

**AGENDA
CITY OF WATSONVILLE
LIBRARY COMMISSION MEETING**



Working with our community to create positive impact through service with heart.

Values: Teamwork, Integrity, Honesty, Service and Respect

**VACANT, District 1
Pedro Reynoso, District 2
Ruth Landmann, District 3
Jesus Vega, District 4
Don Brown, District 5
Tony Camargo, District 6
Wayne Hayashibara, District 7**

Location:

***Watsonville Public Library- 2nd Floor Robert & Elayne Stein Meeting Room
275 Main Street
Watsonville, CA 95076***

Pursuant to Government Code Section 54953(b), Commissioner Reynoso will be participating in the meeting via Teleconference from: 25555 Hesperian Blvd, Hayward, CA 94545.

Anyone addressing the Board of Library Trustees is asked to fill out a speaker card and leave it at the podium for recording purposes.

IF YOU CHALLENGE ANY ACTION APPEARING ON THIS AGENDA IN COURT, YOU MAY BE LIMITED TO RAISING ONLY THOSE ISSUES YOU OR SOMEONE ELSE RAISED AT THE PUBLIC MEETING DESCRIBED ON THIS AGENDA, OR IN WRITTEN CORRESPONDENCE DELIVERED TO THE CITY CLERK PRIOR TO, OR AT, THE PUBLIC MEETING.

For information regarding this agenda, please call the Watsonville Public Library at (831) 768-3400.

Americans with Disabilities Act



If you wish to attend a meeting and you will require assistance in order to attend and/or participate, please call the Watsonville Public Library at least three (3) business days in advance of the meeting to make arrangements. The City of Watsonville TDD number is (831) 763-4075.



AGENDA
CITY OF WATSONVILLE
LIBRARY COMMISSION

Thursday, May 15, 2025, 6:00 p.m.

Watsonville Public Library - 2nd Floor Robert & Elayne Stein Meeting Room - 275 Main Street

Pages

1. ROLL CALL

Motion to excuse absent Commissioners (If any)

Pursuant to Charter Section 900, Paragraph 2.

2. CONSENT AGENDA

All items appearing on the Consent Agenda are recommended actions which are considered to be routine and will be acted upon as one consensus motion. Any items removed will be considered immediately after the consensus motion. The Chair will allow public input prior to the approval of the Consent Agenda.

2.a MOTION APPROVING MINUTES OF APRIL 17, 2025

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3. ITEMS REMOVED FROM CONSENT AGENDA

4. PRESENTATIONS & ORAL COMMUNICATIONS

This time is set aside for members of the general public to address the Commission on any item not on the Agenda, which is within the subject matter jurisdiction of the Commission. No action or discussion shall be taken on any item presented except that any Member may respond to statements made or questions asked, or may ask questions for clarification. All matters of an administrative nature will be referred to staff. All matters relating to Commission will be noted in the minutes and may be scheduled for discussion at a future meeting or referred to staff for clarification and report. Any Member may place matters brought up under Oral Communications on a future agenda.

4.a ORAL COMMUNICATIONS FROM THE PUBLIC & COMMISSIONERS

4.b ORAL COMMUNICATIONS FROM THE LIBRARY DIRECTOR

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- a) Library Operations
- b) Facilities
- c) Teen Action Council (TAC)
- d) OTR Literacy
- f) City and State News

4.c COMMENT FORMS

5. GENERAL BUSINESS

5.a LIBRARY STRATEGIC PLAN

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- a) Project Updates

5.b MEASURE R

- a) Project Updates
- b) Outreach Efforts

5.c STUDENT SUCCESS CARDS

- a) Stats

6. REPORTS

6.a FRIENDS OF THE LIBRARY

6.b PROGRAMS

7. ADJOURNMENT

The next Commission meeting will be held on June 19, 2025

This agenda was posted in accordance with the California Brown Act. The agenda packet can be accessed on the City of Watsonville website at <https://watsonville.gov/184/Library-Commission> and available for public inspection in the Watsonville Public Library (275 Main Street) during normal business hours). Any materials related to an item on this Agenda submitted to the Commission after distribution of the agenda packet will be made available to the public in accordance with Government Section 54957.5.

**LIBRARY COMMISSION MINUTES
REGULAR LIBRARY COMMISSION MEETING**



**APRIL 17, 2025, 6:00 PM
WATSONVILLE PUBLIC LIBRARY
ROBERT & ELAYNE STEIN MEETING ROOM**

1. ROLL CALL

Pursuant to Government Code Section 54953(b), Commissioner Reynoso will be participating in the meeting via Teleconference from: 25555 Hesperian Blvd, Hayward, CA 94545.

Commissioners Present: Commissioner Brown, Commissioner Camargo, Commissioner Hayashibara, Commissioner Landmann and Commissioner Vega

Commissioners Absent: Commissioner Reynoso

Staff Present: Library Director Martinez, Administrative Analyst Martinez and Circulation Manager Chavez

MOTION: Motion to excuse Commissioner Reynoso absence

Moved by: Commissioner Hiyashibara

Seconded by: Commissioner Landmann

AYES (5): Commissioner Brown, Commissioner Camargo, Commissioner Hayashibara, Commissioner Landmann and Commissioner Vega

ABSENT (1): Commissioner Reynoso

Carried (5-0)

2. CONSENT AGENDA

2.a MOTION APPROVING MINUTES OF MINUTES OF MARCH 20, 2025

MOTION: Approve March 20, 2025, minutes

Moved by: Commissioner Hiyashibara

Seconded by: Commissioner Camargo

AYES (5): Commissioner Brown, Commissioner Camargo, Commissioner Hayashibara, Commissioner Landmann and Commissioner Vega

ABSENT (1): Commissioner Reynoso

Carried (5-0)

3. **ITEMS REMOVED FROM CONSENT AGENDA** – No items were removed.

4. **PRESENTATION & ORAL COMMUNICATIONS**

4.a **ORAL COMMUNICATIONS FROM THE PUBLIC & COMMISSIONERS**

A student from Diamond Technology Institute attended the meeting to observe the proceedings as part of a school project.

Commissioner Camargo highlighted the success of the *Mexikid* book signing with author Pedro Martin, noting extensive community outreach and accessibility through bilingual book distribution. The Director added that Martin's family ties to Watsonville strengthened the impact of the event, which included visits to local middle schools.

Commissioner Landmann shared positive community feedback received via the Nextdoor app regarding promotion of Freedom Branch Library events.

Commissioner Brown discussed the benefits of Measure R in stabilizing the library's budget and proposed coalition-building with other libraries to address long-term sustainability. He also recommended providing refreshments at commission meetings to increase community participation; the Library Director agreed to explore this idea.

4.b **ORAL COMMUNICATIONS FROM THE LIBRARY DIRECTOR**

a) **STAFFING**

Measure R funding will support the hiring of two part-time custodians, two part-time literacy program assistants and three part-time library clerks. These positions will assist with facilities maintenance, expanded service hours, literacy services and outreach initiatives.

b) **FACILITIES**

The main library's water bottle filling stations will be replaced with grant-funded units, though installation costs will be covered by the library. Construction of a new service-desk platform is scheduled to begin by the end of May.

At the Freedom Branch, restroom renovations are nearly complete and should be finalized shortly. Interior improvements such as painting and upkeep remain a priority to maintain the buildings' welcoming condition. A permanent dehumidifier will be installed to address structural moisture retention, with repairs to affected areas scheduled for summer. The children's area will be redesigned to improve the layout and expand shelving capacity. Commissioner Camargo asked about facilities assessments, and the Director confirmed these are conducted annually in December. Commissioner Vega inquired about contractor selection; the Director clarified that projects exceeding \$50,000 typically go out to bid, with those over \$100,000 requiring the formal bidding process.

c) **TEEN ACTION COUNCIL (TAC)**

Although TAC member Daniella Hernandez could not attend, she shared a written update reflecting on her experience. As a senior at Aptos High and second-year council member, she credited TAC for helping her grow personally and professionally. The Council is organizing Wetlands Day and Earth Day events with community partners such as Jóvenes Sanos and Regeneración.

d) OTR – LITERACY

Two part-time literacy assistants have been hired to support one-on-one instruction. Hours of operation are Monday through Thursday from 10 AM to 8 PM. Though programming will slow during the summer, a special writing workshop led by author Jaime Cortez is planned for May. Upcoming book clubs will feature bilingual titles, including *We Are Human* and works by Reina Grande. The Director emphasized the need for staff with diverse languages, especially Mixteco speakers, due to our learner demographics.

e) CITY AND STATE NEWS

The Library Director, co-chair of the Preventions & Services Homelessness Task Force, discussed efforts to improve coordination among local services. During a recent meeting, three key gaps were identified:

1. **Lack of a centralized referral system:** There is no unified system to direct individuals to the many organizations currently working in silos. The Task Force is considering creating a website or partnering with United Way (similar to their 211 service) to offer more updated information in one accessible place.
2. **Resource fairs:** The Task Force discussed reinstating a resource fair, which was held before COVID, where various organizations set up tables in the plaza, allowing people to ask questions and gather information. The idea is to continue these events to provide educational resources and connect individuals.
3. **Funding challenges:** Given the current economic climate and cuts in funding, the Task Force is looking for ways to fund these programs, such as contract services to update the referral system and/or be able to provide mobile services like showers and laundry services for those in need.

The Director mentioned that an action plan is being developed, and once their portion is complete, they plan to bring it to the Library Commission for review and feedback.

The Director also introduced “Watsonville Art Coalition Second Saturday,” a new initiative aimed at creating monthly cultural and art events in Watsonville, modeled after Santa Cruz’s First Fridays. The initiative involves local artists and community organizations and seeks to promote arts, culture, and civic engagement.

The Library Director addressed questions about federal funding and emphasized the importance of staying informed on legislative issues affecting libraries. They recommended *EveryLibrary.org* as a key advocacy resource, offering templates for contacting elected officials. Thanks to Measure R sales tax initiative passed by voters in 2008, Watsonville Public Library remains largely independent of federal and state funding, aside from specific grant opportunities for infrastructure projects.

The Director expressed concern for smaller, rural, and tribal libraries more reliant on federal support, referencing a recent *Pajaronian* article and noting a lawsuit involving California and 20 other states in response to recent federal decisions. The Director encouraged writing to the Supreme Court and local representatives, such as Assemblyman Rivas, in support of libraries.

As a member of the California Library Association's Education and Legislative Advocacy Committee, the Director stays abreast of laws that affect library services and help coordinate statewide efforts alongside the American Library Association.

4.c COMMENT FORMS

No comment forms were submitted. Commissioner Brown inquired about the number of public comment forms received over the past year. The Library Director reported receiving approximately one form every other month, typically containing praise for customer service or suggestions for new programs. Currently, forms are available online, with a blue paper version offered at the service desks upon request. Commissioner Brown proposed making the forms more visible to encourage participation, and the Circulation Manager Chavez will explore this improvement.

Commissioner Landmann noted the difficulty locating the registration link for an author event, and the Director explained the limitations of the city's website system but affirmed that the News Flash section (located at the bottom of the webpage) remains the most accurate source for event updates.

5. GENERAL BUSINESS

5.a LIBRARY STRATEGIC PLAN

a) PROJECT UPDATES

The Library Director provided an update on the development of the Library's Strategic Plan for the 2025–2026 fiscal year, noting collaboration with both administrative and regular staff. Key focus areas include:

- **Marketing:** Enhancing visibility and community engagement on the library's website despite the limitations.
- **Outreach Review:** Evaluating current methods and identifying other areas and specific demographics in the community that are being underserved.
- **Social media:** Analyzing engagement on platforms such as Instagram and Facebook to guide content strategy and programming ideas.

- **Measuring Success:** Using specific metrics to assess marketing, outreach and programming impact and adjust as needed.

The goal is to finalize a comprehensive action plan by May 2026. The Director welcomed input on marketing and programming improvements, including ideas for addressing unmet community needs. Upon completion the workplan will be presented to the Library Commission.

5.b MEASURE R

a) PROJECT UPDATES

The Community Development Department is transitioning to new leadership, contributing to minor delays. Despite this, the library anticipates beginning construction of the Rooftop project by August. Measure R has allocated \$2.6 million to the library project. The funding does not expire and is overseen by a oversight committee. Meetings are held biannually in May and October. While funds are limited, they are divided between the Library, Public Works, and Parks & Community Services.

5.c STUDENT SUCCESS CARDS

a) CLASS VISITS

In compliance with California law SB321, the library is issuing cards to every third grader through class visits and outreach efforts. The pilot was implemented in 3–4 schools, with plans to expand. Commissioner Vega suggested simplifying the process by adding applications to school registration packets. The Director responded that such changes require school board approval. The program aims to improve access while respecting district-specific concerns.

6. NEW BUSINESS

6.a COLLECTION DEVELOPMENT POLICY

a) POLICY

The Collection Development Policy has been revised to ensure alignment with the State Library's checklist as part of the ongoing compliance process. The revised document incorporates state-recommended language, particularly in key areas such as selection philosophy, reconsideration procedures, and freedom of access. A numbered format (items 1–4) was added for clarity. The Library Director explained the policy details that includes selection criteria, inventory and weeding as well as addressing the types of materials purchased both physical and digital to meet the needs of our diverse community.

b) COMMISSIONERS' QUESTIONS & INPUT

Commissioner Vega asked whether this mandate applies to school libraries. It was clarified that the current compliance requirements are specific to public libraries.

c) PUBLIC INPUT

No Public Comment

d) APPROPRIATE ACTION

MOTION: APPROVING REVISED COLLECTION DEVELOPMENT POLICY

Moved by: Commissioner Vega

Seconded by: Commissioner Camargo

AYES (5): Commissioner Brown, Commissioner Camargo, Commissioner Hayashibara, Commissioner Landmann and Commissioner Vega

ABSENT (1): Commissioner Reynoso

Carried (5-0)

7. REPORTS

7.a FRIENDS OF THE LIBRARY

The Friends of the Library met the day prior but lacked quorum; a follow-up meeting will be scheduled. Meetings occur every third Wednesday of the month at 2:00 PM, and commissioners are welcome to attend.

7.b PROGRAMS

a) CALENDAR OF EVENTS

The May 2025 calendar of events was shared, with a digital copy available via email.

Highlighted Events include:

- Author talks scheduled throughout May.
- Teen podcast training in collaboration with KSQD, with registration required.
- Golden Game Time
- Summer plans include children and teen author events.
- Snake presentation April 2nd, 1:30PM
- After Hours Laser Tag
- Escape Room programs are very popular and are held quarterly

8. ADJOURNMENT

The meeting adjourned at 7:05 pm

Commissioner Brown, Chair

ATTEST:

Alicia Martinez, Library Director



BOOKS

LISTEN & FOLLOW



States win a legal injunction against President Trump, pausing library funding cuts

MAY 6, 2025 · 4:15 PM ET



Andrew Limbong



On Tuesday, a federal judge issued a preliminary injunction on President Trump's attempt to dismantle the Institute of Museum and Library Services. Above, the building that houses the offices of the IMLS in Washington, D.C.

Jacquelyn Martin/AP

A federal judge has halted President Trump's attempt to eliminate the Institute of Museum and Library Services – the agency which provides federal funding to

libraries and museums across the country.

On March 14, Trump issued an executive order calling for the elimination "to the maximum extent consistent with applicable law," of seven government entities, including the IMLS. In response, attorneys general from 21 states sued the president to stop him from dismantling three of those agencies – the IMLS, the Minority Business Development Agency and the Federal Mediation and Conciliation Service.

Sponsor Message



POLITICS

Entire staff at federal agency that funds libraries and museums put on leave

District court Judge John J. McConnell Jr., who was nominated to the court by President Obama in 2011, issued an injunction on the EO Tuesday, stating that it violated the Administrative Procedure Act.

"It also disregards the fundamental constitutional role of each of the branches of our federal government; specifically, it ignores the unshakable principles that Congress makes the law and appropriates funds, and the Executive implements the law Congress enacted and spends the funds Congress appropriated," McConnell wrote.

Rhode Island attorney general Peter Neronha called the preliminary injunction a "win for the public interest" in a statement Tuesday. "When the Trump Administration attempts to dismantle these agencies, it is making a targeted, concerted effort to prohibit everyday people from accessing their full potential."

NPR has reached out to lawyers from the Trump administration, but has yet to hear back.

The IMLS was established by Congress in 1996. It is the main source of federal funding for public libraries. Through its Grants to States program, it particularly helps small and rural libraries provide services for its patrons. In 2024 the IMLS budget was \$294 million.

Shortly after President Trump issued his EO, he installed Keith E. Sonderling as the IMLS's new acting director. And on March 31, the agency's employees were put on administrative leave with pay for up to 90 days. Some states also had their grants rescinded, while others were left in limbo with no one staffed at the agency to process grants.

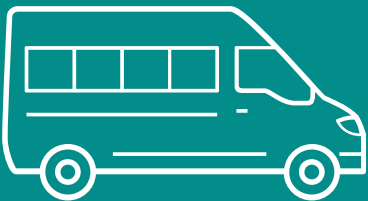
Sponsor Message

There is currently a separate lawsuit against President Trump to stop the dismantling of IMLS, coming from the American Library Association and the American Federation of State, County and Municipal Employees (AFSCME), the largest union representing museum and library workers.

Watsonville Public Library

Strategic Plan

2023–2028



Goal 1: Increase access to library resources by implementing bookmobile services and expanding hours



Goal 2: Increase public awareness about library services through a marketing strategy and evaluate effectiveness



Goal 3: Quicker access to materials and a more responsive staff team



Goal 4: Promote the arts and function as one anchor for downtown development

- Develop an Outreach Plan
- Mapping of Service areas
- Data collection to advocate for purchase of a 2nd bookmobile
- Add weekend hours at Main Library to start July 2024
- Order additional materials
- Hire additional staff

- Develop a Marketing Plan
- Promote the Mobile App for direct access to services, resources & library events
- Review and update website for improved accessibility
- Create custom signs, banners
- Increase social media presence

- Streamline workflow to deliver materials to patrons more promptly
- Utilize inter-departmental online communication & phone system
- Implement Vega Discover – new catalog interface
- Install a one-stop service desk at Main Library with combined Reference and Circulation services

- Develop a Programming Plan
- Partner with local artists and art/film councils
- Design Concept for an Atrium – Main Library 2nd floor; will provide additional outdoor seating & programming for all ages
- Hire additional staff

Measuring Our Success

Library use and membership – Items borrowed – Attendance at in-person and virtual programs – Statistical count use of technology and services – Community Partnerships – Staff training – Output and outcome of initiatives

Priority	Strategy					Lead		Status	Output Type			Work Required					Funding	Highlights/Notes
What is the Policy, Project or Program?	1	2	3	4	Other	Lead Department	Supporting Department(s)	Ongoing, Completed, In Progress, Not Started/Delayed	Policy (cannot be ongoing)	Project (cannot be ongoing)	Program	Engagement	Planning	Investment	Communications	Other	Funded Y/N	Highlights/Notes
COMMUNITY ENGAGEMENT & WELL-BEING	Increase Involvement	Expand Programming	Joint Use	Incr Comm/Outreach	Other													
Continue to offer a variety of programs, special events and resources for all ages	X	X				Library	PCS, Airport, PW	Ongoing			X	X	X		X		Y	Measure R funds and Friends of the Library
Watsonville Reads: One book, One community Program	X	X		X		Library		Ongoing			X	X	X		X		Y	Measure R funds and Friends of the Library
Poet Laureate and Youth Poet Laureate Programs	X	X				Library		Ongoing			X	X	X		X		Y	Selected individuals will promote and elevate the appreciation of poetry and literary arts in our community.
Library Strategic Plan	X	X		X		Library		In Progress		X		X	X		X		Y	Year 3 of implementing the Library's 4 identified goals over a 5-year period.
Outreach Plan	X	X		X		Library		In Progress			X	X	X		X		Y	Gather and utilize data to determine best areas of service to underserved individuals in our community utilizing the BiblioVan.
Creative Cafe at Freedom Library	X	X		X		Library		Ongoing			X	X	X		X		Y	Continue to offer monthly programs that introduces teens, adults and seniors to a variety of programs that includes sewing, laser wood cutting, and enhances their artistic skills. We aim to provide a space, supplies, and inspiration for crafters in the community.
Expand programs and services for Seniors	X	X		X		Library		Ongoing			X	X	X		X		Y	Increase awareness of LibraryLink Program (outreach services to homebound patrons). Continue to provide library visits to the Senior Center and senior living communities on a rotational schedule and offer quality programming, services and resources.
Work with Community Non-profit organizations to provide information about resources for residents	X	X		X		Library		Ongoing			X	X	X		X		Y	Non-profit organizations provide information about available resources to residents the 1st Friday of every month at the Library.
Collaborate with CA State Parks to provide education about state parks		X				Library					X	X	X		X		Y	CA State Library continues to offer start park passes for marginalized individuals and their families to visit state parks for free. We continue to provide hiking backpacks and partner with the Friends of the Santa Cruz State Parks to offer programming.
Marketing Plan	X			X		Library		In Progress			X	X	X		X		Y	Evaluate data usages from various social media platforms, website, Library mobile app, etc. to determine how to communicate the library's resources, streaming services, and programming.
Continue to expand Teen Action Council with PCS	X					PCS	Library	Ongoing			X	X					Y	Measure R funds to assist teens with learning civic and leadership skills to support youth engagement in our community. Representatives assigned to Library Commission, Parks&Rec Commission and ambassadors from PVUSD high schools and local youth leadership group.
ECONOMIC DEV	Support Existing Businesses	Attract New Businesses	DWSP		Other													
Employ high school and college students					X	Library	HR	Ongoing			X	X		X			Y	Partner with PVUSD, Sueños, Cabrillo College, CSUMB & UCSC to offer internship opportunities.
EFFICIENT & HIGH PERFORMING GOV.	Streamline Services	Class Study	Effective Advocacy	Customer Service	Other													
Implement work order and asset management system	X					Library	IT	In Progress		X		X	X				Y	Currently working with IT to implement Fall 2025
FISCAL HEALTH	Long-Term Stability	Balanced Budget	New Revenue		Other													
HOUSING	Mixed-Use Dev'p	Increase Housing Options	ADUs		Other													
INFRASTRUCTURE & ENVIRONMENT	Aging Infrastructure	Lighting Upgrades	Streets/Sidewalks		Other													
Rooftop Project at Main Library					X	Library	CDD	In Progress		X			X	X			Y	At 95% design. Currently in permitting. Project to go out for RFP in June. Construction to be completed end of 2025. Funded by Measure R
Upgrade AV equipment at the Main Library, Meeting Room	X					Library	IT	In Progress		X			X				Y	Replace AV system that is no longer functional.
Upgrade Public Computers at both locations					X	Library	IT	In Progress		X			X				Y	Replace computers deemed "end of life" that are no longer supported by the manufacturer with official updates, security patches, etc.
Upgrade public bathroom fixtures at Main Library	X					Library	CDD, PW	Not Started		X			X				Y	Upgrade fixtures, divider panels, etc.
Pillar Booths: Study Rooms at Main Library					X	Library		In Progress		X			X				Y	Increase the number of rooms for patrons to utilize for quiet study.
HVAC and Painting at Freedom Library	X					Library	PW	Not Started		X			X				Y	Repair cinder blocks and paint interior water damage. Upgrade HVAC unit.
PUBLIC SAFETY	Attract/Retain Employees	Partner for Emergencies	Innovative Programs		Other													