



Among Friends

A Publication of the Friends of the Chula Vista Library

Summer 2014

Working together to improve our city

What can Chula Vistans do to improve their city and its image around the county? That will be the topic of discussion at a civic engagement event co-hosted by the Friends and the Chula Vista Public Library on Monday evening, October 20.

The “community conversation,” a follow-up to a roundtable discussion held at the library this spring, will be held at The Hub, the library’s new community room at Otay Ranch Town Center. Light refreshments will be served at 5:30 p.m., with the public workshop scheduled from 6 to 8 p.m.

Carl Luna, a political science professor and director of the San Diego Institute for Civil Civic Engagement, will lead the discussion with help from a team of trained facilitators from the Kettering Institute.

Luna also moderated the May event, at which about 100 local residents identified the best and worst attributes of their city, as well as some possible solutions. That event, titled “Chula Vista: The Good, the Bad and the Just Plain Wrong,” came on the heels of a survey showing that the majority of San Diego residents have a mostly negative view of the county’s second largest city.

Participants were evenly

“Ideas to Action: The Chula Vista Conversation Continues”

Join us from 6 to 8 p.m.
Monday, October 20,
at The Hub
at Otay Ranch Town Center

divided on how to fix the city’s image, with about a third endorsing efforts to “rebrand and market” its assets. That was followed closely by calls to “clean up Chula Vista” and to restore community events like the Starlight Parade. And, finally, participants said the city needs to attract businesses and jobs and to create a sense of “Chula Vista-ness,” with a “united front from hills to shore.”



Photo by Steve Wood

Participants at the May event spent the morning in a lively discussion of the ‘good’ and the ‘bad’ aspects of Chula Vista.

Library director Betty Waznis said several attendees have since approached her to ask, “What’s next?” so the focus of the October session will be on specific steps residents can take to make a positive change in the city and its image.

“It’s time to turn those ideas into action,” Luna said.

“We need to continue the conversation,” Waznis concluded at the end of the May session. “This is not a city project, it is not a library project. We need to attach ourselves to existing resources to get the job done. We are at the beginning of a great new era for Chula Vista.”

She also acknowledged that Chula Vista’s negatives frequently overshadow its strongest asset: “We are a

community of good citizens doing good things together.”

Both sessions have been funded by a grant from the Chula Vista Charitable Foundation designed to promote civic engagement, with additional support provided by the Friends.

A detailed summary of the May discussion, plus information on the library’s other civic engagement activities, is posted on the Friends’ website, www.thefcvl.org.

Friends get a boost from Better Giving

The Friends organization now has a portrait on the San Diego Foundation's Better Giving website, allowing potential donors to learn more about the Friends and make a direct donation.

Friends executive board secretary Nancy Lemke prepared the application for us to join the over 400 non-profits who have portraits on the Better Giving website. Organizations must provide extensive information, including financial history, projects and objectives. The Friends' portrait may be seen on the Foundation's website, www.sdfoundation.org.

In May, the Friends made its first foray into the San Diego Foundation's annual Big Give event, a one-day online fundraiser to benefit these 400-plus members. Donors make contributions to their favorite charity, and the charity receives 100% of the donations (less a processing fee) plus a share of the \$200,000 incentive pool raised by the Foundation.

We received \$1,050 in direct donations from the Big Give and \$195.32 from the incentive pool, for a total of \$1,245.32 for the library book fund. Thanks to everyone who helped make this a successful first effort.

Thanks to the persistence, creativity and dedication of the Friends of the Chula Vista Library, we have had a wonderful boost to the perennially insufficient books and materials budget for FY2014-15, which began July 1.

An allocation of approximately \$200,000 from TUT (Telephone User's Tax) funds, specifically intended to mitigate past



Betty Waznis

deficiencies in the book budget, was provided to the library. This was partly in response, I believe, to the success of the Friends' efforts to bring the dire book fund situation to the attention of City Hall. Thanks to all of you for everything you do to

support reading, learning, literacy and a great quality of life for your fellow Chula Vistans.

– Betty Waznis, Director
Chula Vista Public Library

New life for an old fountain



The abandoned fountain at the South Chula Vista library entrance was once an eyesore. But thanks to the efforts of the Chula Vista Public Works Department, the Chula Vista Garden Club and Library Board trustee William Cañedo, it has been brought back to life as an attractive planter featuring new, drought-tolerant plants.

Join, renew or share to make a new Friend!

Yes, I want to support the Chula Vista Public Library and the Chula Vista Heritage Museum as a member of the Friends of the Chula Vista Library. Enclosed is my tax-deductible contribution, payable to FCVL:

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| <input type="checkbox"/> Senior/Student (\$10) | <input type="checkbox"/> Individual (\$15) | <input type="checkbox"/> Family (\$20) | <input type="checkbox"/> Sponsor (\$25) |
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Name: _____

Address: _____

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Return to: FCVL, P.O. Box 393, Chula Vista, CA 91912. Join or renew online at www.thefcvl.org

Library will open community space at Otay Ranch

The Hub, a new community space at the Otay Ranch branch library, will open in early October, thanks to partial funding from the Friends and the Chula Vista Public Library Foundation.

The library has leased the 2,000-square-foot space, formerly a Gepetto's retail store, from Otay Ranch Town Center through 2017 and will staff it during regular library hours.

Once renovations are complete, the area will include movable partitions, new lighting, free Wi-Fi, and furniture that can be easily moved to accommodate community meetings, after-school homework sessions and even small performances. The library's popular story times, which frequently draw up to 100 attendees, will be held in The Hub as well. Passport services



will be available by the end of the year.

Tenant improvements, estimated at about \$161,000, are being funded by a state block grant, supplemented by a donation from the Friends and

proceeds from the Foundation's successful Bon Appetit fundraiser. In addition, local contractor Kevin O'Neill is providing demolition services at no charge.

Friends raise \$45,000 for library books

For the third year in a row, the Friends of the Chula Vista Library organization has presented the City of Chula Vista with a gift of \$45,000, earmarked for the purchase of books and materials at the city's three branch libraries.

Executive board president Shauna Stokes presented this year's check to City Council in April, noting that the contribution was the result of the Friends' many hours of hard work, inspired by the "amazing" leadership of library director Betty Waznis.

For the past three years, the Friends executive board has sponsored a Book Fund drive, urging members and the community to supplement the library's book budget, which on a per capita

basis is one of the smallest in the state.

This year's contribution represents \$10,000 from the Book Fund, \$20,000 from fund-raising activities conducted by the Civic Center Friends, \$5,000 from the South

Chula Vista Friends and \$10,000 from the Friends of the Chula Vista Library Fund at The San Diego Foundation.

'Paws to Read'

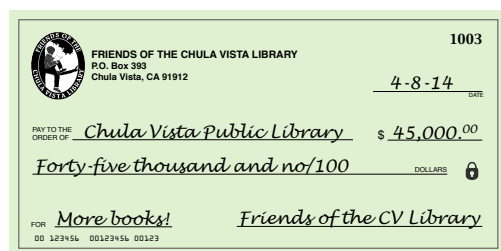
More than 2,000 children, youth and adults participated in the library's 50th annual Summer Reading Program, which ended in late July. The "Paws to Read" activities were funded by the Friends and a city Performing & Visual Arts grant.

Donated books end up in library, in bookstores and for sale online

What happens to the used books you donate to the library?

Books in like-new condition often go to the library collection. Books in good condition are sold in the Friends' bookstores and book sales. Books in fair condition or those that have been in stock for some time go to the honor shelf. Other books are sent to Better World Books, which pays the Friends once they are sold. And books that are rare or in prime condition are listed for sale via the Friends' online site at AbeBooks.com.

Online Books has as many as 3,000 books for sale. To view the collection, go to www.AbeBooks.com. Click "bookstores," choose "search location" and enter "Friends On Line Books." Or use the link on the Book Sales page of the Friends' website.





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Chula Vista, CA 91912

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Smile! Now you can support the Friends when you shop

Amazon.com has started a program called AmazonSmile, which provides a donation of 0.5% of almost all purchases to the charity of your choice. We hope you will select the Friends of the Chula Vista Library as one of your choices.

The Friends recently registered to participate in this program. It is free money for the Friends and does not cost you anything. Just make sure when you shop on Amazon, you go to Smile.amazon.com. If you shop on the regular Amazon site, the donation will not be made!

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Check your mailing label to see the month and year of your last membership donation. Your contribution makes a difference!