



Agenda Report

MEETING DATE: Tuesday, October 25, 2022

TO: CITY COUNCIL

FROM: LIBRARY DIRECTOR MARTINEZ

THROUGH: CITY MANAGER MENDEZ

SUBJECT: RESOLUTION ACCEPTING AND APPROPRIATING \$12,000 GRANT FROM PACIFIC LIBRARY PARTNERSHIP

RECOMMENDED ACTION:

Staff recommends that the City Council adopt a resolution accepting a grant for \$12,000 from Pacific Library Partnership to support a Creative Cafe at the Freedom Branch Library; and authorizing the City Manager to execute any necessary grant documents; and appropriating such funds to the Special Grants Fund [0260].

BACKGROUND:

The City of Watsonville is situated in a desert of textile resources and lacks small or large craft stores. As an arts-driven community with creative individuals, the City of Watsonville would benefit from having a safe space where people can meet like-minded creators, develop new skills, and explore their creativity. As an organization, we recognize the financial barriers that many of our community members face in regards to recreational activities which includes having the funds to purchase craft-making equipment and/or being unable to attend craft-making classes due to lack of transportation to neighboring cities. By providing these materials free of charge and through guided instruction, we aim to bridge financial and accessibility barriers to crafting tools and instruction.

DISCUSSION:

Watsonville Public Library was awarded a \$12,000 grant from Pacific Library Partnership to transform our former Homework Center at our Freedom Branch Library into the City of Watsonville's first-ever Creative Café; which aims to provide space, supplies, and inspiration for crafters in the community. The space is currently used on a weekly basis for storytimes, youth programming and is outfitted with usable cabinets, outlets, and sink, but lacks equipment and supplies to make it a working craft space. We plan to purchase equipment such as: a laser cutter machine, sewing machines, Cricut machines, and other equipment that will enable patrons to explore creative avenues. The space can also be used on a drop-in basis as well as for instructor guided workshops.

The staff surveyed over 1,000 members of the community and stakeholders to gather feedback on future directions the library should undergo. With the insight of these surveys our organization developed the Library Strategic Plan for 2021-2023. Our residents in our local community are interested in makerspace materials and tools, however the Library does not want to directly compete with other local organizations. Our local Science Workshop offers hand tools and STEAM-based learning for ages 5-11, local technology-based learning center DigitalNEST provides media technology use and education for ages 14-24, and our local arts store which offered art instruction closed pre-pandemic. We can fill a niche by providing access to a makerspace specifically designed for materials not currently accessible anywhere in our community and by strongly appealing to our diverse community fabric:

- Sewing is a multi-generational craft and can be culturally unique. Teaching younger generations, the basics of sewing has the potential to teach them a beneficial lifelong skill. Our aim is to show patrons how to re-utilize / “upcycle” textiles in a sustainable way from being able to fix minor tears on their clothes to creating new accessories using recycled materials.
- Cricut and CNC Laser Cutter machines enable people to make paper crafts like greeting cards, vinyl art that can be used to customize personal items, cut fabric for sewing projects, create 3D prototypes, and so many other crafts.

STRATEGIC PLAN:

This grant supports the City’s Strategic Plan:
5-Community Engagement & Well-Being – Library Services & Programs.

The following is a partial list of goals based on the Library’s Strategic Plan for 2021-2023:

1. Foster lifelong learning which can be done through our Creative Cafe by offering programming at a variety of age and complexity levels in an effort to be inclusive to our local community.
2. Create community connections by collaborating with local businesses. The space can spark entrepreneurial interests by having local crafting instructors facilitate programming as well as support and expand the number of community partners that we collaborate with.
3. Celebrate the unique diversity and heritage of our community through offering cultural programming for local residents to experience and honor all cultures and languages that have shaped and continue to shape Watsonville.

FINANCIAL IMPACT:

The grant from Pacific Library Partnership will be awarded in one payment and will go directly towards purchasing the following items/materials:

Item	Total Costs
Equipment (a laser cutter machine, sewing machines, Cricut machines)	\$9,500
Supplies	\$1,000

Furniture (Storage Units)	\$1,000
Guest Facilitator(s) Fees	\$500
Totals =	\$12,000

Staff is requesting that the \$12,000 grant be appropriated to the Special Grants Fund [0260].

ALTERNATIVE ACTION:

If this grant is not accepted, the library will need to find alternative funding sources to fund and implement this project.

ATTACHMENTS AND/OR REFERENCES (If any):

- 1) 2022-23 PLP Innovation Technology Grant Application
- 2) 2022-23 PLP Award Notification and Acceptance Letter