
MINUTES
REGULAR MEETING OF THE NORTH COUNTY LIBRARY AUTHORITY
THE REDWOOD ROOM – CITY HALL
ONE NORTH SAN ANTONIO ROAD, LOS ALTOS, CALIFORNIA 94022
APRIL 21, 2009

1. CALL TO ORDER

Meeting was called to order at 5:30pm.

2. ROLL CALL

Members present:

Jim Lai
Roy Lave
Jean Mordo
Megan Satterlee

Members absent

Ron Packard

Staff present:

Russell Morreale, NCLA Liaison, Treasurer
Melinda Cervantes, County Librarian
Paul Miller, Community Librarian

3. PUBLIC COMMENT

No public comments were made.

4. APPROVAL OF MINUTES

None

5. DISCUSSION

a) PARCEL TAX RENEWAL FINANCIAL SCOPING ANALYSIS & DISCUSSION OF DIRECTION

Liaison Russell Morreale presented this item and introduced invited guest, Mr. Charles Hester of Godbe research, to assist in the discussion of conducting a community survey.

Morreale presented two parcel tax rate scenarios to consider. Scenario I presented a twenty year projection with an assumed a rate inflator sufficient to cover the projected growth in costs. Pertinent assumptions included 5% expected cost growth factors for staffing and a 3% for materials. Under this scenario the parcel tax would require an annual growth rate of 2.5% resulting in a parcel tax ranging from \$58 to \$97 over a 20 year term. The analysis also pointed out a significant use of reserve dollars to fund the tax renewal ballot in year 200-2010 amounting to \$365,000 inclusive of all election and professional service costs.

Morreale next presented scenario II which included the same growth assumptions but presented a fixed rate, set at a median level of \$76 for the 20 year term. This scenario also covered the cost of the tax renewal effort and both scenarios displayed funding sustainability.

Mr. Hester of Godbe research presented a survey proposal and indicated that participation in the November 2009 election ballot will require prompt polling within the next few weeks followed by ballot measure wording to be completed by July 2009. As such Mr. Hester suggested being in the field in June 2009 with results to follow 2-3 weeks thereafter. All members concurred that a community survey was an important and logical next step in the process as a basis for gathering information.

Member Mordo moved that a contract be awarded to Godbe Research for a not-to-exceed amount of \$25,000 as proposed. Member Lai seconded. Member Lave moved for a substitute motion to obtain other informal bids before awarding the contract for polling. After some discussion the members agreed to obtain the informal bid and advise Liaison Morreale accordingly of the results.

By acclamation the board appointed Vice Chair Satterlee and member Lave to a subcommittee tasked with developing and reviewing the community survey in coordination with the selected service provider. The subcommittee is to schedule an interim meeting to initiate the community survey process.

Member lave moved adjournment with a second from member Mordo

6. ACTIVITY REPORT

None

7. ADJOURNMENT

Member Mordo moved to adjourn with a second from member Packard. The motion passed unanimously. The meeting was adjourned at approximately 6:45 PM.

Respectfully submitted,

Russell J. Morreale
Liaison to NCLA