

MEETING NOTICE: There will be a Regular Meeting of the
Blanchard /Santa Paula Library District Board of Trustees
Tuesday, July 26 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. CONSENT CALENDAR

- a. Approval of Minutes:
 - i. Regular Meeting of May 24, 2016
 - ii. Regular Meeting of June 28, 2016

E. REPORTS

- a. Financial Reports
- b. Friends of the Library

F. BOARD/ADMINISTRATION COMMENTS, CONCERNS, HANDOUTS

G. UNFINISHED BUSINESS

None

H. NEW BUSINESS

- a. Social Media/Publicity (information, discussion, possible action)
- b. Investment of Reserves (information, discussion, possible action)_

I. 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

J. FUTURE AGENDA ITEMS

K. UPCOMING MEETING DATES

L. 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, May 24, 2016

CALL TO ORDER---The Meeting was called to order at 5:302 p.m. by Board President Laura Phillips. Board members Tim Hicks, Beverly Mueller, and Linda Spink were in attendance. Maureen Coughlin was absent. District Director Ned Branch was also present.

APPROVAL OF THE ORDER OF AGENDA---Trustee Hicks moved and Trustee Mueller seconded that the Order of the Agenda be approved. The motion was passed unanimously.

PUBLIC COMMENT ON NON-AGENDA ITEMS---None

CONSENT CALENDAR---Trustee Hicks moved and Trustee Mueller moved that the *Minutes* of the Regular Meeting of April be approved. Linda Spink pointed out under BOARD COMMENTS the sentence should be changed to read “Laura Phillips and Linda Spink oversaw” Laura Phillips noted under REPORTS Jim Colburn is not in the Baseball Hall of Fame. The motion to approve the minutes as amended passed unanimously.

REPORTS---Steve McFadden was not present so Director Branch presented the financials prepared by Mr. McFadden to the Board. Trustee Phillips questioned putting the Development Impact fees in the financial statements. Director Branch suggested that he contact the auditors to request their guidance. Trustee Phillips also brought up putting the excess funds not needed for operations into an investment. Director Branch suggested that it should be a future agenda item and that it should be put on a meeting agenda after the end of the fiscal year. Nicole Haberstitch suggested presenting the check register in landscape orientation rather than portrait to make the memo column large. Trustee Mueller moved that the financial statements be received and filed. Trustee Spink seconded the motion. The motion was passed unanimously.

There was no formal report from the *Friends of the Library*.

BOARD/ADMINISTRATION COMMENTS, CONCERNS, HANDOUTS—Trustee Spink reported on the Tutor Appreciation Evening organized by Literacy Programs Coordinator Wendy Batstone. There was an excellent turn out. Trustee Spink also reported on a recent conversation with Weston Naef regarding the Yosemite Book. Mr. Naef referred us to a bookbinder in Northern California. Trustee Spink described the process the bookbinder uses. She will take additional pictures of the book and send them to the bookbinder to get an estimate. Mr. Naef also has a resource whose name he will send to Trustee Spink that might be able to make a display

MINUTES of the Regular Meeting of the Blanchard/Santa Paula Library District Board of Trustees, Tuesday, May 24, 2016

case for the book. The book is considered to be part of the “founding collection” of the library since he, as the founder of the library, donated the book.

There was a workshop that Trustee Coughlin attended but since she is not at the meeting, she will report on it at a future meeting.

Trustee Hicks reported on the marigold seed planting sponsored by the Optimist Club and the Chamber of Commerce mixer last Wednesday. Trustee Mueller also attended the mixer.

UNFINISHED BUSINESS---The Board discussed the draft 2016-17 budget, including payroll and insurance, as well as publicity expenses. The final version will be presented for approval at the June Regular Meeting.

NEW BUSINESS--- Director Branch presented the **audit engagement** letter for the 2015-16 fiscal year from Moss, Levy & Hartzheim for approval. The fieldwork is currently scheduled for mid-August. Trustee Hicks moved to approve the engagement. The motion was seconded by Trustee Mueller. The motion passed unanimously.

Trustee Spink produced a draft of a **Victim Impact Statement** with suggestions from Trustee Mueller and Trustee Coughlin. The Board will meet the evening before the sentencing hearing to finalize the statement. Trustee Spink asked for help from Trustee Mueller and Trustee Hicks.

Director Branch explained that the library had received a letter from the Executive Officer of the **Ventura Local Agency Formation Commission (LAFCo)** the concurrence of the Board with a proposal to allow LAFCo to distribute materials for the election of the representatives of Special Districts via electronic mail rather than via the postal service. Trustee Hicks moved and Trustee Phillips seconded the motion to allow election material and balloting for Special District representative to LAFCo be conducted by electronic mail. The motion passed unanimously.

REPORTS CONT. ---The **Literacy Programs** reported four of our learners attended the Adult Learner Leadership Institute Boot Camp (ALLIT) conducted by the READ program of the Ventura County Library. Also, there was the Tutor Appreciation Event (reported on earlier by Trustee Spink). Over 80 people attended.

Public Services reported on the Family Evening programs and Adult programs conducted in May. Also, they reported on the First Five program “Take 5 and Read to Kids” program in

MINUTES of the Regular Meeting of the Blanchard/Santa Paula Library District Board of Trustees, Tuesday, May 24, 2016

which local leaders read to kids. The local dignitary that came to the library was County Supervisor Kathy Long.

The *District Director* reported on the progress of the restroom renovation project and building maintenance, including that all the items cited by the fire department inspection had been rectified and signed off by the fire inspector. He provided copies of a report of the demographic composition of library patrons in the Cengage Analytics on Demand statistical analysis program. He also reminded the Board that as the primary election is coming up, the Board needs to start preparing for the ballot measure to allow for appropriations to exceed the Gann Spending Limit on the November ballot.

For *Finances*, Trustee Phillips asked whether Director Branch needed help putting compiling information on the total costs to the library of the embezzlement. Trustee Spink said she would complete the review of the cash receipts from the circulation desk. Director Branch said he would arrange a meeting of the *Human Resources Committee* to review the recently received legal opinion regarding employee and retire annuitant health benefits. Trustee Phillips reported that she has not yet scheduled a meeting for staff to discuss *Visioning/Strategic Plan Management*. There were no reports *Publicity/Public Relations, Volunteerism, and Community Connections*. Under *Community Connections*, Trustee Phillips plans to connect with the Oil Museum. Under *Publicity/Public Relations*, Trustee Phillips encouraged all Board members to like the library posts on Instagram and Twitter. Trustee Hicks remarked that the Optimist Club was helping to publicize the library and plans to make a donation to the Summer Reading Program. Under *Adult Programs*, Director Branch told the Board he was working with CSUCI to create a fall speakers schedule. He suggested some possible areas for presentation topics.

FUTURE AGENDA ITEMS---The Board agreed to include the following in future Agendas: Employee Contributions to Health Insurance, Page Job Descriptions, and Employee Recognition

UPCOMING MEETING DATE---The next Meeting will be Tuesday, June 28, at 5:30 p.m.

ADJOURNMENT---There being no further business, Trustee Spink moved the meeting be adjourned and Trustee Hicks seconded the motion. The meeting was adjourned upon a unanimous vote at 7:50 p.m..

MINUTES of the Regular Meeting of the Blanchard/Santa Paula Library District Board of Trustees, Tuesday, May 24, 2016

Library Board Clerk

ATTEST:

Interim District Director

MINUTES of the Regular Meeting of the Blanchard/Santa Paula Library District Board of Trustees, Tuesday, June 28, 2016.

CALL TO ORDER---The Meeting was called to order at 5:37 p.m. by Board President Laura Phillips. Board members Maureen Coughlin, Tim Hicks, Beverly Mueller, Laura Phillips, and Linda Spink were in attendance. Interim Director Ned Branch was present.

APPROVAL OF THE ORDER OF AGENDA---The Order of the Agenda was unanimously approved (Hicks/ Spink).

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

CONSENT CALENDAR---The approval of the *Minutes* of the Regular Meeting of May 24, 2016, was tabled until July.

REPORTS---Director Branch presented the *Financial Statements and Budget*. At the end of June, the Library will write a check to the Friends of the Library, transferring funds from the kiosk sales and the closed Friends #2 account. \$100 from the cash box for Literacy is still included in their account. Transfers are not recorded in the check register. The Financial statements were received and filed. Mr. Dick Eastlake reported for the *Friends of the Library* on July's BOGO book sale and the success of the Look-a-Book program. Mr. Nichols may sell photos or art at the book sales, and thirty extra boxes of books were donated to charities. The Friends will pay for the development of Library photographs for about the last year and a half. Cathy Sorenson reported that the Friends will hold a review of the Look-a-Book program on July 7th, the average monthly income from book sales is about \$1,000 to \$1,200, and they will inherit the mineral rights from the Louise Gooding Estate.

BOARD/ADMINISTRATION COMMENTS, CONCERNS, HANDOUTS--- Trustee Coughlin reported on the Serving with a Purpose workshop, where ideas on patron needs and recruiting volunteers were shared. Trustee Hicks attended the BMX show, inviting the Times to come take photos.

MINUTES of the Regular Meeting of the Blanchard/Santa Paula Library District Board of Trustees, Tuesday, June 28, 2016.

UNFINISHED BUSINESS---The revised *2016-2017 Budget* was unanimously accepted (Mueller/Hicks). The *Victim Impact Statement* to be read by Trustee Spink was unanimously accepted as presented (Hicks/Coughlin).

NEW BUSINESS---The Board passed a motion to support Candidate Jeff Hodges for the upcoming CSDA Board election (Mueller/Hicks 4-1, with Trustee Phillips casting the only nay vote).

REPORTS CONT. --- Wendy Batstone reported that the SPUSD has started their state funded ESL classes, and more classes are being offered at the Ventura College Santa Paula site. With eight new tutors in training, one-on-one tutoring for *Literacy* is doing well. She is also taking an online course, Library Grants 101, funded by a donation from the Friends. Under ***Public Services***, the Youth and Children's Services are hosting one event each week. The Trust Planning program went well, and could be repeated. The Book, Art and Wine event sold out and paid for itself with a small net profit, and Sienna Marie of Coverly Professional Services displayed some of the books at the Museum Art Show. Bookface Friday on Facebook begins this week. The ***District Director*** reported that BlackGold is dropping Comics Plus and Indieflix, and will add Hoopla, which is probably a notch above Indieflix. The restrooms have a few minor problems, but are almost done. Director Branch will pull papers for three Trustees to file by August 12th, for November's election. Dick Eastlake offered to be signatory to create the PAC for the proposition raising the Gann spending limit. Trustees may not campaign for the proposition, but may say what will happen if it loses; for example, the Library would lose about 38% of its budgeted revenue.

Board Committee Reports: Under ***Finance***, Trustee Phillips requested that details on deposits be included in the bank reconciliations, but Director Branch suggested that a quarterly analysis might be better. ***Human Resources*** will continue to meet to work on health care provisions.

Strategic Plan Team Reports: Hiring a paid ***Volunteer*** coordinator, perhaps part time, is being considered. Wendy Batstone and Trustee Phillips are going forward with finding ***Grants*** to fit the

MINUTES of the Regular Meeting of the Blanchard/Santa Paula Library District Board of Trustees, Tuesday, June 28, 2016.

needs of our community. Under *Community Connections*, Trustee Coughlin asked if Sienna Marie might go to the Chamber of Commerce to inquire about a 'Show your Card' program. Trustee Spink suggested a Library presence at Cruise Night and Mr. Eastlake will ask the Downtown Merchants Association about having food booths in the Library parking lot. The contract with Coverly *Public Relations* Firm ends in July. The survey for the *Facilities* improvements is drafted and will be posted on Survey Monkey in about two weeks. It should run for about three months, while focus groups are being contacted. Director Branch suggested a Kindle giveaway as a motivation. Under *Technology*, Federal E-Rate funds are providing 75% of the costs to install a cable running fiber providing 500 mB, from the back to the front of the library. Black Gold is handling the entire application process. Facebook engagement numbers have risen greatly.

FUTURE AGENDA ITEMS---The Board agreed to include the following in future Agendas: Survey Monkey Updates, Publicity firm contract

UPCOMING MEETING DATE---The next Meeting will be on Tuesday, July 26, 2016, at 5:30 p.m.

ADJOURNMENT---There being no further business, the Regular Meeting was adjourned unanimously at 8:06 p.m. (Hicks/Coughlin).

Library Board Clerk

ATTEST:

District Director

REGULAR MEETING OF JULY 26, 2016

E(a).REPORTS: FINANCIAL REPORTS

The attached financials will be revised prior to the meeting on July 26 to include the payroll paid on July 7 but accrued prior to the June 30th end of the fiscal year. Payroll expense and accrued short-term liabilities will be adjusted.

BLANCHARD COMMUNITY LIBRARY

FINANCIAL STATEMENTS
and Supplementary Schedules

June 30, 2016

BLANCHARD COMMUNITY LIBRARY

TABLE OF CONTENTS

TITLE	PAGE NUMBER
Accountant's Compilation Report	1
Statement of Assets, Liabilities and Fund Balance	2
Comparative Statement of Revenue and Expense	3
Supplementary Schedules	
Schedule of Cash Balances	4
Comparative Expanded	5
Schedule of Accounts Payable	6

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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 June 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
July 12, 2016

BLANCHARD COMMUNITY LIBRARY
STATEMENT OF ASSETS, LIABILITIES AND FUND BALANCE

June 30, 2016

ASSETS

	CURRENT ASSETS	
CASH		\$ 1,323,616
PREPAID EXPENSES		9,722
TOTAL CURRENT ASSETS		<u>1,333,338</u>
FIXED ASSETS NET OF ACCUMULATED DEPRECIATION		<u>549,664</u>
TOTAL ASSETS		<u><u>\$ 1,883,002</u></u>

LIABILITIES AND FUND BALANCES

	LIABILITIES	
ACCOUNTS PAYABLE	\$ 1,991	
ACCRUED PAYROLL EXPENSE	<u>35,631</u>	
TOTAL LIABILITIES		\$ 37,622
	FUND BALANCES	
GENERAL FUND	1,086,851	
FIXED ASSET FUND	549,664	
RESTRICTED FUNDS	208,865	
TOTAL FUND BALANCE		<u>1,845,380</u>
TOTAL LIABILITIES AND FUND BALANCE		<u><u>\$ 1,883,002</u></u>

BLANCHARD COMMUNITY LIBRARY

COMPARATIVE STATEMENT OF REVENUE AND EXPENSES

FOR THE MONTH AND PERIOD ENDED JUNE 30, 2016

0

	June			YEAR TO DATE		
	MONTH ACTUAL	MONTH BUDGET	VARIANCE	YTD ACTUAL	YTD BUDGET	VARIANCE
REVENUE						
PROPERTY TAX	\$ 12,892	\$ -		\$ 776,204	\$ 784,583	-1.1%
LIBRARY OPERATIONS	1,962	1,000	96.20%	13,206	13,650	-3.3%
DONATIONS	1,430	1,667	-14.22%	54,255	61,952	-12.4%
CLLS LITERACY				\$ 26,989	\$ 18,000	
	895184	\$ 2,667	510.6%	\$ 870,654	\$ 878,185	-0.9%
	24530					
EXPENSES	870654					
PERSONNEL	\$ 41,106	\$ 42,590	-3.5%	\$ 499,438	\$ 567,373	-12.0%
ADMINISTRATIVE	4,110	4,821	-14.7%	67,292	88,143	-23.7%
FACILITIES	6,963	4,704	48.0%	58,603	52,409	11.8%
OPERATIONS	1,296	4,694	-72.4%	92,580	132,504	-30.1%
	\$ 53,475	\$ 56,809	-5.9%	\$ 717,913	\$ 840,429	-14.6%
NET INCOME (LOSS)	\$ (37,191)	\$ (54,142)	-31.3%	\$ 152,741	\$ 37,756	304.5%
EXTRAORDINARY INCOME (EXPENSES)						
REIMBURSEMENT				\$ 117,500	\$ 117,500	
REIMBURSEMENT DIF					\$ 4,375	
INVESTMENT INTEREST				\$ 1,976		
CITY IMPACT				\$ 24,530		
LEGAL FEES				(29,026)	(32,867)	-11.7%
INVESTIGATION						
NET AFTER EXTRAORDINARY ITEMS	\$ (37,191)	\$ (54,142)	-31.3%	\$ 267,721	\$ 126,764	111.2%

SUPPLEMENTARY SCHEDULES

BLANCHARD COMMUNITY LIBRARY

SCHEDULE OF CASH BALANCES

June 30, 2016

COUNTY	\$ 639,986	
SANTA PAULA CITY	175,145	1
BLAKE	23,888	1
LITERACY	9,832	1
BOOK TRUST	69,059	
WELLS FARGO	352,548	
OTHERS	<u>3,158</u>	
TOTAL CASH	<u>\$ 1,323,616</u>	
	1,323,616	

BLANCHARD COMMUNITY LIBRARY
COMPARATIVE
STATEMENT OF REVENUE AND EXPENSE

FOR THE PERIOD ENDED

	6/30/15	6/30/16	ANNUAL BUDGET
REVENUE			
PROPERTY TAX	\$ 776,256	\$ 776,204	\$ 732,625
LIBRARY OPERATIONS	19,013	13,207	10,000
DONATIONS	58,132	54,255	58,489
CLLS FLAIR	19,832	26,989	18,000
TOTAL REVENUE	<u>\$ 873,233</u>	<u>\$ 870,655</u>	<u>819,114</u>
EXPENSES			
PERSONNEL			
WAGES	352,575	349,802	366,110
RETIREMENT	25,321	59,519	53,331
HEALTH INSURANCE	52,909	57,670	54,000
PAYROLL TAX	31,330	30,997	29,398
EMPLOYEE BENEFIT	964	1,450	1,000
	<u>463,099</u>	<u>499,438</u>	<u>503,839</u>
ADMINISTRATIVE			
BANK CHARGES	428	507	600
INSURANCE	6,022	8,216	8,650
OFFICE EXPENSE	6,606	6,732	8,000
TELEPHONE	5,027	3,348	5,500
POSTAGE AND PRINTING	1,738	2,438	2,050
PROFESSIONAL FEES	65,168	46,050	48,500
	<u>84,989</u>	<u>67,291</u>	<u>73,300</u>
FACILITIES			
BUILDING MAINTENANCE	11,986	19,334	14,150
JANITORIAL	8,040	8,040	8,100
UTILITIES	33,741	31,229	36,400
	<u>53,767</u>	<u>58,603</u>	<u>58,650</u>
OPERATIONS			
LIBRARY NETWORK	59,156	56,410	60,000
MEMBERSHIPS	3,375	1,986	3,000
ACQUISITIONS	12,534	14,114	22,500
PROGRAMS	13,923	15,256	25,030
MATERIALS	73	63	
COMPUTER SERVICE	4,572	1,608	4,800
BOOK BINDING	2,167	484	2,000
ADVERTISING	3,039	1,694	4,000
TRAVEL	940	965	2,500
	<u>99,779</u>	<u>92,580</u>	<u>123,830</u>
TOTAL EXPENSES	<u>701,634</u>	<u>717,912</u>	<u>759,619</u>
NET INCOME(LOSS)	<u>\$ 171,599</u>	<u>\$ 152,743</u>	<u>59,495</u>
EXTRAORDINARY INCOME (EXPENSES)			
REIMBURSEMENT	35,846	117,500	117,500
REIMBURSEMENT DIF			
INVESTMENT INTEREST		1,976	
CITY IMPACT		24,530	
LEGAL	(186,351)	(29,026)	(84,863)
INVESTIGATION	(4,413)		
NET AFTER EXTRAORDINARY	<u>\$ 16,681</u>	<u>\$ 267,723</u>	<u>\$ 92,132</u>

See accountant's compilation report

BLANCHARD COMMUNITY LIBRARY
SCHEDULE OF ACCOUNTS PAYABLE

June 30, 2016

Bank Card		1,795
Others		196
Total		<u>\$ 1,991</u>

REGULAR MEETING OF JULY 26, 2016

F. BOARD/ADMINISTRATION COMMENTS, CONCERNS, HANDOUTS

REGULAR MEETING OF JULY 26, 2016
H(a) NEW BUSINESS: SOCIAL MEDIA/PUBLICITY

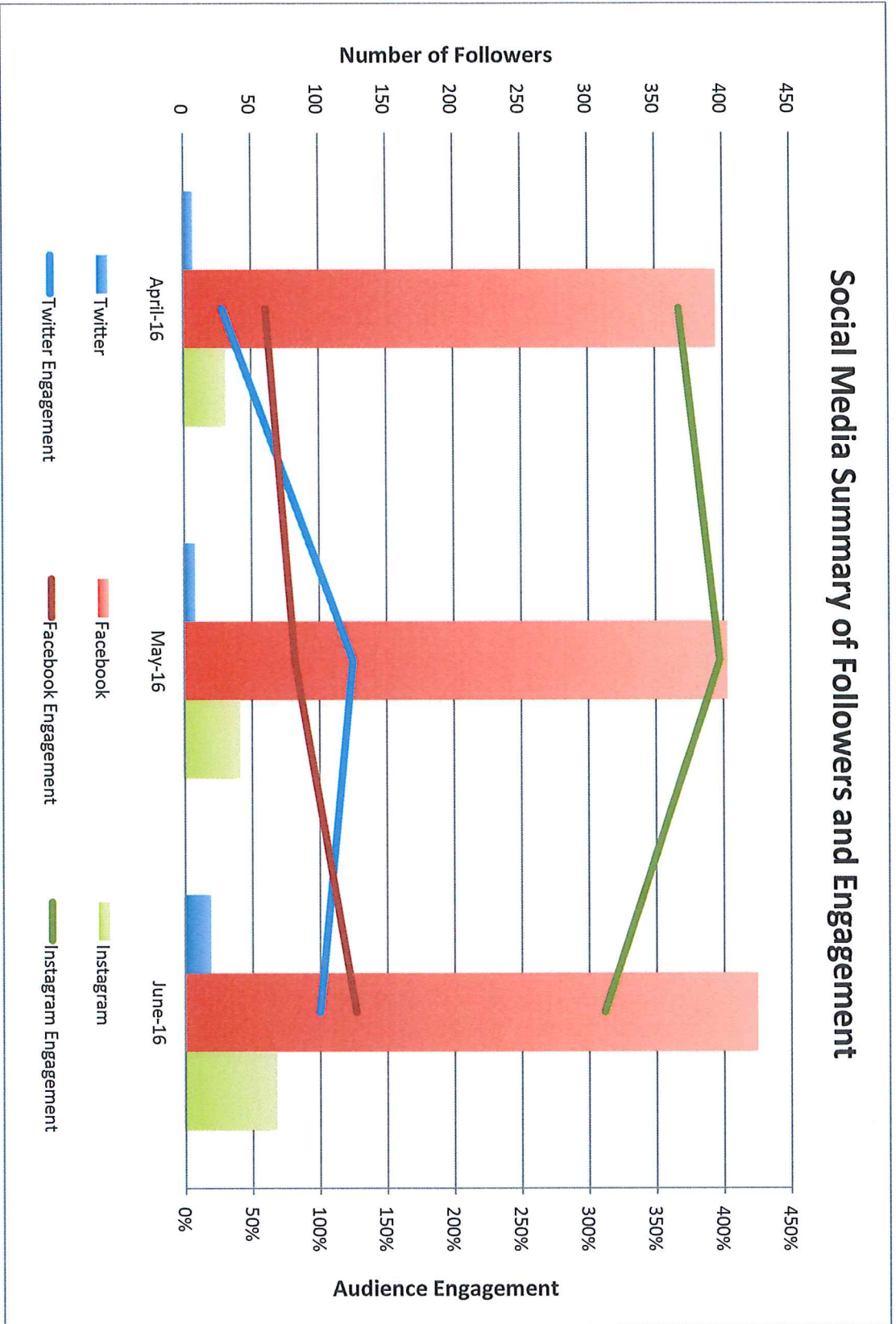
In the spring, the library contracted with Lynettee Coverly and Seana-Maria Sesma to run a social media campaign for the period May through July. Graphs showing the overall results and specific results for Facebook, Instagram, and Twitter are attached.

Lynettee and Seana-Marie are preparing a proposal for August through December. This is included as an information item. No action is required until a new proposal is received.

RECOMMENDATION: None

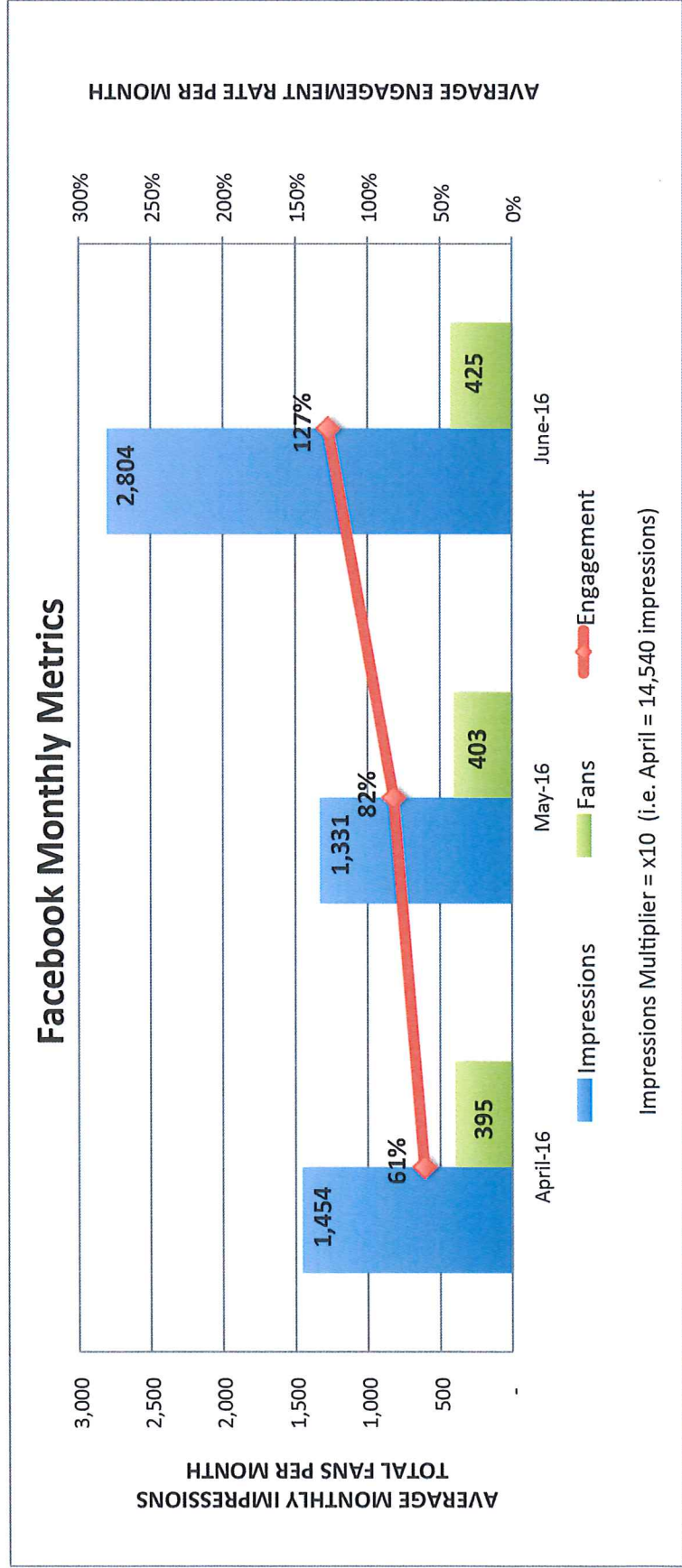
	MOVED	SECONDED	YES	NO	ABSTAIN
Coughlin					
Hicks					
Mueller					
Phillips					
Spink					

Social Media Summary of Followers and Engagement



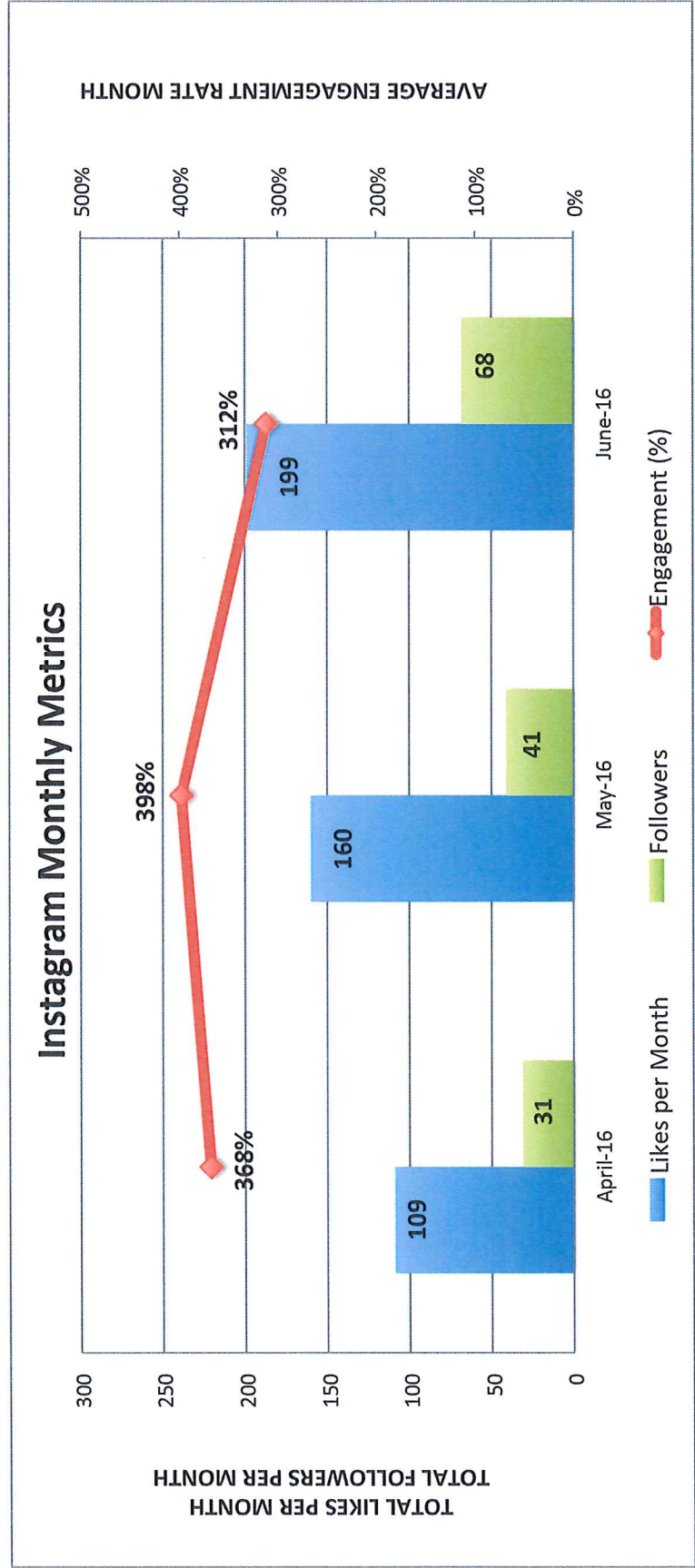
**Facebook
Apr - Jun 2016**

	April-16	May-16	June-16	Growth Rate
Fans	395	403	425	8%
Posts	41	43	62	
Avg Daily Page Reach	141	165	363	157%
Avg Daily Post Reach	101	139	155	53%
Avg Daily Reactions per Post	6	8	14	133%
Avg Daily Comments per Post	1	0	1	
Avg Daily Shares per Post	1	3	3	
Monthly Users who Engaged w/Page	160	161	465	191%
Avg Monthly User Engagement	61%	82%	127%	
Average Monthly Impressions	1,454	1,331	2,804	93%



**Instagram Metrics
Apr - Jun 2016**

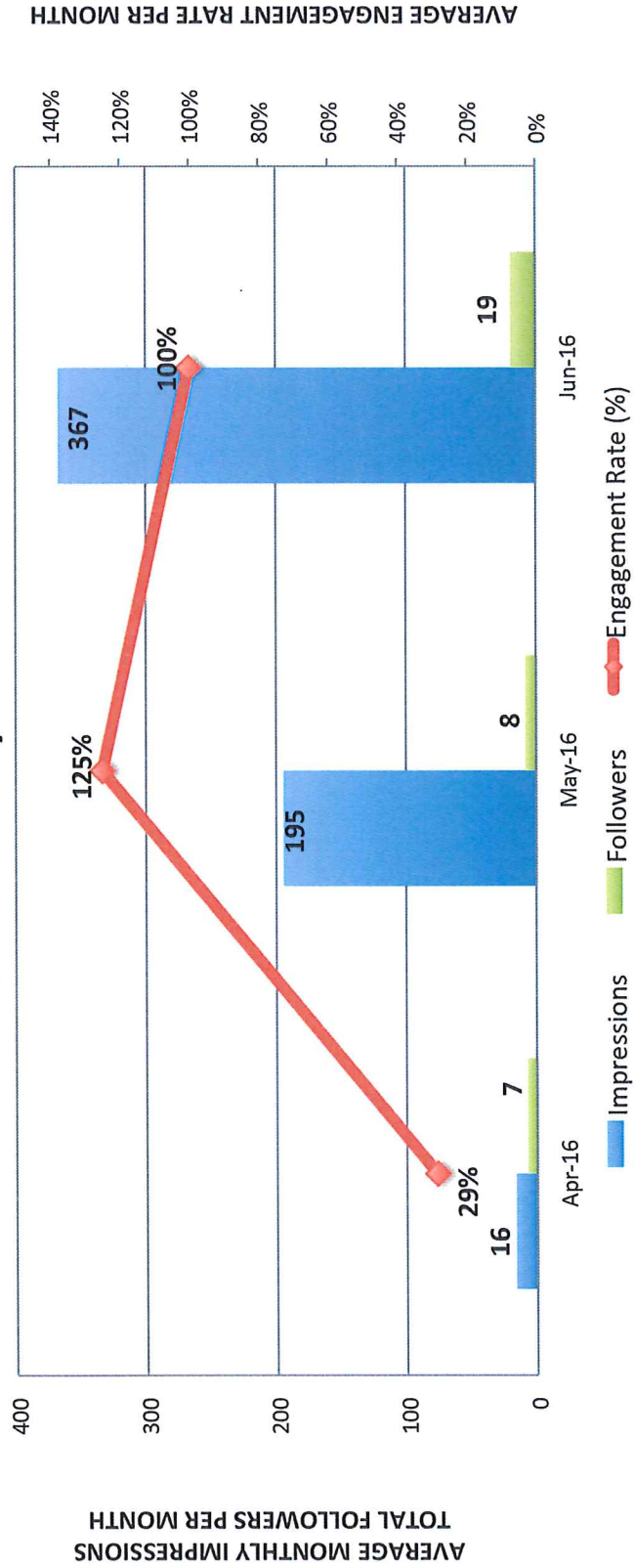
	April-16	May-16	June-16	Growth Rate
Followers	31	41	68	119%
Total Posts	23	27	35	52%
Likes per Month	109	160	199	83%
Avg Likes per post	4.74	5.93	5.69	20%
Comments per month	5	3	13	160%
Avg Comments per post	0.22	0.11	0.37	68%
Talk Rate	16%	7%	19%	
Love Rate	352%	390%	293%	
Engagement Rate	368%	398%	312%	



Twitter Metrics
Apr - Jun 2016

	Apr-16	May-16	Jun-16	Growth Rate Apr to Jun
Followers	7	8	19	171%
Tweets	0	13	32	
Retweets	0	2	2	
Favorites	0	7	11	
Link Clicks	1	1	3	
@Mentions	1	0	3	
Profile Visits	27	115	191	607%
Tweet Impressions	16	195	367	2181%
Engagement Rate	29%	125%	100%	

Twitter Monthly Metrics



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

REGULAR MEETING OF JULY 26, 2016
H(b). NEW BUSINESS: INVESTMENT OF RESERVES

Staff estimates the amount of surplus funds to consider investing as follows:

Cash at County Treasury as of 6/30/16	\$689,986
Cash needed until December tax deposit	<u>(\$400,000)</u>
Investable cash	\$289,000

These figures do not include the \$350,000 currently invested in CD's.

The Cash needed until December cash deposit does not include the Contrafund Advance of \$228,000 that was requested from the County. If and when the advance is received, it would reduce the currently on-hand cash needed to finance operations until the December tax receipts.

A list of investments vehicles permitted under the California Government Code is attached.

There is no action required at this time. This item is for discussion only and possible direction to staff.

RECOMMENDATION: None

	MOVED	SECONDED	YES	NO	ABSTAIN
Coughlin					
Hicks					
Mueller					
Phillips					
Spink					

FIGURE 1

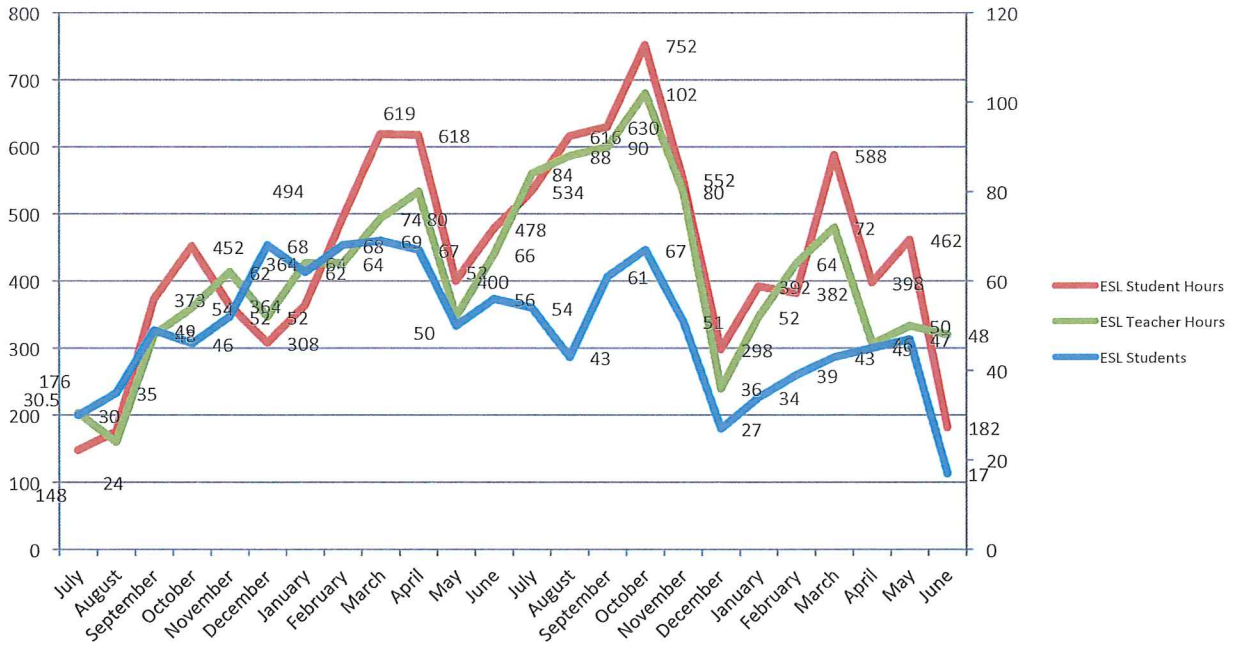
ALLOWABLE INVESTMENT INSTRUMENTS PER STATE GOVERNMENT CODE (AS OF JANUARY 1, 2016)^A APPLICABLE TO ALL LOCAL AGENCIES^B

See "Table of Notes for Figure 1" on the next page for footnotes related to this figure.

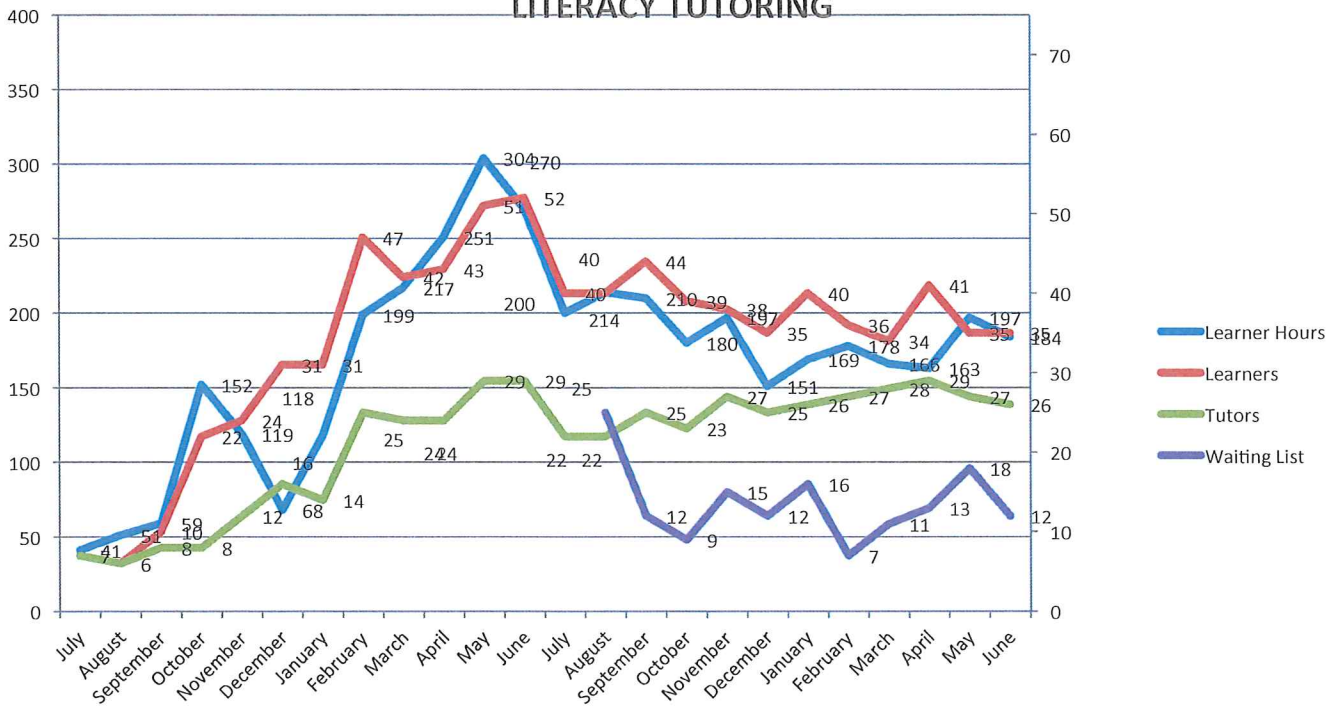
INVESTMENT TYPE	MAXIMUM MATURITY ^C	MAXIMUM SPECIFIED % OF PORTFOLIO ^D	MINIMUM QUALITY REQUIREMENTS
Local Agency Bonds	5 years	None	None
U.S. Treasury Obligations	5 years	None	None
State Obligations—CA And Others	5 years	None	None
CA Local Agency Obligations	5 years	None	None
U.S Agency Obligations	5 years	None	None
Bankers' Acceptances	180 days	40% ^E	None
Commercial Paper—Pooled Funds ^I	270 days	40% of the agency's money ^G	Highest letter and number rating by an NRSRO ^H
Commercial Paper—Non-Pooled Funds ^F	270 days	25% of the agency's money ^G	Highest letter and number rating by an NRSRO ^H
Negotiable Certificates of Deposit	5 years	30% ^J	None
Non-negotiable Certificates of Deposit	5 years	None	None
Placement Service Deposits	5 years	30% ^K (inclusive of placement service CDs)	None
Placement Service Certificates of Deposit	5 years	30% ^K (combined with placement service deposits)	None
Repurchase Agreements	1 year	None	None
Reverse Repurchase Agreements and Securities Lending Agreements	92 days ^L	20% of the base value of the portfolio	None ^M
Medium-Term Notes ^N	5 years	30%	"A" Rating
Mutual Funds And Money Market Mutual Funds	N/A	20% ^O	Multiple ^{P,Q}
Collateralized Bank Deposits	5 years	None	None
Mortgage Pass-Through Securities	5 years	20%	"AA" Rating Category ^R
County Pooled Investment Funds	N/A	None	None
Joint Powers Authority Pool	N/A	None	Multiple ^S
Local Agency Investment Fund (LAIF)	N/A	None	None
Voluntary Investment Program Fund ^T	N/A	None	None
Supranational Obligations ^U	5 years	30%	"AA" Rating

REGULAR MEETING OF JULY 26, 2016
I(a) REPORTS: LITERACY SERVICES

ESL CLASSES



LITERACY TUTORING

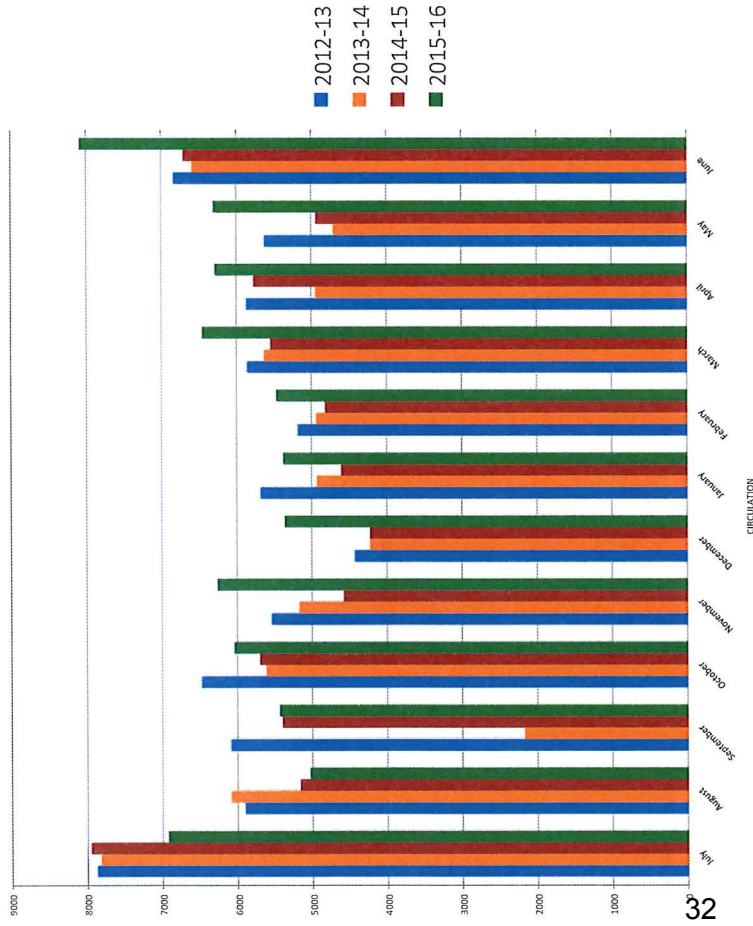


REGULAR MEETING OF JULY 26, 2016
I(b) REPORTS: PUBLIC SERVICES

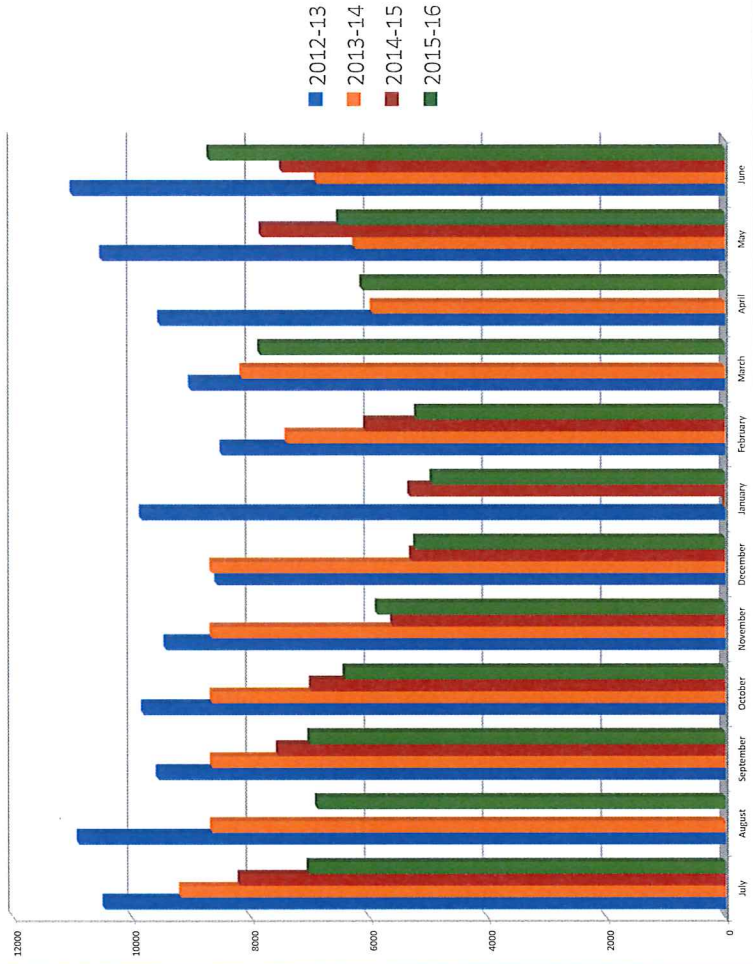
REGULAR MEETING OF JULY 26, 2016
I(c) REPORTS: DISTRICT DIRECTOR'S REPORT

1. Statistics
2. Restroom Renovation
3. November Election
 - a. Nomination papers
 - b. Ballot measure
 - c. PAC
4. Personnel Evaluation Form
5. Plan for Supervisory Personnel Evaluation
6. Master Space Plan
7. CalPERS Investment Returns
8. Letter from Maureen Theobald, Black Gold Cooperative Library System

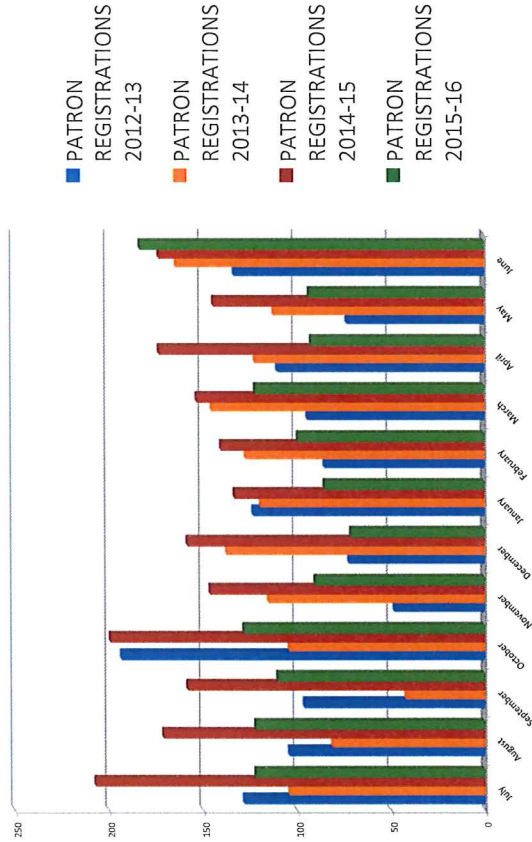
TOTAL CIRCULATION



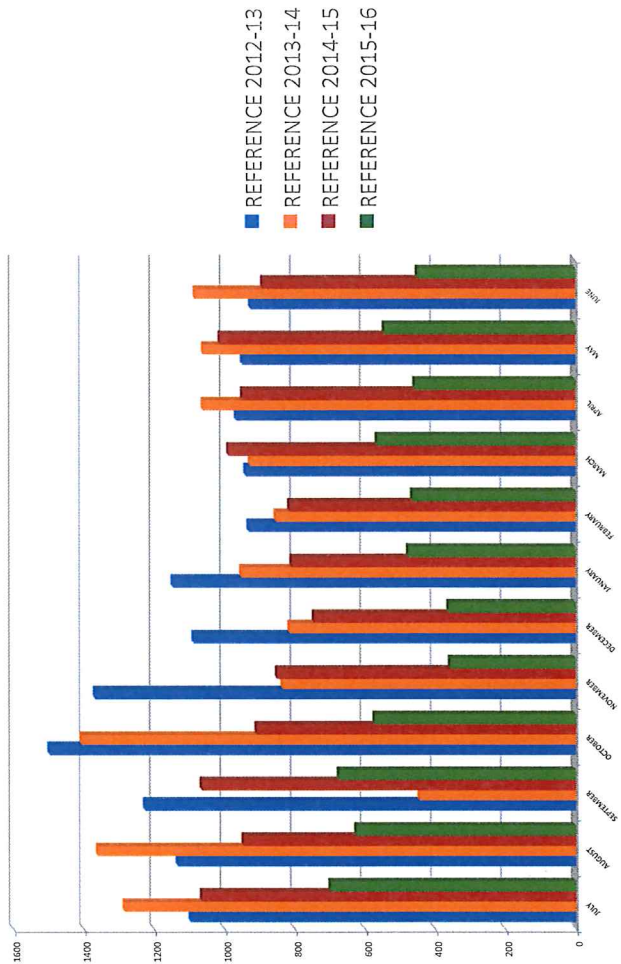
PATRON COUNT

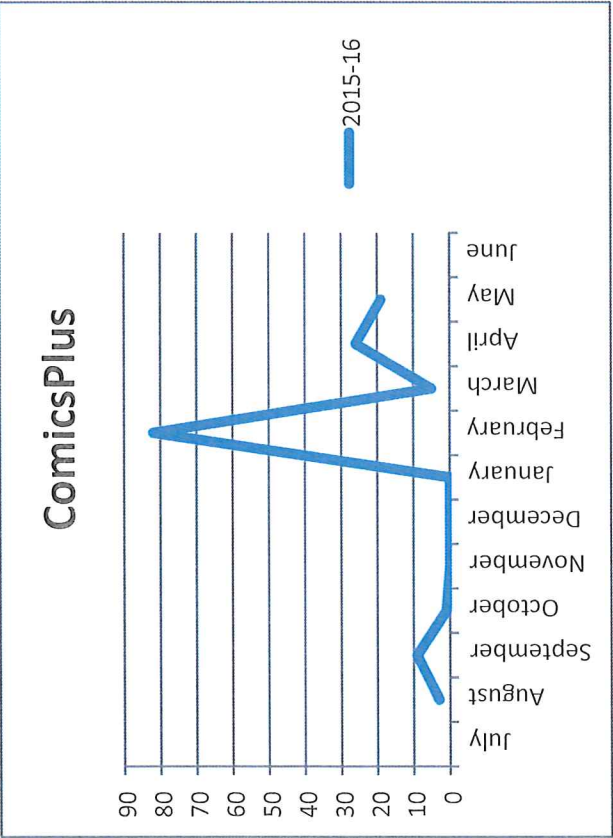
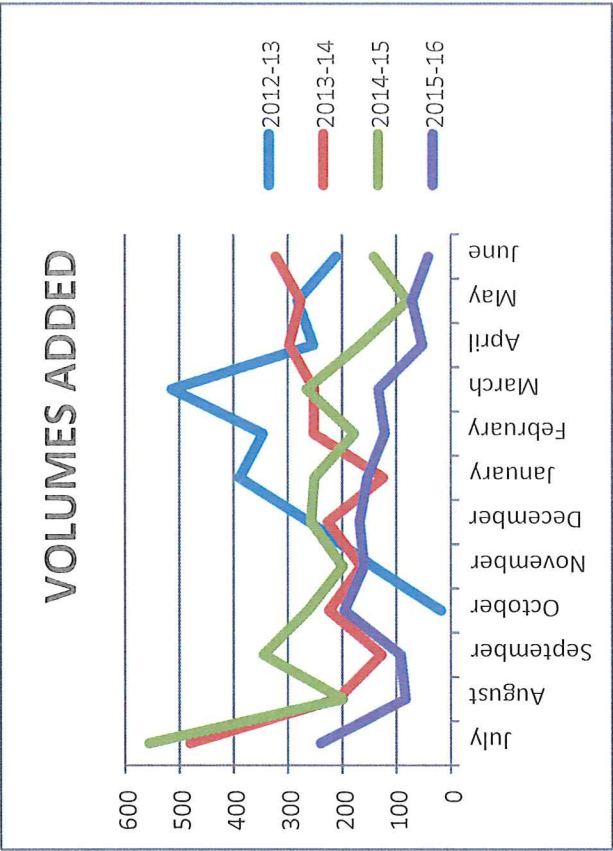


PATRON REGISTRATIONS

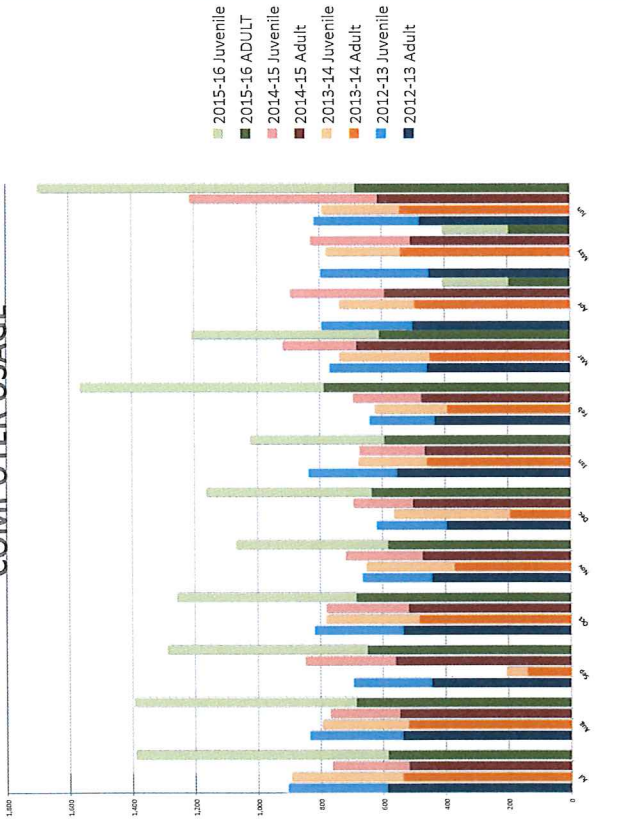


REFERENCE INQUIRIES

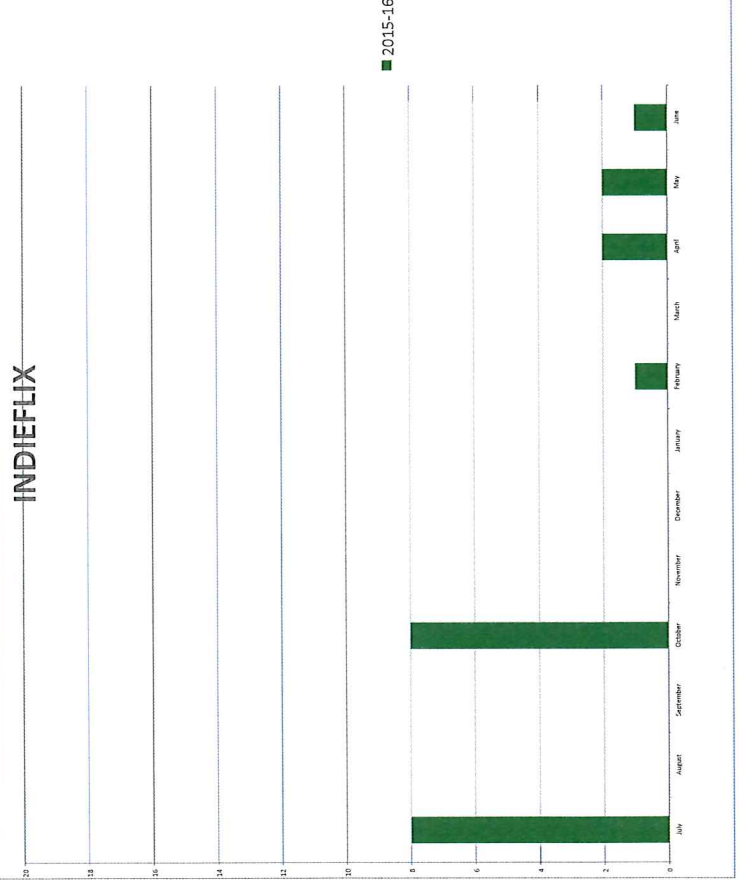




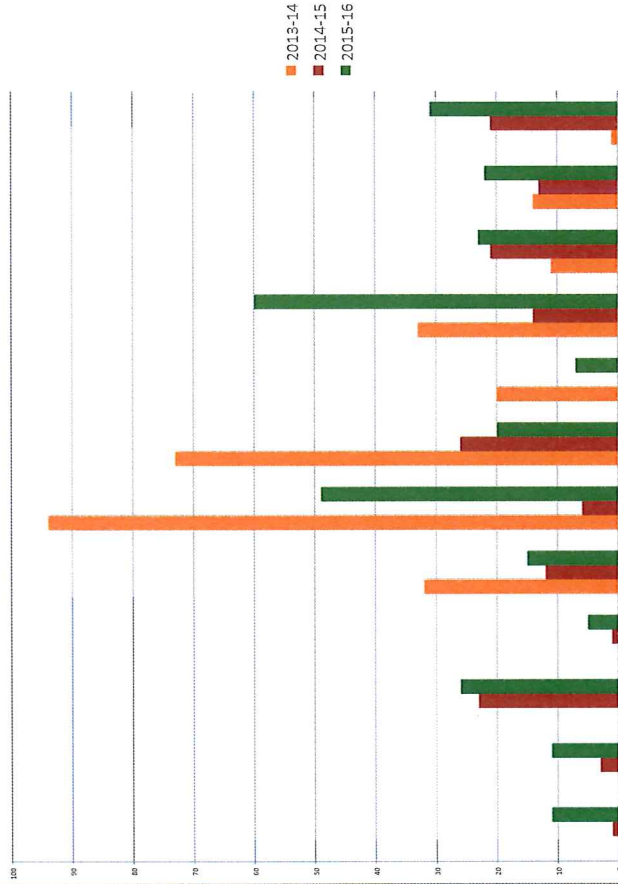
COMPUTER USAGE



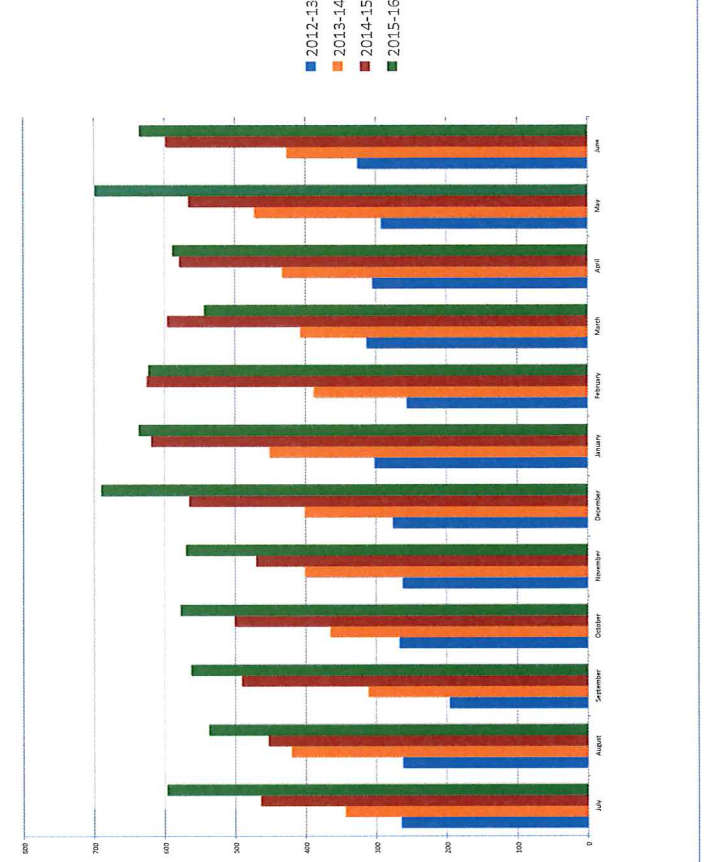
INDIEFLIX



ZINIO CIRCULATION



eBOOK CIRCULATION



PRINT

CLEAR FORM



Blanchard Community Library
119 N. 8th Street
Santa Paula, CA 93060

Employee

Date

Position

Supervisor

1. JOB DUTIES

Understands and performs the applicable job duties of the position

5	4	3	2	1
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments

2. QUANTITY/QUALITY OF WORK

Completes assigned tasks in a timely manner;
Carries out job duties competently;
Maintains a neat, clean, & organized work space

5	4	3	2	1
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments

3. INTERPERSONAL SKILLS

Works well with other staff as a member of a team to accomplish the goals of the library;
Is courteous, tactful, & helpful to other staff;
Consistently displays a positive attitude

5	4	3	2	1
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments

4. LIBRARY PUBLIC RELATIONS

Is courteous, helpful, & cheerful to patrons;
Displays a customer-service orientation. Interactions with patrons are friendly, helpful, & cordially businesslike;
Maintains an appropriate library environment

5	4	3	2	1
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments

5.
Is responsible, dependable, & accountable;
Is regular & punctual regarding attendance;
Takes responsibility for carrying out the library's mission;
Works well with minimal supervision;
Displays honesty & integrity

5	4	3	2	1
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments

LEGEND

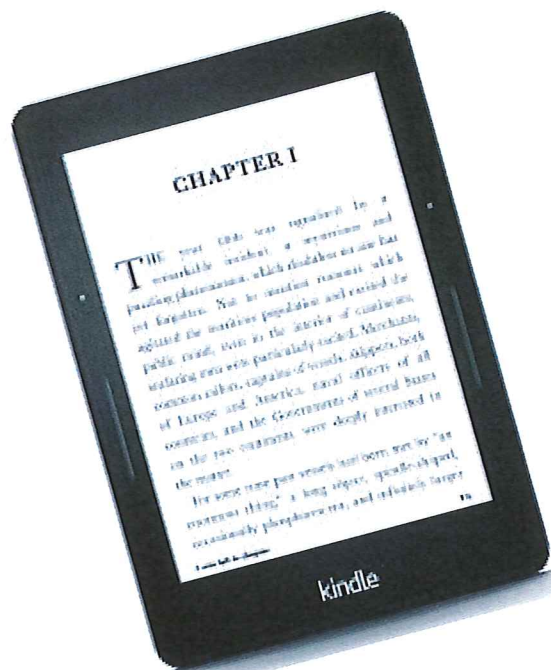
- 5 Consistently significantly exceeds expectations
- 4 Occasionally somewhat exceeds expectations
- 3 Consistently meets expectations
- 2 Occasionally fails to meet expectations
- 1 Significantly fails to meet expectations

My signature confirms receipt of a copy of this evaluation. It does not necessarily indicate that I agree with everything in it. I understand that I may write a response to this evaluation that will be attached to it.

Evaluator's Signature

Employee's Signature

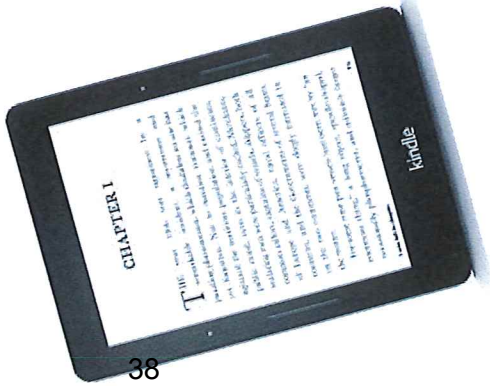
WIN A KINDLE!



**FILL OUT A SURVEY ONLINE OR
ON PAPER AND BE ENTERED TO
WIN!**



www.blanchardlibrary.org



WIN A KINDLE!

FILL OUT A SURVEY ONLINE OR INSIDE AND BE ENTERED TO WIN!

www.blanchardlibrary.org



Library Services

The Blanchard Community Library has been a part of Santa Paula life for over 100 years. We would like to know how you use the Blanchard Community Library, if you do, and whether there are other services you would like us to offer. Please complete the following brief survey.

To express our thanks for your help, at the end of the survey you will have a chance to enter your name and contact information to be entered in a drawing for a chance to win a free Amazon Kindle. Please complete only one survey. Your name can only be entered in the drawing one time.

Please tell us a little about yourself. How old are you?

- 5 to 14
- 15 to 19
- 20 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 to 74
- 75+



Library Services

Do you have a library card?

Yes

No

If you do not have a library card, is there a reason why not?



Library Services

If you do have a library card, please rate the value to you of the following library services, with 1 being of no value and 5 being of great value:

	1 (No value)	2 (Little value)	3 (Some value)	4 (Moderate value)	5 (High value)
Books	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Audio books	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Large-print books	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Magazines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Digital books online (OverDrive)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Audio books online (OverDrive)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Digital magazines (Zinio)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Computers/Internet access	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Family Evening events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Teen Scene	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Children's Story Hour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lectures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adult Literacy programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adult ESL programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meeting rooms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Place to read/study	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Borrowing books from other libraries in the Black Gold system	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
DVD's	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying books at the Friends of the Library book sales	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

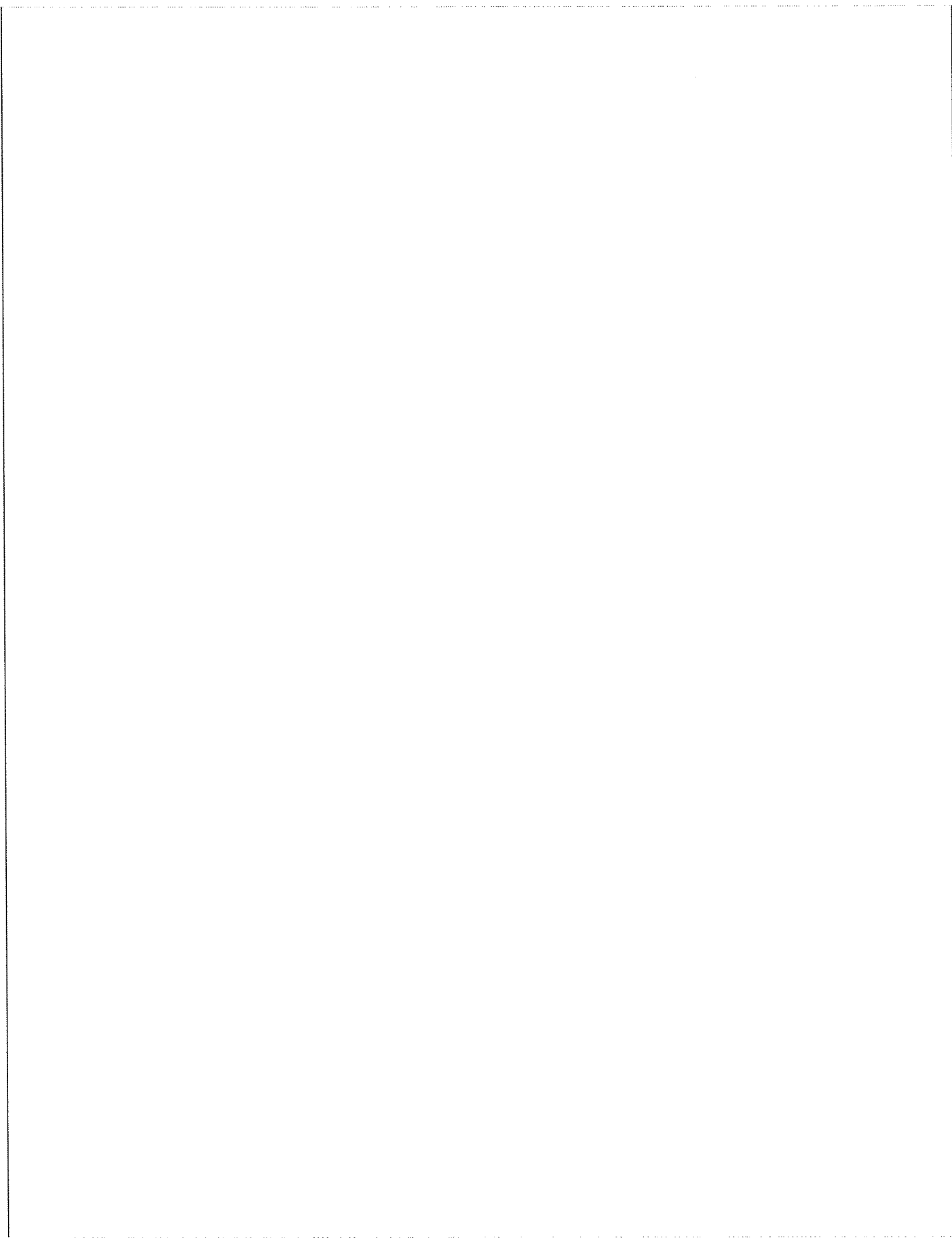


Library Services

What other services that we do not offer currently should the library provide?

- Longer hours
- More days per week
- More spaces to read/study
- Computer classes
- Smartphone/tablet classes
- Tutoring
- Genealogy resources
- More community meeting space(s)
- Theater/performance space
- Borrowing books from libraries outside of the Black Gold system
- Cafe/Coffee Bar
- More video and audio DVD/CD's
- Maker Space

Are there any other services or resources you would like us to offer?





Library Services

The library would like to be a cultural hub of the community. In your opinion, how can we accomplish that?

Are there other community organizations with which the library could partner to promote cultural activity in Santa Paula?

Do you have an idea about how those partnerships might work?



Library Services

Is there anything else you think would be helpful?



Library Services

If you would like to be entered in the drawing for a Kindle, please give us your contact information.

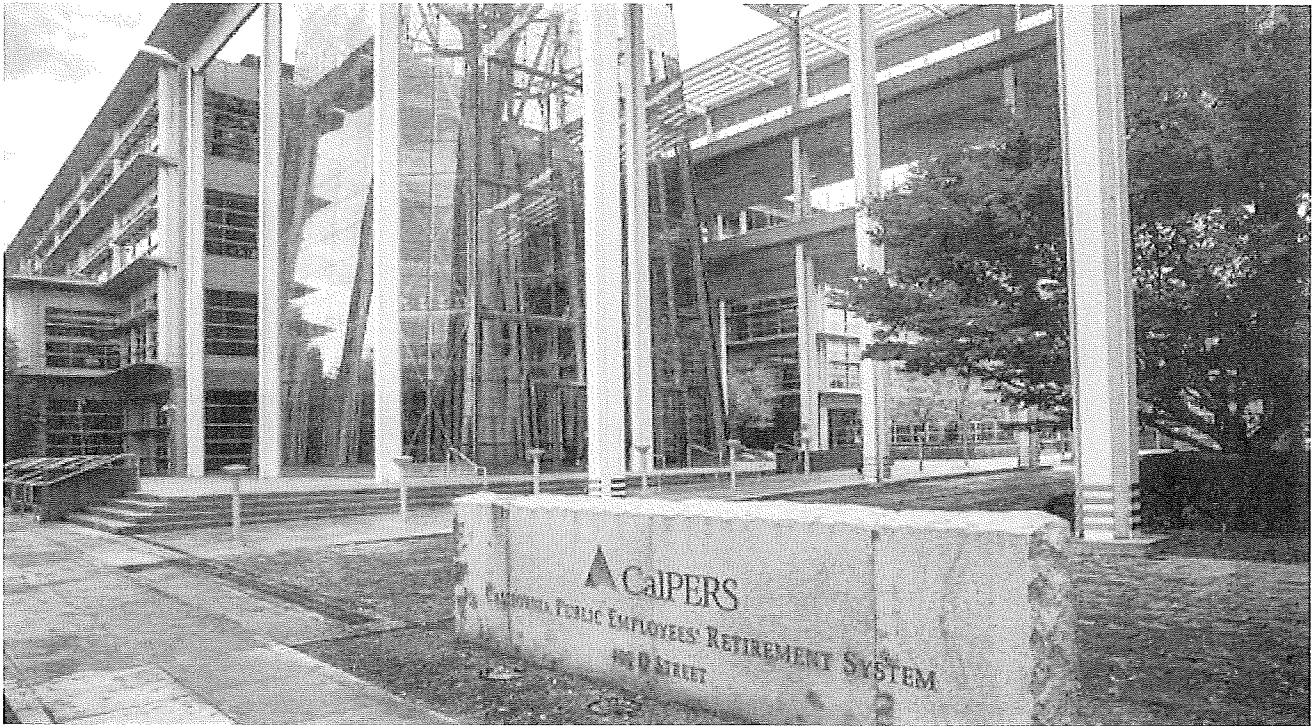
Name

Email Address

Phone Number

***Thank you for helping make the library a resource
for all the people of Santa Paula!***

CalPERS posts worst year since 2009, with slim returns



CalPERS headquarters in Sacramento (Carl Costas / For The Times)

By **James Rufus Koren**

JULY 18, 2016, 4:50 PM

California's largest public pension fund made a return of less than 1% in its most recent fiscal year, the fund's worst performance since 2009.

The California Public Employees' Retirement System said Monday that its rate of return for the year ended June 30 was just 0.61%. What's more, Ted Eliopoulos, the pension fund's chief investment officer, said the poor year has pushed CalPERS' long-term returns below expected levels.

"We have some challenges to confront," Eliopoulos said during a conference call. "We're moving into a much more challenging, low-return environment."

CalPERS assumes that, in the long-term, it will earn investment returns averaging 7.5% a year. If the fund

fails to meet that goal, the state's taxpayers could be forced to make up any shortfall in pension funding.

Now, after two consecutive years of lackluster returns, CalPERS' long-term averages have fallen below that crucial benchmark. Over the past 20 years, average investment returns now stand at 7.03%. Returns over the last 10 and 15 years now average less than 6%.

At this time last year, the fund had averaged annual returns of 7.8% over a 20-year period.

Over the past few years, many public pension funds have lowered their expected annual returns, according to pension consulting firm Milliman, and CalPERS could do likewise. That would increase pension costs for state and local government agencies that have employees covered by the pension giant.

Such a change is likely more than a year away, though. CalPERS next year will reassess its investment strategies, a process that, starting in 2018, could lead the pension fund to change how it manages its money and to lower its return expectations.

“We quite clearly have a lower return expectation than we had just two years ago,” Eliopoulos said. “That will be reflected in our next cycle. We are cognizant that this is a challenging environment for institutional investors.”

CalPERS last lowered its expectations in 2012, cutting anticipated returns to 7.5% from 7.75%, where they had stood for more than a decade.

CalPERS officials had recommended the rate be cut further, to 7.25%. But government agencies that pay into the pension system on behalf of their employees said that large of a reduction in expected returns would cut too deeply into their budgets.

As expected returns go down, the amount local governments have to pay for pension benefits rises. And small changes in expected returns can add up to big changes in what government agencies have to pay.

The shift from 7.75% to 7.5% in 2012 increased the state's annual pension bill by \$167 million. That doesn't include the additional cost to local governments.

Last year, the CalPERS board approved a plan that could gradually lower the pension fund's expected rate of return to 6.5%, but — paradoxically — only cuts the expected rate in years of outsized investment gains.

CalPERS saw positive returns in a few types of investments last year. Its bond portfolio saw a particularly dramatic uptick of 9.3%, in line with a global bond rally driven by economic turmoil.

But the same factors that drove up the value of bonds cost CalPERS in other areas, specifically its stock investments, which make up more than half of the pension fund's portfolio and lost 3.4% for the year.

During the same period, the Global Dow index, which tracks global stocks, fell 8.5%.

CalPERS also lost money on its investments in forest land, where its holdings lost 9.6% of their value. Forest land accounts for only 1% of the pension fund's overall portfolio, however.

In a statement Monday, Eliopoulos said he was proud of eking out a positive return in a year of market volatility.

Since an investment loss of nearly 24% in the year ended June 30, 2009, CalPERS has seen annual returns fluctuate wildly, with double-digit gains in some years and tiny gains in others. For the years ended in June of 2012 and 2015, the fund earned 1% and 2.4%, respectively.

james.koren@latimes.com

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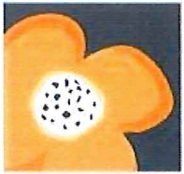
ALSO

Philippe Dauman paves the way to leave Viacom as CEO if he's ousted from the board

21st Century Fox says it's still reviewing harassment allegations against Fox News chief Roger Ailes

Yahoo says it paid too much for Tumblr and posts weak second-quarter results

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June 27, 2016

Ned Branch
Santa Paula Public Library
119 N. 8th Street
Santa Paula, CA 93060-2709

Dear Ned,

Please accept my thanks for serving as the FY 2015/16 Administrative Council Chair.

You've provided outstanding leadership to our council and conducted meetings in a productive manner while encouraging open discussion and a freedom to express new ideas and facilitate new projects. I have also appreciated your willingness to advise me on a number of occasions over the past year and your thoughtful decision making process.

Some of the notable accomplishments and decisions made by council this past year include:

- Passed the 2015-16 operating budget
- Long Term Planning – Review of Goals and Objectives
- Approval of Circulation Manual and Changes
- Implementation of the Capira App
- CENIC Implementation
- Approval of new databases and online resources including Learning Express, Luna, Comics Plus and Analytics on Demand
- Provided direction on CLSA funding opportunities
- Authority Control Project
- Implementation of Auto-Renew
- Edmond Otis Workshop
- Book Club in a Bag

I will miss your leadership as the chair of council, but I'm grateful for the continued opportunity to serve with you in 2016/17.

Sincerely,

Maureen Theobald
Executive Director