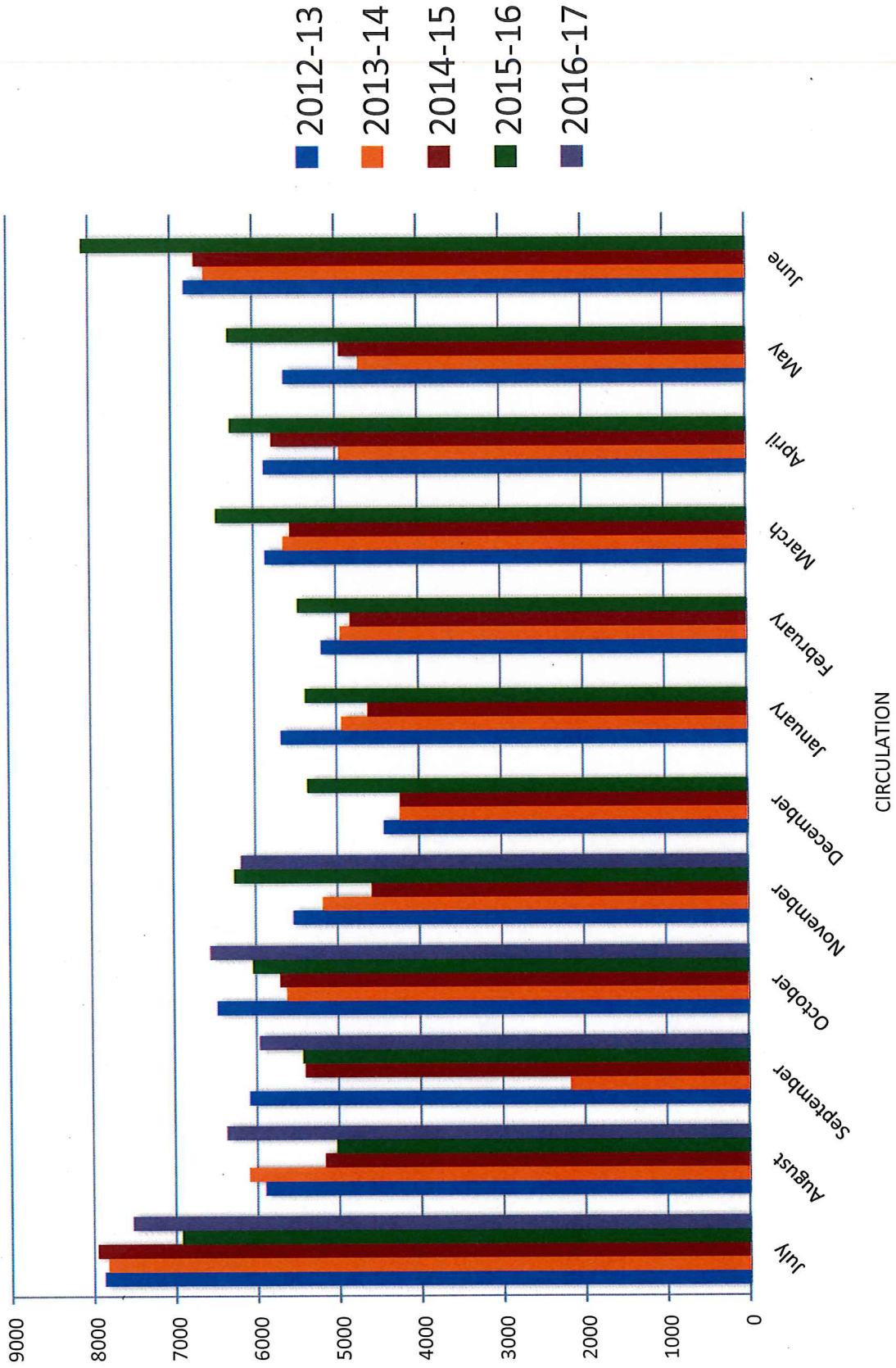
But Balbina Magaña (on the left) is celebrating finishing the GED! First she personally thanked Ed Geis (Math tutor), Jean McGregor (English tutor), and Ana Lang (her first tutor) for all their help. Then she came in to thank Olivia for her support as well (Olivia runs our GED tutorial program). Balbina has 4 children, and she told Olivia that she can help her high school daughter with her math! Awesome!! **THAT'S WHAT WE'RE HERE FOR!**

REGULAR MEETING OF OCTOBER 25, 2016
M(b) REPORTS: PUBLIC SERVICES

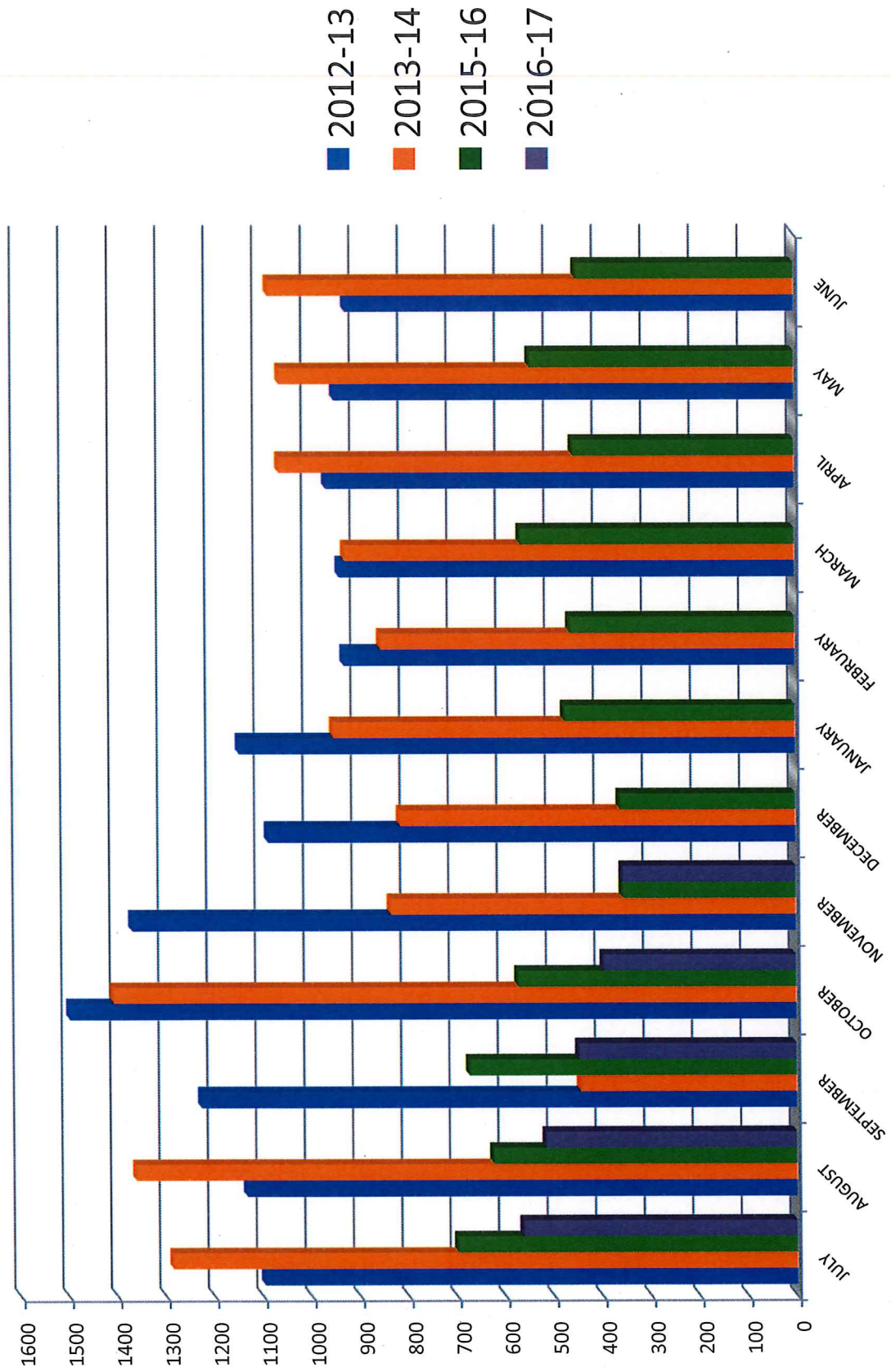
REGULAR MEETING OF OCTOBER 25, 2016
M(c) REPORTS: DISTRICT DIRECTOR'S REPORT

1. Statistics
2. Contract with Anderson Kulwiec Appleby, Architects
3. Adult librarian job descriptions
4. Endowment end-of-year solicitation
5. Interior LAN cabling project
6. Food for Fines

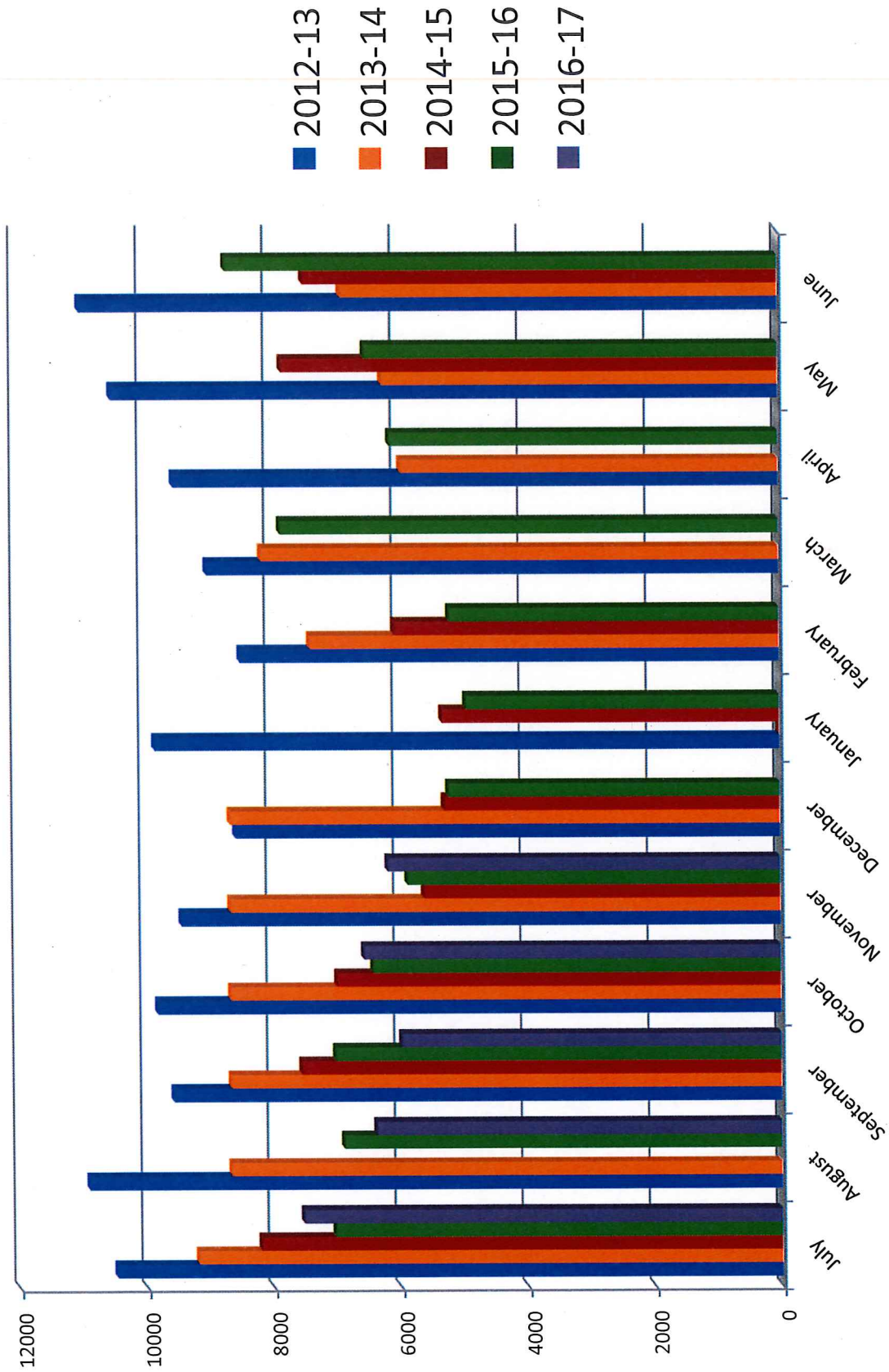
TOTAL CIRCULATION



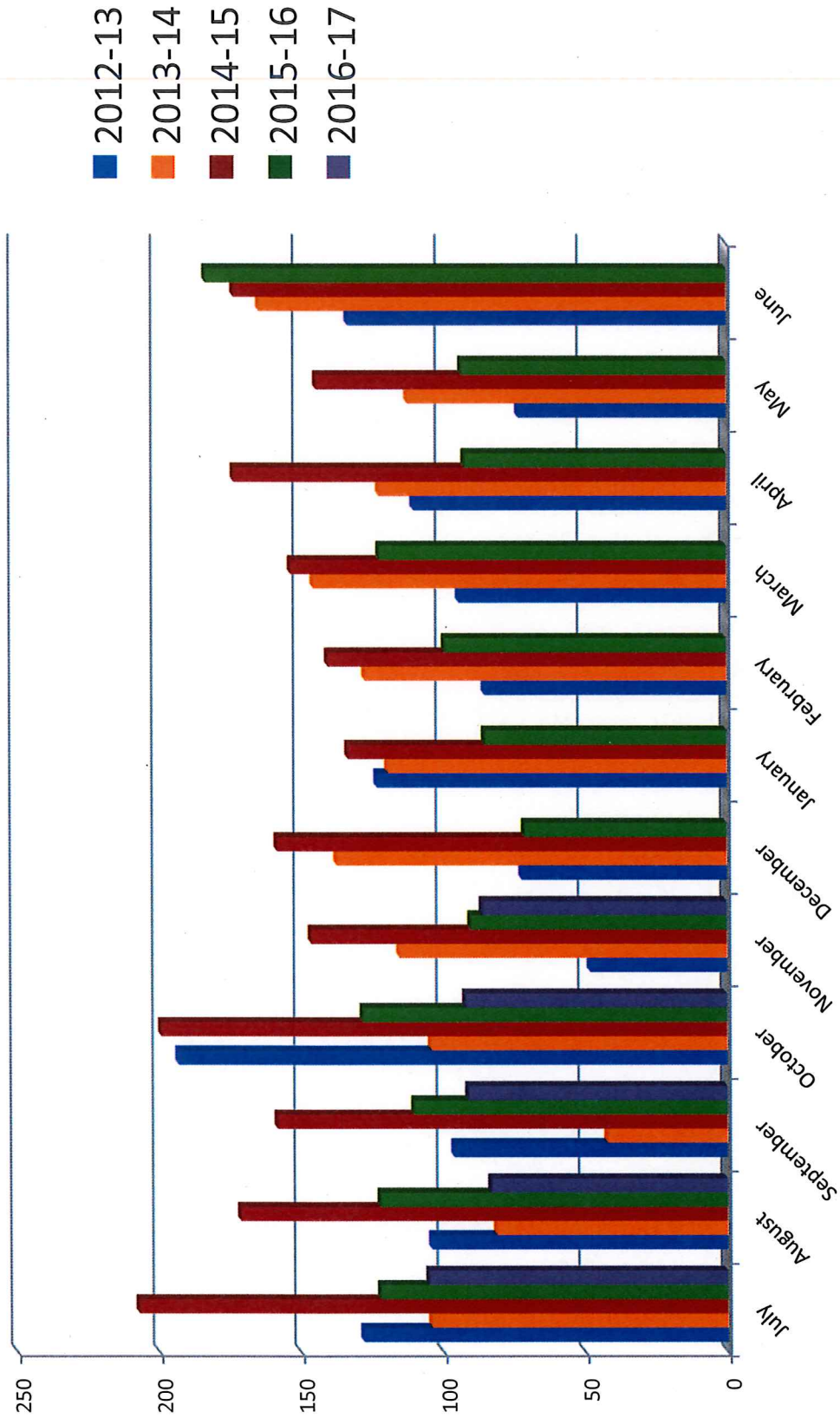
REFERENCE INQUIRIES

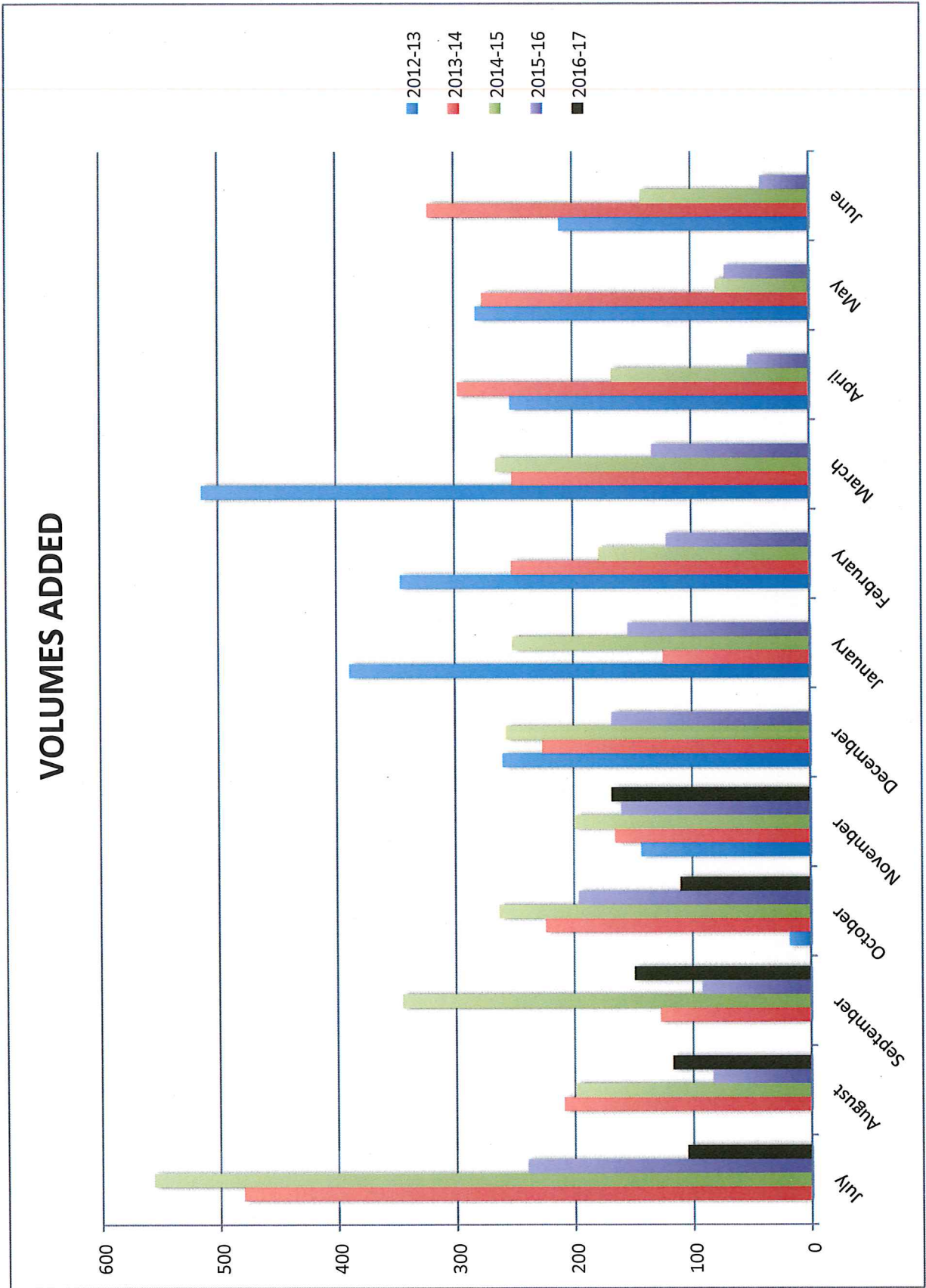


PATRON COUNT

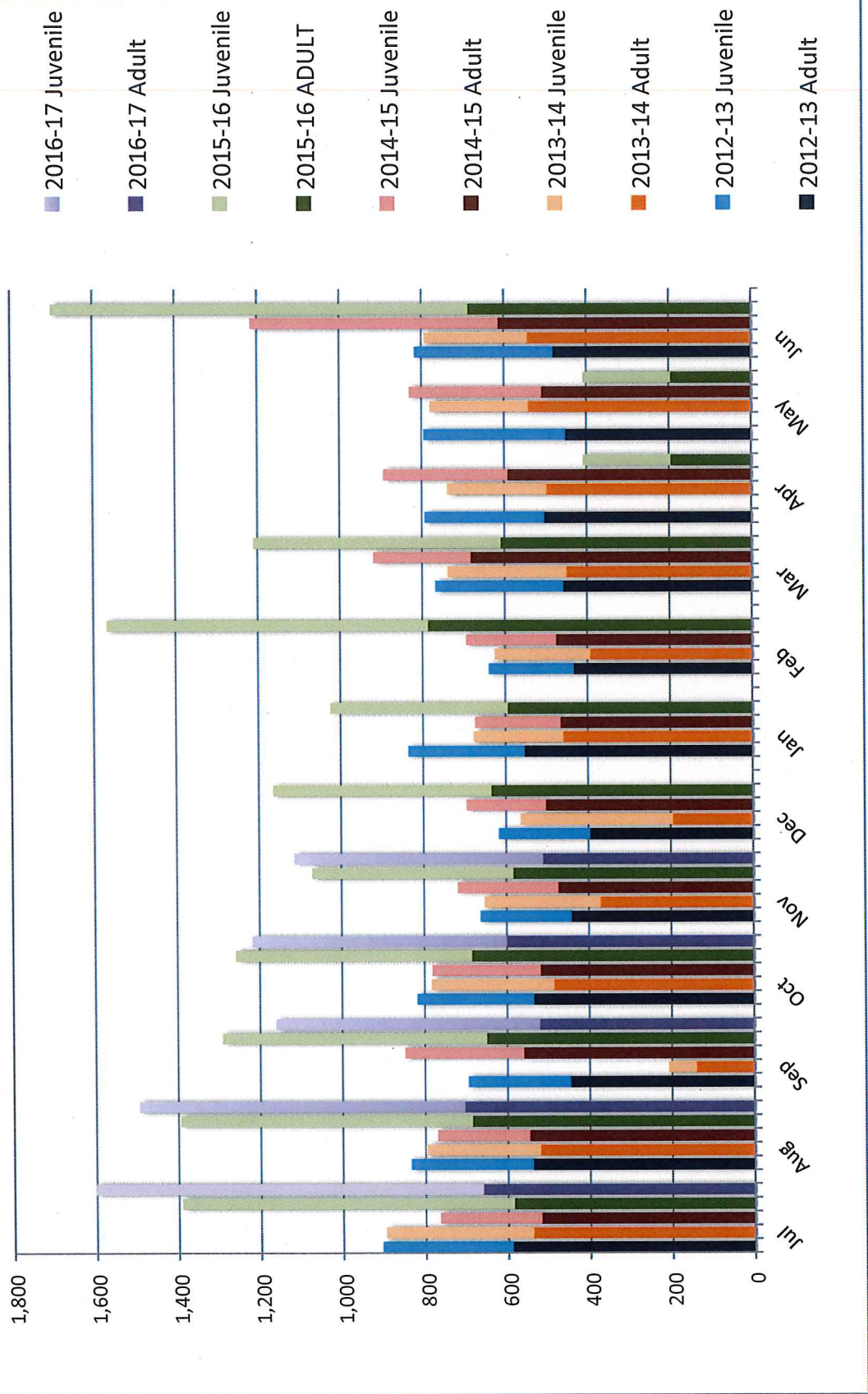


PATRON REGISTRATIONS

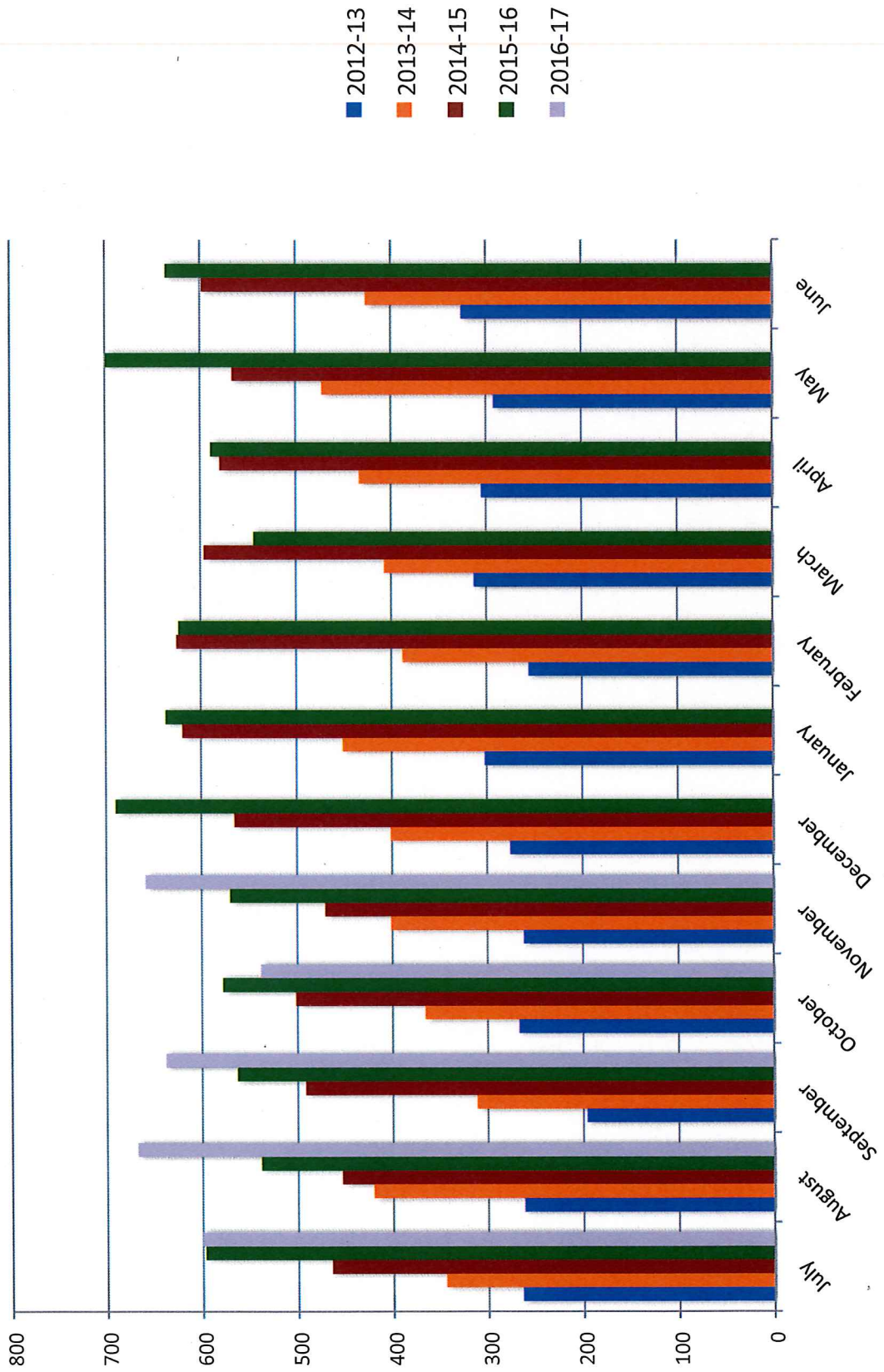




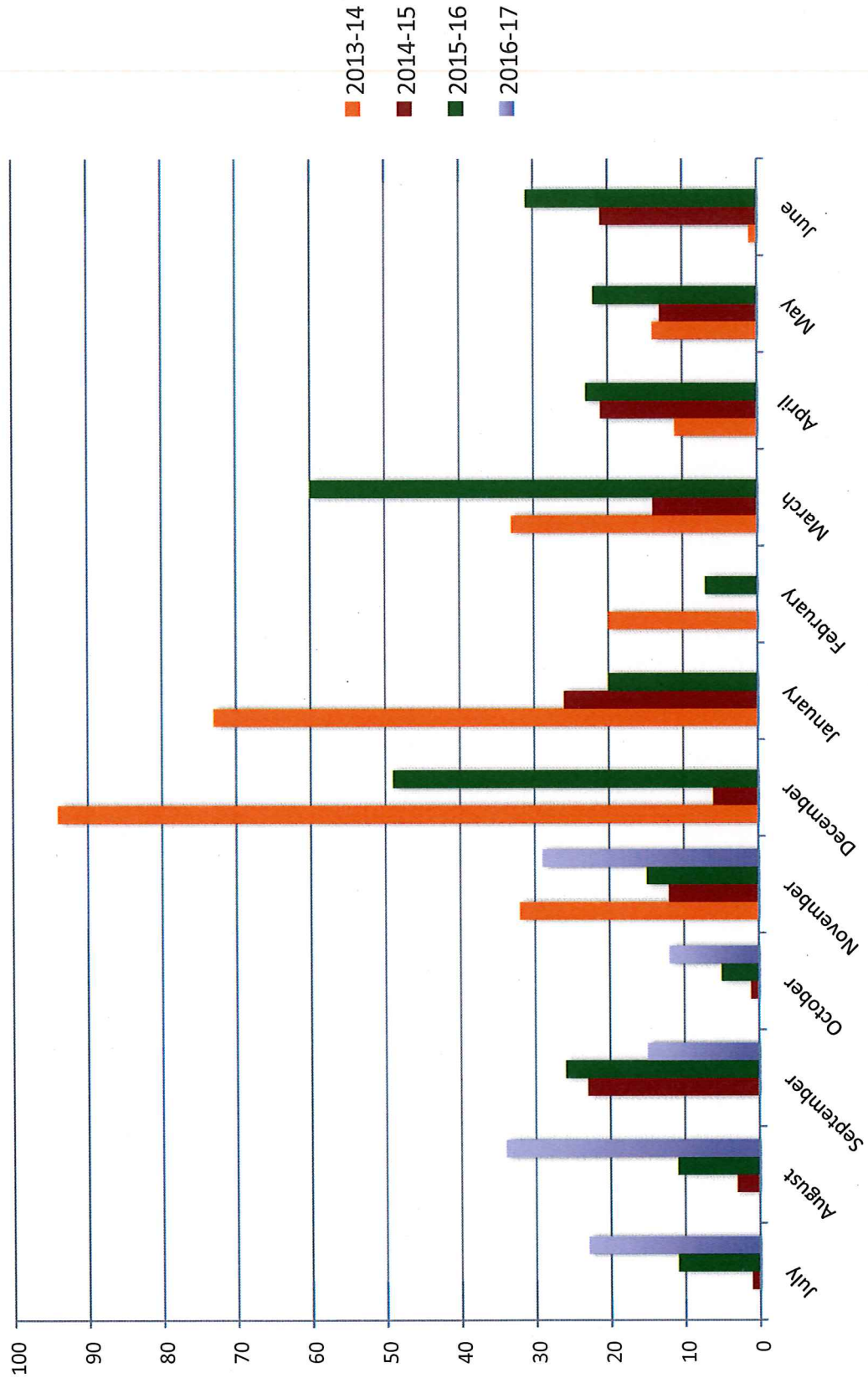
COMPUTER USAGE



eBOOK CIRCULATION



ZINIO CIRCULATION



HOOPLA

