AgendaVI-B

City of Woodland Public Library Director Performance Assessment Rating Form

| GOALS FOR REVIEW Goal | Measurement | Timeframe | Actual Outcome |
|-----------------------|--|---------------|----------------|
| Improve Web Presence | Website: | | |
| | • Compile list of | | |
| | library websites | 12/03/2010 | |
| | • ID what elements | | |
| | work and what our site can do with | | |
| | current limitations | 01/15/2011 | |
| | Work with Carol | | |
| | Davis and City's IT | | |
| | dept to re-organize | | |
| | website | 05/27/2011 | |
| | Web presence: | | |
| | • ID what web tools | | |
| | can be utilized for web exposure/use | 12/03/2010 | |
| | Work with | | |
| | Librarians and City | | |
| | IT to implement a | | |
| | plan for more visible | 02/27/2011 | |
| | web presence | 03/27/2011 | |
| Increase Family | Explore ideas for | | |
| Programming | family | Ongoing | |
| | programming:Entertainers? | Ongoing | |
| | Activities? | | |
| | Volunteers? | | |
| | • Ensure the library is | | |
| | staffed to provide | | |
| | regular story times | | |
| | Offer "special" | | |
| | events Make SDC priority: | 06/30/2011 | |
| | Make SRC priority: • Engage staff/solicit | 00/00/2011 | |
| | ideas/gain buy- | | |
| | in/build enthusiasm | 05/05/2011 | |
| | Paid performer to | 0.1/0.1/0.011 | |
| | schools? | 04/01/2011 | |

City of Woodland Public Library Director Performance Assessment Rating Form

| Explore the possibility | Work with Sue | | |
|--------------------------|-------------------------|------------|--|
| of a Job Literacy Center | Bigelow to ID | | |
| | possible grants and | | |
| | partners | 12/03/2011 | |
| | Contact appropriate | | |
| | people of cost | | |
| | estimating | 03/04/2011 | |
| | Contact City | | |
| | fire/planning to | | |
| 1 | help with plan and | | |
| | cost estimate | 03/04/2011 | |
| | Work with City to see | | |
| | if matching funds | | |
| | are available | 6/16/2011 | |
| | Report to the Board the | | |
| | feasibility of | | |
| | project | 6/16/2011 | |

Agenda VII-A

October 18, 2010

To: Lindsey Beaver From: Bud Goding

Woodland Public Library

Board of Trustees

Re: volunteer legal work for Woodland Public Library

Lindsey,

I spoke with your mother regarding the possibility of having you do some work for the Library and she said you might be interested. I will explain the situation as best I can and what we need in the way of help and research and if you are willing we could really use your help.

The Library has a very difficult financial situation in Woodland. It is funded mostly by general fund revenues, i.e. sales tax and property taxes. As such, it has been constantly subjected to severe budget fluctuations depending on the state of the economy and the local economy in Woodland, but the general trend over the past several years is of constant reduction in open hours and reduction of staff. When I first started on the Board, the Library had 15 FTE and it is currently at 5. The open hours have gone from a high of ~64 to our current level of 40. At no time in the past 20 years has there been funding for the Library to meet the standards set forth in the City of Woodland's strategic plans. Those standards are fairly modest, basically the national medians as found by the American Library Association, for floor space, open hours, and volumes per capita. Each and every time there has been a budget shortfall the Library has had the most drastic reductions. Currently, the entire annual budget is approximately \$940K. The largest budget amount I can recall is ~\$1.54M.

What the Board and the City Council wish to do in the next three years is find a way to provide permanent funding for the Library that does not leave it subject to constant severe fluctuations. My own proposal, which is in the planning phase is to convert to an independent Library Services District, with the revenue generated by charging for the Library as a city utility service. This would convert the funding from sales tax and property taxes which can be highly variable to a much more stable monthly fee collection. I am going to propose that we do a graduated changeover by adding the utility fee in yearly increments and subtracting the fees generated from the city general fund contribution. In the first year of implementation, for example, every utility ratepayer would pay \$3 per month for library assessments and the total revenue would be ~ \$500K. The remainder of the Library budget would come from general fund sources so the city's GF contribution would be: total budget - \$500K. Each year the utility side of the equation would increase, and the city's side would decrease until the entire amount of the annual library budget is derived from utility fees.

If this or any other independently funded district is implemented, it will require voter approval and the conversion of the Board from an appointed to an elected body.

Where we would need your help is in setting up the parameters for conversion to a district and in writing the agreement(s) between the city and the board for any number of issues. There have been a couple of tax measures passed in recent years that were supposed to provide revenue directly to the Library and we will need agreements for those funds as well. The ballot proposition will have to be properly written and we will wish have it written so that funds from the Library assessment cannot be diverted for any other purpose. The city currently collects fees from builders and developers for Library use, but it has been very difficult to get access to that money and historically, I would guess that we haven't gotten 20% of the money ostensibly collected for that purpose. Because the city has chronically underfunded the Library in the area of collection development (money for books) I am going to push for continued contribution from the city in that area for at least ten years after conversion. We will need to sit down and negotiate with the council and the city manager regarding those issues, as well as transfer of the property and buildings from city ownership to LSD ownership.

Much of the work required here will be in the public policy area and utility district laws. There will also be a lot of negotiation regarding personnel, property, finances, contracting for necessary services, etc. The Literacy Service at the Library has traditionally been mostly self funded and the Library has provided space for them. We would want the city to continue support to them at some level. You would have to research the appropriate areas of law regarding Libraries (Woodland Public is structured as required by the Education Code sections for general law cities) and probably consult with both the city attorney and the State Library so we don't violate any code provisions.

I hope this piques your interest and you will be able to work with us.

Sincerely,

Bud Goding