



COUNTY OF MONTEREY

# CAO Weekly Report

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## SPECIALREPORT



*Monte the mascot stays snug in the pocket of Bob Schmidt, who is a vendor for the Monterey County Free Libraries. Bob took the little mascot along on a trip to the North Pole.*

## County Notes

- > Love those pet videos? Check out the real thing at the [Animal Services Center](#).

## Libraries Praised for Burro ‘Branding’ Idea

**Instead of ‘Where’s Waldo,’ in Monterey County you ask “Where’s Monte” to find out the latest adventures of the endearing mascot for the Monterey County Free Libraries.**

Monte’s rise to local fame was no accident and the little stuffed burro has an important role to play as both a mascot and public relations ambassador for the libraries. That role has now earned Monte and the libraries recognition

from the California Library Association (CLA), which has honored MCFL with a prestigious “PR Excellence Award” for “Monte the Mascot - Branding the Library Memorably and Uniquely.”

County Library Director Jayanti Addleman said Monte’s story began with the library centennial celebration in 2012 and the desire to honor its history as well as give the library system a fresh identity or “brand.”



*Monte and the photo of the county's first librarian that sparked his creation.*

“The first County Librarian, Anne Hadden, was committed to delivering services around the county by any means possible,” says Addleman. “Since the county is huge, well over 3,000 square miles of varied terrain with no major highway back then, Ms. Hadden traveled for days at a time delivering materials to the more than 135 deposit collections she had established. She travelled on foot, horseback, car, train, and yes, by burro! There is an iconic picture of Anne on her burro from 100 years ago that has long been a symbol of MCFL.”

That burro from so long ago began a new life as the library mascot. There was a community naming contest and Monte was born.

“Monte cuts across all kinds of barriers and appeals to a wide audience,” explains Addleman. “Monte has no assigned gender and is beloved by boys and girls alike. As a result, Monte is a most popular attendee at most of our events.”

MCFL encourages people to take Monte on their travels and send pictures. Monte has traveled widely at home, around the United States and abroad. The library has received photos of Monte from Thailand, Philippines, Brazil, even Antarctica. By popular demand, MCFL now has a life-size Monte to attend events and sales of Monte are a steady source of income for branches.

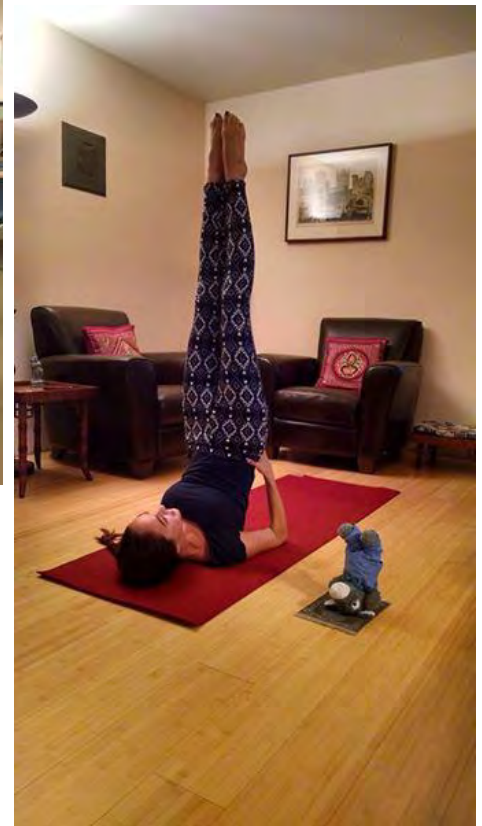
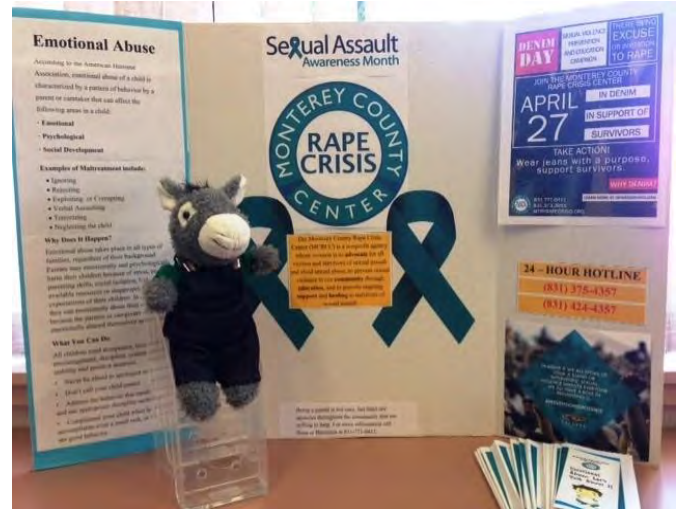
In honoring their efforts, CLA judges said of Monte’s story: “Most original and creative! Great way to brand such a momentous occasion” and “A fantastic way to build the feeling that the library belongs to the community, and a wonderful way to honor Ms. Hadden’s legacy!”

“Over the last three years, Monte has helped popularize MCFL and firmly place our brand in the public eye,” says Addleman. “Monte has not only become a great spokesperson for Monterey County Free Libraries, but has branded and spread our message, better than any expensive marketing could have.”

Here are samples of just some of the fun photos patrons have sent the library marking Monte’s travels:



# FUN WITH MONTE



Photos from Monte's travels. Clockwise: Bundling up in Antarctica, supporting Denim Day, holding a yoga pose, visiting the Grand Canyon and making new friends at the Defense Language Institute in Monterey. Life size Monte and friends at the library (center).



# Meet Paul Hierling, County Grants Coordinator

Monterey County's Strategic Grant Services Program was launched this year, with the hiring of a Grants Coordinator. This program focuses on obtaining grant funding for the County's highest priority projects matching the Board of Supervisors' adopted Strategic Initiatives and Legislative Priorities.



*Paul Hierling.*

After an extensive recruitment, Paul Hierling was hired for the position. He has a B.A. in International Relations (CSU Chico), a M.A. in Sustainable Development (Middlesex University- London) and a Master of Urban Planning (San Jose State University). Paul comes to the County from the Association of Monterey Bay Area Governments (AMBAG), and previously worked for the San Mateo County Transit District and the City of Fremont.

How will the Strategic Grant Services Program help provide funding for important projects? Hierling tells us how he will be helping county departments.

**Q. The grants coordinator position is a new one, what drew you to the job?**

A. I came to this position because I wanted to take my career in grants coordination and management to the next level. As part of the County Administrative Office, Intergovernmental and Legislative Affairs Division and with assistance from the County consultants at Nossaman LLP, I work on the County's Strategic Grant Services Program. The Strategic Grant Services Program focuses on identifying funding for the County's highest priority funding needs. Priorities are defined by the Board's Strategic Initiatives, the Board's Legislative Priorities, availability of grant funding, ability to meet grant requirements and a strategic analysis of the County's ability to submit a competitive grant application.

**Q. The range of work is broad, helping both county departments and focusing on finding funds for some of the county's highest priority projects and programs. Over the last few months of getting to know the County, what needs are you are seeing?**

A. Priority funding needs exist for a range of projects throughout the County including in infrastructure, economic development, health and human services, public safety, and administration.

**Q. For people who don't know the world of grants, what process do you use to identify sources and then match needs to grant opportunities?**

A. We constantly monitor a large number of Federal, State, local and foundational grant sources. When we identify a potential new grant source for a priority project, we work closely with the

appropriate department experts to strategically evaluate project competitiveness and the County's ability to meet the grant requirements.

**Q. Grant writing itself can be arduous, those who have not worked obtaining grants may not understand the complexities of applications and the process. For departments who may seek your help, what would you like them to know?**

A. Grant applications vary widely in level of complexity based upon both the project and the requirements of the granting agency. Generally speaking, applications require evaluation of project eligibility, and preparation of a scope, schedule, and budget. Our role is to provide assistance with the application process. If a department is working on a County priority need, one important service we offer is strategic and cooperative evaluation of the grant opportunity to help determine whether the County project would be a good fit for the grant solicitation, including bringing together experts from multiple departments to collaborate if needed. Other assistance we provide for applications includes coordinating with the grantor agency to resolve questions, preparing a plan for application in cooperation with the department, providing technical assistance on the application process, reviewing the draft application and assistance with submittal. Our role ends after the application is submitted.

Welcome Paul!



## Probation Softball Team Shows Spirit

**The Probation Department sent its softball team on the road last month for the annual San Joaquin Probation Games Softball Tournament and did the county proud.**

Congratulations to the team for braving 100 degree heat in Stockton and bringing home a 2<sup>nd</sup> place award for the tournament.

“Congratulations to all the officers that participated in the tournament,” says Chief Probation Officer Marcia Parsons. “The ‘Regulators’ played five games, coming up short in the final championship game and placed 2<sup>nd</sup> overall. It was a terrific event and I hope that more officers participate next year. Great job everyone!”

Team members say this tournament is a great way to network and celebrate their profession as well as commemorate Probation, Parole Supervision Week which is marked at the end of July, honoring probation and parole officers for their role in public safety.

Congratulations ‘Regulators!’

*"The Regulators" team photo.*

*Back Row, from left to right:  
Doug Lamere, Gilibaldo Meza,  
Manuel Andrade, Ruben  
Gabriel, Noel Estrada, Arthur  
Davila, Aaron Kaelin, Richard  
Balcazar, Claudio Vasquez.*

*Front Row, from left to right:  
Darlene Foster, Celeste  
Jimenez, Maria Chavez,  
Elizabeth Crooks, Whitney  
Massey.*

*Pictured above the tarp is  
Yvette Sarmiento, a team  
member who missed the team  
shot but was cleverly 'photo-  
shopped' into the photo.*

