

**NOTICE OF MEETING
REGULAR MEETING AGENDA**

- 1. CALL TO ORDER**
- 2. APPROVAL OF THE AGENDA**
- 3. PUBLIC COMMENTS REGARDING ITEMS ON THE AGENDA**
- 4. RECONSIDERATION**
- 5. VISITORS**
- 6. APPROVAL OF THE MINUTES** *(Minutes are approved during Regular Meetings only)*
 - A. Meeting Minutes for the Special Meeting on September 6, 2016 **Page 3**
- 7. STAFF & COUNCIL/COMMITTEE REPORTS/ AND BOROUGH REPORTS**
 - A. Friends Report
 - B. Next Friends Meeting – Wednesday, October 12, 2016 at 6:00 p.m.
Library Conference Room
 - C. Director’s Report & Statistics – September 2016 **Page 7**
 - D. Rare Book Report
 - E. Library System – Status Update by Boardmember Kuszmaul
- 8. PUBLIC HEARING**
- 9. PENDING BUSINESS**
 - A. Budget 2017 **Page 11**
 1. Budget Schedule
 - B. Changes to Temporary Library Card Structure and Fees **Page 17**
 - C. Recruitment Efforts **Page 25**
- 10. NEW BUSINESS**
 - A. Welcome New Board Member **Page 27**
 - B. Fundraising and Discussion on Creating a Foundation **Page 31**
 - C. Agenda Items for the Next Meeting
- 11. INFORMATIONAL MATERIALS**
 - A. 2016 Board Member Attendance at Council Meetings **Page 65**
 - B. Banned Books Week September 25 – October 1, 2016 Articles from ILoveLibraries.org **Page 67**
- 12. COMMENTS OF THE AUDIENCE**
- 13. COMMENTS OF THE CITY STAFF**
- 14. COMMENTS OF THE BOARD**
- 15. ADJOURNMENT/NEXT REGULAR MEETING IS SCHEDULED FOR TUESDAY, NOVEMBER 1, 2016** at 5:30 P.M. in **Cowles Council Chambers**, City Hall located at 491 E. Pioneer Avenue, Homer, Alaska.

Session 16-04, a Special Meeting of the Library Advisory Board was called to order by Chair Strobel at 5:45 p.m. on September 6, 2016 at the City Hall Cowles Council Chambers located at 491 E. Pioneer Avenue, Homer, Alaska.

PRESENT: BOARDMEMBER KUSZMAUL, MASSION, PETERSON, STROBEL

STAFF: LIBRARY DIRECTOR DIXON
DEPUTY CITY CLERK KRAUSE

APPROVAL OF THE AGENDA

MASSION/PETERSON - MOVED TO APPROVE THE AGENDA

There was no discussion.

VOTE: NON OBJECTION: UNANIMOUS CONSENT

Motion carried.

PUBLIC COMMENT REGARDING ITEMS ON THE AGENDA

RECONSIDERATION

VISITORS/PRESENTATIONS

APPROVAL OF MINUTES

A. May 3, 2016 Regular Meeting Minutes

KUSZMAUL/PETERSON - MOVED TO APPROVE THE MINUTES.

There was no discussion.

VOTE: NON OBJECTION: UNANIMOUS CONSENT

Motion carried.

STAFF & COUNCIL REPORT/COMMITTEE REPORTS/ BOROUGH REPORTS

A. Friends Report

There was no report for August or June and they did not meet in July.

B. Next Friends Meeting Wednesday May 11, 2016 Library Conference Room

Boardmember Peterson agreed to attend an upcoming meeting.

C. Director's Report & Statistics – August 2016

Library Director Dixon made the following notations:

- August visitors exceeded 2015 numbers they had 15,872 versus 12,367 in 2015
- New Cards for city residents were up
- Overall attendance was up over 2000 people
- they now have a credit card machine and are hoping to collect more on the overdue/unpaid fines and fees
- Many compliments on the improvement to the collection have been received
- Birthday Bash for the Library on September 17th to celebrate the 10 year anniversary
- New water heater with a low cost electric savings
-

In response to a question regarding the reason for the increase in attendance Library Director Dixon was unable to pin point but did acknowledge that in an unstable or uncertain economic periods the increase in usage of Public Libraries occurs. She also noted that the highest fine has been \$800 and confirmed that depending on the type and number of items and if all the administrative fees are included it does add up quickly.

D. Rare Book Report

Library Director Dixon reported that she has been replacing books within the collection with some from the Alaskana collection.

E. Library System- Status Update by Boardmember Kuszmaul

There was no report.

PUBLIC HEARING

PENDING BUSINESS

A. Budget 2017

Library Director Dixon reported that the manager's request was to keep the budget as status quo. She basically kept everything the same with the exception of personnel increasing minimally as it normally does.

Library Director Dixon reported that at recommendation of the Finance Director submitted had \$32,000 in the donation account and has made a decision to expend those funds to purchase the 25 computers needed for the public at \$20,000, allocated \$5000 towards books and \$5000 to start a computer replacement fund. if approved that will leave very little in the donation fund.

There was a brief discussion on previous cuts to the collection budget, types of computers to be purchased and alternative options for funding the replacement of the computers.

NEW BUSINESS

A. Changes to the Temporary Library Card Structure and Fees

Library Director Dixon stated that they currently have two kinds of temporary cards these are for people who do not live in Alaska and will only be here a short time. One card is \$10, good for 6 months and you can only check out two items each time. The other card is \$50, good for 6 months and you are allowed to check out an unlimited number of items. The difference is if your account is in good standing at the end of the time then they will be refunded half of the \$50 fee.

As you can guess this causes an unwelcome burden on staff and the finance department with refunding the fees.

Library Director Dixon stated that after discussing this issue with staff they are recommending \$20 for 10 items at a time, no refunds, and good for 6 months.

Discussion broke out on the number of items also covers magazines, movies, etc. and that \$30 would be a better rate, it is still a bargain at \$5.00 per month or \$1.25 per week. It was noted that protection of the assets and that books can be purchased at Salvation Army and the Bookmobile will sell books too.

Library Director Dixon will bring this idea back to staff and then present to the Finance Director.

B. Agenda Items for the Next Meeting

There was a brief discussion on the budget schedule and when the budget will be presented to Council.

The following items were requested:

- Budget
- Fundraising and Recruitment

INFORMATIONAL ITEMS

- A. 2016 Board Member Attendance at Council Meetings
- B. Beyond Book Borrows: What's Your Story
- C. Wanted Poster

There was a brief discussion on the issue of possibly joining the Parks, Art, Recreation & Culture Advisory Commission and if that was given any more thought or consideration.

- D. Resolution 16-075 Updated Mission Statement
- E. Memo to Council requesting Special Meeting dated July 27, 2016
- F. Thank You Letter for Donation to the Library
- G. 23 Reasons Why Your Library is the Most Important Place in Town

COMMENTS OF THE AUDIENCE

COMMENTS OF THE CITY STAFF

Library Director Dixon requested ways to raise funds to keep providing the level of service that they have been.

A brief discussion on creating or establishing a foundation ensued and Chair Strobel directed to have that on the next agenda for discussion.

COMMENTS OF THE CHAIR

Chair Strobel noted that he has been on the board for at least three years and has always stated that he would leave if and when he found employment but he will wait until they have additional members.

COMMENTS OF THE BOARD

Boardmember Kuszmaul complimented the Library for being the most beautiful Library in the State.

Board member Massion and Peterson had no comments.

ADJOURN

There being no further business to come before the Board the meeting adjourned at 6:22 p.m. The next regular meeting is scheduled for Tuesday, OCTOBER 4, 2016 at 5:30 p.m. at the City Hall UPSTAIRS CONFERENCE ROOM located at 491 E. Pioneer Avenue, Homer, Alaska.

RENEE KRAUSE, CMC, DEPUTY CITY CLERK

Approved: _____

**Homer Public Library
Director's Report
September 28, 2016**

I was out of my office much of this month due to family medical issues. Thanks to my capable, caring staff the library survived just fine without me. The 10-year anniversary Birthday Bash was a grand celebration, with brief speeches by Ken Castner, Nancy Lord, and City Manager Katie Koester; unveiling of the new library painting by Jan Peyton; cake and hot dogs; and tours of the Friends' new bookmobile.

Meetings in August

- City Council – 1
- Library Advisory Board – 1
- Friends of Homer Library (FHL) -- 1

Issues of Interest

“Bookworm” Sculpture and new library painting: City Council approved acceptance on 9/26.

In celebration of Alaska Book Week October 1 through 8 the Library and FHL are hosting not just one but TWO author events. See “Upcoming in October” for details!

Behind the Scenes

Director

I submitted my draft budget for FY2017 and met with City Manager Koester and Finance Director Li. We agreed to request the use of Library Donation Fund monies to purchase needed replacements for public computers. This will deplete most of the account. I expressed my strong concern that more money is needed for the book budget, which was cut 47% last year, especially in light of the significant increases in use the Library is experiencing.

Staff

- Claudia Haines attended a two-day virtual conference of the Association for Library Service to Children (ALSC), which she found very valuable.
- Ms. Haines also worked with a team of librarians from ALSC who were touring the Kenai Peninsula and Anchorage to assess the needs of rural libraries. They recorded a video about activities Ms. Haines implemented with last year's *Curiosity Creates!* grant.
- David Bernard and Camelle Bickish participated in a webinar on “Effective Library Responses to Homelessness.”

Facility

- The water heater was replaced with a heat exchanger that utilizes heat from the boilers. We hope to see some reduction in our electric bill.
- A snafu in the bidding process is resulting in a delay for awarding the contract to install our emergency back-up generator.

Special Events in September

My Old Dog: Rescued Pets with Remarkable Second Acts – Author Laura Coffey reading and book signing

HPL 10th Anniversary Birthday Bash

Mindful Families

Building Fires in the Snow – Debut reading by Homer author (and library employee) Teresa Sundmark and others from their new anthology

Upcoming in October

Canyons and Ice: The Wilderness Travels of Dick Griffith – Reading and book signing with author Kaylene Johnson and Dick Griffith, Sat. Oct. 1, 6 PM

Secondhand Summer – Reading and book signing by Dan Walker of his new Young Adult novel, Wed. Oct. 5 6 PM

Applying for Patents & Trademarks Workshop -- OWL videoconference, Wed. Oct. 5, 6-8 PM

Lunch with a Councilmember – Catriona Reynolds, Mon. Oct. 10, noon

FHL Fall Book & Plant Sale – Sat. Oct. 15, 10 AM-6 PM; preview sale for Friends members, Fri. Oct. 14, 6-8 PM

Truck Stop Earth – Reading and book signing by Homer author Michael Armstrong of his new sci-fi novel

Ongoing

SPARC Radio Club – first Tuesday, 6:30 PM

Knitting – Mondays, 1:30-4:30 PM

Book Club – Third Tuesdays, 4:30-6:30

LARP – Live-Action Role-Playing, ages 10-18. Fridays 3:00-5:45 PM

Walk-in Tech Help – Sat. 7/16, 10 AM

See our website for more information: <http://www.cityofhomer-ak.gov/library>

Homer Public Library Statistical Summary for 2015

Date: 29-Sep-16

CIRCULATION	15-Jan	15-Feb	15-Mar	15-Apr	15-May	15-Jun	15-Jul	15-Aug	15-Sep	15-Oct	15-Nov	15-Dec	Y.T.D.
Total # of Items	11,044	11,045	11,927	11,334	10,528	10,426	13,647	12,367	12,244	12,670	12,533	12,413	142,178
INTERLIBRARY LOANS													
Incoming (Borrowed)	27	27	27	22	27	24	31	19	32	27	11	23	297
Outgoing (Lent)	50	58	39	38	45	23	23	42	26	42	31	34	451
STUDY ROOM USE													
# of groups	179	179	191	228	133	149	138	175	195	172	149	143	2031
# of people	420	444	387	497	281	248	277	334	335	380	322	297	4222
MEETING ROOM USE													
# of groups	20	20	9	26	26	25	31	24	19	36	24	21	281
ATTENDANCE													
TOTAL (*Included)	11,017	10,326	11,060	12,369	10,777	11,871	13,026	12,058	12,724	11,362	9,748	9,619	135957
*Story Hour & Lapsit	304	326	342	391	219	257	369	177	381	443	341	270	3820
*School Classes	40	5	0	0	38	0	0	0	19	0	70	28	200
*Internet sessions	3,670	3,851	3,768	4,086	4,267	4,673	5,053	4,996	4,471	3,981	3,196	3,394	49406
*Programs	149	246	190	205	298	442	338	27	708	286	159	166	3214
OUTREACH													
# Visits	4	4	5	3	5	4	4	5	4	4	4	5	51
# People	13	8	14	103	24	16	17	31	23	21	16	20	306
NEW CARDS ISSUED													
City	31	30	26	33	30	48	40	44	45	43	46	25	441
Borough	27	21	27	31	28	26	27	33	39	34	40	24	357
Temporary	2	2	1	3	8	15	9	10	4	1	0	0	55
VOLUNTEER HOURS													
# of people	90	56	60	80	69	67	78	66	85	84	92	78	905
# of hours	221	157.5	178.5	261.5	150	160.25	252	157.75	251.25	194	170.75	220	2374.5
MATERIALS ADDED													
Books	448	259	302	382	429	359	236	242	213	297	332	382	3881
Audio	27	7	16	18	24	5	28	0	35	20	22	34	236
Video	99	21	36	69	42	59	20	89	50	52	82	71	690
Serials	0	1	0	0	3	6	0	3	0	0	2	0	15
Electronic Resources	1	0	0	0	0	0	0	0	0	0	0	0	1
MATERIALS REMOVED													
Books	520	282	154	0	367	120	379	410	293	167	124	145	2961
Audio	9	33	1	0	0	3	2	22	46	4	4	1	125
Video	8	16	8	67	98	5	11	16	7	2	5	14	257
Serials	0	1	1	0	4	0	3	0	0	36	0	0	45
Electronic Resources	0	0	0	0	0	0	0	0	0	0	0	0	0
REVENUES DEPOSITED													
Fines/Fees/Copies	2343.80	1335.59	2231.28	3838.81	2677.50	2935.04	2081.20	2502.89	2772.74	3179.70	1774.60	1796.20	29,469.35
Building Fund (151-)	0.00	0.00											0.00
Library Gifts (803-)	0.00	50.00	28.65			15.63			10.00				104.28
Grants	1000.00	492.00		1500.00			6650.00		114300.00	7500.00			131,442.00
TOTALS	3,343.80	1,877.59	2,259.93	5,338.81	2,677.50	2,950.67	8,731.20	2,502.89	117,082.74	10,679.70	1,774.60	1,796.20	\$161,015.63

Grants: AK LIB CE Early Literacy AK LIB CE PLAG Generator ALSC 538



City of Homer

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MEMORANDUM

TO: LIBRARY ADVISORY BOARD
FROM: RENEE KRAUSE, CMC, DEPUTY CITY CLERK
DATE: SEPTEMBER 29, 2016
SUBJECT: BUDGET 2017

Following is the Library Budget that was approved for 2016 to provide a sampling of the line items and changes made last year. This will enable the Board to review where funding is needed and assist in your advocacy.

The Budget Time Schedule is also provided for the Board's information.

Please see the memorandum from Library Director Dixon regarding proposed Fee Changes.

Budget Development Schedule For Fiscal Year 2017

Dates	Time	Event
6/13/2016	6:00 PM	Budget Development Schedule to Council
6/27/2016		Finalize Budget Development Schedule
8/8/2016	5:00 PM	Committee of the Whole, Council to discuss budget priorities for the coming year.
	6:00 PM	Regular Meeting, Public Hearing - public input on budget priorities for the coming year.
8/16/2016		Budget work sheets to Departments
9/6/2016		Departmental Draft Budget and narratives to Finance.
9/12/2016	5:00 PM	During Committee of the Whole, Council to discuss Revenue Sources for General Fund.
9/13, 14, 15, 16, 19, & 9/20		City Manager - Budget Review with Finance Director and Department Heads
9/26/2016		Preliminary budget assumptions to Council.
10/10/2016		City Manager's Budget (Proposed Budget) to Council.
	5:00 PM	Committee of the Whole, Council to discuss budget
	6:00 PM	Regular Meeting - Public Hearing.
10/24/2016	5:00 PM	Committee of the Whole, Council to discuss budget
	6:00 PM	Regular Meeting - to introduce Budget Ordinance and Fee/Tariff Resolutions
11/28/2016	5:00 PM	Committee of the Whole, Council to discuss budget
	6:00 PM	Regular Meeting - Public Hearing.
12/12/2016	6:00 PM	Regular Meeting - Public Hearing & FY 2017 Budget Adoption

**City of Homer
2016 Operating Budget**



GENERAL FUND – LIBRARY

The Homer Public Library supports the information needs of the community by providing access to quality resources in a welcoming atmosphere by a knowledgeable and caring staff.

We serve as a place for children to discover the joy of reading and the value of life-long learning. We promote literacy, learning and enrichment for people of all ages, thereby enhancing the economic, social and cultural vitality of our community.

FY 2016 OBJECTIVES:

The main objective of the library staff in 2016 will be to meet community needs by continuing to improve services in the following areas:

1. Expand and update the library's collection of books, audios, and videos. Conduct a systematic evaluation of the collection and needs.
2. Improve services to children and families by offering excellent programming, making the children's librarian available in the Children's Library during highest-use hours, and collaborating with community partners to share early literacy resources.
3. Improve public access to technology by upgrading wifi capacity and by utilizing 12 new grant-funded iPads for programming and public use in the Library.
4. Continuation of efforts to work with community groups to promote beneficial use of Library's western lot.

FY 2014 Accomplishments:

1. Circulated 129,742 items, a 10% increase over 2013. Overall library attendance increased by 4%, with 129,600 patrons served.
2. Improved patron access to materials by updating and expanding book, audio, and video collections; expanding access to digital materials; and improving signage within the library.
3. Provided access to technology for visitors and community members, including: Internet (47,229 sessions); assistance with devices and software; free monthly "tech help" classes; and e-readers and audio players for check-out.
4. Rearranged staffing patterns to schedule a temporary library aide during summer months to assist with seasonal increase in library use.
5. Provided year-round, weekly story hour and baby lap-sit programs to over 3,707 preschool children and adults, a 15% increase over 2013. Partnered with Homer area

**City of Homer
2016 Operating Budget**

early literacy organizations to provide training in early literacy skills to caregivers, teachers and parents.

6. 295 children, 33 teens and 42 adults participated in the 10-week Summer Reading Program. This represented a 16% increase in participation among children and a 7% increase overall from 2013.
7. Recruited, trained and supervised volunteers who generously contributed 1,837 hours to library operations, programs and services.

GENERAL FUND – Library State Grants

To account for the grant provided by the State for senior employment
Senior Grant moved to the Senior Center in 2001.

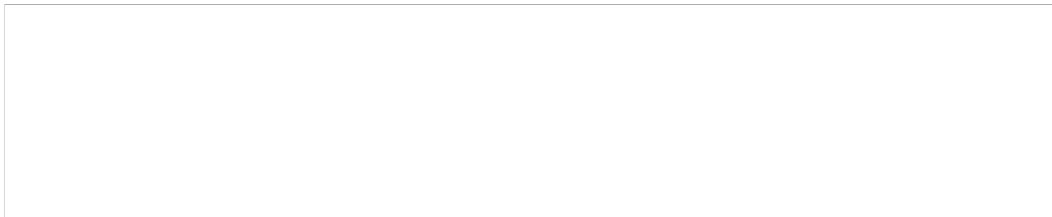
**City of Homer
2016 Operating Budget**

0145 LIBRARY				Adopted	Amended	adopted	Increase/Decrease	
A/C	Expenditure Categories	12/31/13	12/31/14	12/31/15	12/31/15	12/31/16	From Prior Yr Amended	
Num.	& Descriptions	Actual	Actual	Budget	Budget	Budget	\$	%
Salaries and Benefits								
5101	Reg Employees	241,028	279,484	293,465	293,465	301,728	8,263	2.8%
5102	Fringe Benefits	196,622	282,751	168,278	168,278	177,986	9,708	5.8%
5112	PERS RELIEF	34,788	-	34,788	-	0	0	0.0%
5103	Part Time Empl	95,156	76,543	94,399	94,399	96,229	1,830	1.9%
5104	Fringe Ben P/T	7,511	5,718	47,294	47,294	51,043	3,749	7.9%
5105	Overtime	815	277	1,000	1,000	1,000	0	0.0%
5107	Part Time Overtime	-	-	-	-	0	0	0.0%
	Total Salaries and Benefits	575,921	644,773	639,224	604,436	627,986	23,551	3.9%
Maintenance and Operations								
5201	Office Supplies	8,341	10,748	9,200	9,200	9,000	(200)	-2.2%
5202	Opr Supplies	2,028	1,315	1,270	1,270	1,270	0	0.0%
5203	Fuel/Lube	30,353	14,218	18,886	18,886	18,886	0	0.0%
5208	Equipment Maint	4,286	2,148	2,758	2,758	2,400	(358)	-13.0%
5209	Building & Grounds Maint.	53	250	500	500	250	(250)	-50.0%
5210	Prof & Spec Svc	13,973	14,645	7,853	7,853	8,246	393	5.0%
5214	Rents & Leases	5,100	4,957	6,500	6,500	4,000	(2,500)	-38.5%
5215	Communications	4,315	3,316	6,500	6,500	6,500	0	0.0%
5216	Postage/Freight	4,594	4,512	5,000	5,000	4,300	(700)	-14.0%
5217	Electricity	29,760	35,197	30,000	30,000	35,000	5,000	16.7%
5218	Water	1,358	1,218	1,320	1,320	1,320	0	0.0%
5219	Sewer	1,413	1,335	1,440	1,440	1,440	0	0.0%
5221	Property Ins	6,268	5,912	5,750	5,750	5,750	0	0.0%
5223	Liability Ins	5,168	4,356	4,096	4,096	4,096	0	0.0%
5227	Advertising	274	-	400	400	400	0	0.0%
5228	Books	31,691	42,944	47,000	47,000	27,000	(20,000)	-42.6%
5229	Periodicals	4,278	8,235	9,000	9,000	7,500	(1,500)	-16.7%
5230	Audio/Visal Mat	15,142	16,172	18,000	18,000	15,000	(3,000)	-16.7%
5231	Tools/Equip	4,627	9,157	4,000	4,000	3,000	(1,000)	-25.0%
5233	Computer related items	-	120	8,827	8,827	10,428	1,601	18.1%
5235	Membership/Dues	951	904	1,400	1,400	1,250	(150)	-10.7%
5236	Transportation	2,507	1,473	5,500	5,500	4,000	(1,500)	-27.3%
5237	Subsistence	405	830	1,800	1,800	1,500	(300)	-16.7%
5238	Printing/Binding	510	420	500	500	500	0	0.0%
5242	Janitorial	22	42	75	75	75	0	0.0%
5244	Snow Removal	9,760	8,460	14,000	14,000	10,000	(4,000)	-28.6%
5252	Credit Card Expenses	37	35	31	31	31	0	0.0%
5254	Over/Short	-	-	31	31	31	0	0.0%
5603	Employee Train	1,112	2,407	4,000	4,000	3,000	(1,000)	-25.0%
	Total Maint. and Operations	188,324	195,325	215,637	215,637	186,173	(29,464)	-13.7%
Capital Outlay, Transfers and Reserves								
5903	Building/Grounds Improv	-	-	-	-	0	0	0.0%
5990	Transfers To	-	-	-	-	0	0	0.0%
	Total C/O, Transfers & Reserves	-	-	-	-	-	0	0.0%
5607	Debt Repayment	43,361	45,149	41,478	41,478	41,478	0	0.0%
5608	Interest Exp	56,463	54,675	58,346	58,346	58,346	0	0.0%
	Total Debt Repayment	99,824	99,824	99,824	99,824	99,824	0	0.0%
	Total	864,070	939,921	954,685	919,897	913,983	(5,913)	-0.6%

5210: OCLC, ILL, MARC, State of AK
5215: Add \$6,149 if pending e-rate request is not funded. (It should be.)
5217: Increase based on 2014 actual; current year on track for similar amount.
5231: Cassie, Equinox, CLIO, Bowker
5233: 5% increase licenses & software contracts; replace 4 ancient public access catalog terminals @ \$230 each. Deep Freeze renewal essential for security updates.
Separate budget request attached to replace 11 public use computers + 2 public printers. That total is not included here.

**City of Homer
2016 Operating Budget**

0146 LIBRARY GRANT				Adopted	Amended	adopted	Increase/Decrease	
A/C	Expenditure Categories	12/31/13	12/31/14	12/31/15	12/31/15	12/31/16	From Prior Yr Amended	
Num.	& Descriptions	Actual	Actual	Budget	Budget	Budget	\$	%
<u>Salaries and Benefits</u>								
5101	Regular Employees					0	-	0.0%
5102	Fringe Benefits					0	-	0.0%
5112	PERS RELIEF					0	-	0.0%
5103	P/T Employees					0	-	0.0%
5104	Fringe Benefits P/T					0	-	0.0%
5105	Overtime					0	-	0.0%
5107	P/T Overtime					0	-	0.0%
	<u>Total Salaries and Benefits</u>	-	-	-	-	-	-	0.0%
<u>Maintenance and Operations</u>								
5227	Advertising	-	-	-	-	0	0	0.0%
5228	Books	7,392	7,558	6,650	6,650	6,650	0	0.0%
5229	Periodicals	-	-	-	-	0	0	0.0%
5230	Audio/Visual Materials	-	-	-	-	0	0	0.0%
5236	Transportation	-	-	-	-	0	0	0.0%
5603	Employee Training(Senior Grant	-	-	-	-	0	0	0.0%
	<u>Total Maint. and Operations</u>	7,392	7,558	6,650	6,650	6,650	0	0.0%
	<u>Total</u>	7,392	7,558	6,650	6,650	6,650	0	0.0%





City of Homer

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MEMORANDUM

TO: LIBRARY ADVISORY BOARD
FROM: RENEE KRAUSE, CMC, DEPUTY CITY CLERK
DATE: SEPTEMBER 29, 2016
SUBJECT: CHANGES TO THE TEMPORARY LIBRARY CARD STRUCTURE AND FEES

At the September 6, 2016 Special meeting the Library Director brought forward a consideration to increase the Temporary Library Card Fees. Library Director Dixon was going to present the Board recommendations to Staff.

This also will result in changes to the Temporary Card Fee Policy. These changes are included for your review and approval.

Following is the excerpt of the September 6, 2016 meeting minutes:

NEW BUSINESS

A. Changes to the Temporary Library Card Structure and Fees

Library Director Dixon stated that they currently have two kinds of temporary cards these are for people who do not live in Alaska and will only be here a short time. One card is \$10, good for 6 months and you can only check out two items each time. The other card is \$50, good for 6 months and you are allowed to check out an unlimited number of items. The difference is if your account is in good standing at the end of the time then they will be refunded half of the \$50 fee.

As you can guess this causes an unwelcome burden on staff and the finance department with refunding the fees.

Library Director Dixon stated that after discussing this issue with staff they are recommending \$20 for 10 items at a time, no refunds, and good for 6 months.

Discussion broke out on the number of items also covers magazines, movies, etc. and that \$30 would be a better rate, it is still a bargain at \$5.00 per month or \$1.25 per week. It was noted that protection of the assets and that books can be purchased at Salvation Army and the Bookmobile will sell books too.

Library Director Dixon will bring this idea back to staff and then present to the Finance Director.

Recommendation

Make a Motion to Approve the Changes in the Temporary Card Fees and Policy and forward recommendation to Council for Approval.

HOMER PUBLIC LIBRARY LIBRARY CARD REGISTRATION POLICY

- All library loan transactions require the use of a valid library card.
- The first card is free. Replacement cards cost \$5.00 each.
- Permanent library cards are renewed every year.
- A patron may not have more than one valid Homer Library card.
- Individuals applying for any card must comply with the identification requirements set out below.

A. PERMANENT CARDS

A permanent card is issued to adults who complete and sign the proper application form, and demonstrate proof of identity and local residency. Completion of the application form affirms that individuals accept responsibility for the proper use of library materials and resources. A Permanent Card allows patrons to check out up to 25 items at a time. **Any adult residing or owning property in the Homer Public Library service area is eligible for a permanent library card. Applying for a card affirms that the card holder accepts responsibility for materials borrowed on the card and any fines incurred. A permanent card allows patrons to check out up to 25 items at a time. A patron may not have more than one valid Homer Public Library card. The first card is free and must be renewed annually. Lost cards may be replaced for a small charge.**

To obtain Requirements for a Permanent Card you must:

1. Apply in person.
2. Supply proof of identity.
3. Supply proof of residency or land ownership in the Homer Public Library service area.
4. Supply proof of mailing address in the Homer Public Library service area.

1. Apply in Person

2. Supply Proof of Identity

Photo Identification is required to ensure that the person applying for a library card is the applicant. Acceptable proof of identity for a permanent card includes:

- Valid Driver's License.
- Government-issued photo identification.
- School identification card.
- Military identification.

3. Supply Proof of Residence Residency or Land Ownership in the Library Service Area

Applicants must fulfill the requirements listed in ~~3a.~~ **or 3b. reside** at a permanent address or own property within the library service area. The Homer **Public** Library Service area includes:

- ~~• City of Homer.~~
- ~~• City of Kachemak.~~
- ~~• City of Seldovia.~~
- ~~• Anchor Point voting precinct.~~
- ~~• Diamond Ridge voting precinct.~~
- ~~• Fritz Creek voting precinct.~~
- ~~• Halibut Cove~~
- ~~• Kachemak Bay voting precinct.~~
- ~~• Port Graham voting precinct.~~
- ~~• Ninilchik voting precinct.~~
- ~~• Nanwalek.~~

- Anchor Point
- Diamond Ridge
- Fritz Creek
- Happy Valley
- Halibut Cove
- City of Homer
- Kachemak City
- Kachemak Selo
- Millers Landing
- Nanwalek
- Ninilchik
- Nikolaevsk
- Port Graham
- Razdolna
- Seldovia
- Voznesenka

Acceptable proof of local residency or land ownership within the library service area includes:

- Valid Alaska driver’s license or other government-issued document showing local address
- Cancelled mail addressed to the applicant postmarked within the last 30 days
- Voter registration card with local precinct
- Recent utility bill showing physical address, printed or on an electronic device
- Preprinted check from a local bank imprinted with local address
- Real estate property ownership, which may be verified on the Borough website: www.borough.kenai.ak.us

~~**3a. Applicants must reside at a permanent address within the Library service area**~~

~~Acceptable proof of local residence includes:~~

- ~~• Voter registration card with local address.~~
- ~~• Alaska Sport or Commercial Hunting or Fishing license with local address.~~
- ~~• Military Identification Card.~~
- ~~• A tax receipt showing physical address.~~
- ~~• A utility bill showing physical address.~~

~~**-OR-**~~

~~**3b. Applicants must own property within the Library service area.**~~

Acceptable proof of local land ownership consists of a current real estate property tax receipt, which may be printed from the Borough website: www.borough.kenai.ak.us.

4. Proof of Local Mailing Address in the Library Service Area

Acceptable proof of local mailing address includes:

- Preprinted checks from a local bank imprinted with local address.
- Official government issued document (excluding a driver's license) showing local address. *A mailing address on a driver's license is not sufficient.*
- Evidence of cancelled mail addressed to the applicant at a local address, postmarked within the last 30 days.

Important Notes:

- General Delivery **or delivery c/o (care of)** is not an acceptable address for a **Permanent Card**.
- Proof of change of address is required when mail has been returned.
- Patrons who move out of the service area and who no longer meet the requirements of a **Permanent Card** are eligible for a **Temporary Card**.

Permanent Library Cards for Juveniles

Requirements for a Permanent Juvenile Permanent Library Card:

1. A parent or ~~responsible party~~ **guardian** must apply for a **Juvenile Library Card** in person.
2. **Supply** ~~proof~~ proof of identity for **the** parent or guardian.
3. ~~Proof of a valid local mailing address for the parent or guardian.~~
3. Supply proof of the parent or guardian's residence or land ownership in the Homer Public Library service area.

Persons under 18 years of age are considered juveniles. By ~~signing the juvenile's application~~ **applying for a juvenile permanent card**, the parent or guardian accepts responsibility for library materials and services used by the juvenile, as well as the juvenile's conduct on library premises. Juveniles may check out up to ~~12~~ **25** items at a time on a permanent card. The parent or guardian's library ~~record~~ **account** must be in good standing before any new cards will be issued.

B. TEMPORARY CARDS

Temporary **Cards** are issued to people who plan to be in service area for six months or less or do not have proof of local residency. A **Temporary Card** ~~is issued for six months~~
~~Completion of the application form affirms that individuals have accepted responsibility~~

for the proper use of the library. available for a small fee and is valid for six months. Temporary card holders may check out up to 10 items at a time. Applying for a card affirms that the card holder accepts responsibility for materials borrowed on the card and any fines incurred. A patron may not have more than one valid Homer Public Library card.

There are two types of Temporary Cards:

- ~~A Standard Temporary Card allows up to 2 checked out items for a non-refundable fee of \$10.00.~~
- ~~A Family Temporary Card allows up to 12 checked out items for a fee of \$50.00, \$40.00 of which is refundable.~~

Family Temporary Card Refund Procedure:

Upon patron's departure from Homer, \$40.00 of the deposit will be refunded, less outstanding fines or fees. The \$10.00 non-refundable portion covers administrative costs of the deposit program. Refunds will be issued via check by the City of Homer during the second check run of the month. Patron must inform library staff of departure, and forwarding address should be on the application. If deposit is not requested within sixty days after the six-month expiration date, it will be considered a donation to the Friends of the Homer Library.

Requirements for Temporary Library Cards:

1. ~~Must Apply in person.~~
2. ~~Supply Proof of identity.~~
3. ~~Proof of permanent residence address.~~ **Supply permanent mailing address.**

1. Apply in Person

2. Supply Proof of Identity for Temporary Cards

~~Photo Identification is required to ensure the person applying for the library card is the applicant.~~ Acceptable proof of identity for a ~~T~~emporary ~~C~~ard includes:

- ~~Valid Driver's License.~~
- ~~Government-issued Photo identification.~~
- ~~School identification Card.~~
- ~~Military Identification.~~

3. Proof of Permanent Residence Supply Permanent Mailing Address for Temporary Cards

Acceptable proof of permanent ~~residence~~ mailing address for a ~~T~~emporary ~~C~~ard includes:

- ~~Valid Driver's License showing permanent address.~~
- ~~Official government-issued document showing permanent address.~~

- Evidence of cancelled mail addressed to the applicant at ~~their~~ his/her permanent address postmarked within the last 30 days.

A local address may be given in addition to a permanent address if available.

Important ~~n~~Notes:

- ~~General Delivery is not an acceptable permanent address for a Temporary Card.~~
- ~~General Delivery or “c/o” is acceptable as a local address only in addition to a permanent address.~~
- **General Delivery or delivery c/o (care of) is not acceptable as a permanent address for a temporary card. Both may be used as a local address supplementing a permanent address.**

Temporary Cards for Juveniles

Persons under 18 years of age are considered juveniles. By ~~signing the application~~ **applying** for a ~~Juvenile Temporary Card~~, the parent or guardian accepts responsibility for library materials and services used by the juvenile as well as the juvenile’s conduct on library premises. ~~Juveniles may check out two items at a time on a Juvenile Temporary Card.~~ If the parent or ~~responsible party~~ **guardian** has a library card, that library ~~record~~ **account** must be in good standing before a ~~Juvenile Temporary Card~~ will be issued to the juvenile.

Requirements for a Juvenile Temporary Library Card:

1. A parent or ~~responsible party~~ **guardian** must apply in person.
2. **Supply** ~~Proof~~ of identity for **the** parent or ~~responsible party~~ **guardian**.
3. **Supply** ~~Proof of a valid local~~ **permanent** mailing address for the parent or ~~responsible party~~ **guardian**.

Exceptions to the above requirements may be made at the discretion of the Library Director.

Approved by the LAB on
Approved by the HCC on



City of Homer

www.cityofhomer-ak.gov

Office of the City Clerk

491 East Pioneer Avenue
Homer, Alaska 99603

clerk@cityofhomer-ak.gov

(p) 907-235-3130

(f) 907-235-3143

MEMORANDUM

TO: LIBRARY ADVISORY BOARD
FROM: RENEE KRAUSE, CMC, DEPUTY CITY CLERK
DATE: SEPTEMBER 29, 2016
SUBJECT: RECRUITMENT OF NEW BOARD MEMBERS

I would like to commend the Board's efforts to recruit new members during the last 6 months. You have all done extremely well, however it would be great to get two more members signed on. At the September 12th Council meeting Boardmember Springer was appointed. We will be officially welcoming her under New Business and we will have one additional new member appointed at the October 10th Council meeting.

These two new appointments will leave one vacancy but our Chair has indicated that he would like to tender his resignation so we need someone to fill his seat.

Keep up the good work, currently the vacancies we have are for city residents only on the Board.

Recommendation
No Action Required. Informational in Nature.



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MEMORANDUM

TO: LIBRARY ADVISORY BOARD
FROM: RENEE KRAUSE, CMC, DEPUTY CITY CLERK
DATE: SEPTEMBER 29, 2016
SUBJECT: WELCOME NEW BOARDMEMBER!

Welcome to the Library Advisory Board!

Thank you for choosing us!



Recommendation
Informational In Nature. No Action Required.



CITY OF HOMER
APPLICATION TO SERVE ON ADVISORY BODY
COMMISSION, BOARD, COMMITTEE, TASK FORCE

CITY CLERK'S OFFICE
CITY OF HOMER
491 E. PIONEER AVE
HOMER, AK 99603
PH. 907-235-3130
FAX 907-235-3143
clerk@cityofhomer-ak.gov

The information below provides some basic background for the Mayor and Council
This information is public and will be included in the Council Information packet

AUG 31 2016 PM03:45 PK

Name: Emilie Springer Date: 8/31/16

Physical Address: 67620 Diamond Ridge

Mailing Address: PO Box 2882, Homer

Phone #: 399-1175 Cell #: 399-1175 Work #: _____

Email Address: esspringer@alaska.edu

The above information will be published in the City Directory and within the city web pages if you are appointed by the Mayor and your appointment is confirmed by the City Council

Please indicate the advisory body that you are interested in serving on by marking with an X.
You may select more than one.

ADVISORY PLANNING COMMISSION
1ST & 3RD WEDNESDAY OF THE MONTH AT 6:30 PM
WORKSESSION PRIOR TO EACH MEETING AT 5:30 PM

ECONOMIC DEVELOPMENT ADVISORY COMMISSION
2ND TUESDAY OF THE MONTH AT 6:00 PM

PARKS & RECREATION ADVISORY COMMISSION
3RD THURSDAY OF THE MONTH AT 5:30 PM

CANNABIS ADVISORY COMMISSION
4TH THURSDAY OF THE MONTH AT 5:30 PM

PORT & HARBOR ADVISORY COMMISSION
3RD WEDNESDAY OF THE MONTH
OCT-APRIL AT 5:00 PM
MAY - SEPT AT 6:00 PM

LIBRARY ADVISORY BOARD
1ST TUESDAY OF THE MONTH AT 5:30 PM

PUBLIC ARTS COMMITTEE
2ND THURSDAY OF THE MONTH AT 5:00 P.M.
FEB, MAY, AUGUST & NOVEMBER
WORKSESSIONS PRIOR AT 4:00 PM

OTHER - PLEASE INDICATE

CITY COUNCIL
2ND & 4TH MONDAY OF THE MONTH
SPECIAL MEETINGS & WORKSESSIONS AT 4:00 PM
COMMITTEE OF THE WHOLE AT 5:00 PM
REGULAR MEETING AT 6:00 PM

I have been a resident of the city for ever - Born & raised here years. I have been a resident of the area for _____ years.

I am presently employed at UAF / NPRB student grant

National Fisherman Journal

Please list any special training, education or background you may have which is related to your choice of advisory body.

Academia - ABD PhD Status (through UAF)

- teaching at Kpc geography + Anthro.

Creative Writing (non-fiction) through Breadloaf/

Have you ever served on a similar advisory body? If so please list when, where and how long: Middlebury

yes. Haven House Board of Directors 2013-2015

Amcc (alaska marine conservation council) Board
2013-2015

Why are you interested in serving on the selected advisory body?

I spend several hours/day @ HPL. my 2 children regularly use the kids section.

Please list any current memberships or organizations you belong to related to your selection(s):

Books and media are a regular part of my day. Literary awareness is a topic very important

Please answer the following only if you are applying for the Advisory Planning Commission: to me.
Have you ever developed real property other than a personal residence, if so briefly explain:

Please answer if you are applying for the Port & Harbor Advisory Commission:
Do you use the Homer Port and/or Harbor on a regular basis?

Yes No What is your primary use? Commercial Recreational

Please include any additional information that may assist the Mayor in his/her decision making:

please let me know if you are interested in a full resume or references. Thanks!



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MEMORANDUM

TO: LIBRARY ADVISORY BOARD

FROM: RENEE KRAUSE, CMC, DEPUTY CITY CLERK

DATE: SEPTEMBER 29, 2016

SUBJECT: FUNDRAISING AND DISCUSSION ON CREATING A FOUNDATION

Following is an idea and information on fundraising and creating a Foundation to assist in the Board's discussion.

Recommendation
Informational In Nature. No Action Required.

Excerpt from the Library Journal, www.lbj.com

Library Foundations Raise Money for Libraries... Right? | Advocate's Corner

By Peter Pearson on March 15, 2013

Peter Pearson



Everywhere you turn in the world of libraries these days, you hear people talking about the need for private fundraising. ALA conferences have multiple concurrent sessions on fundraising, articles dealing with fundraising in library publications abound, and listservs everywhere are dissecting the pros and cons of private fundraising.

Twenty-five years ago, no one in the library world talked about fundraising. Or if they did, it was in regard to the latest and greatest book sale by their Friends group. Now we have an entirely new type of organization that has developed in support of libraries: a library foundation. Foundations differ from Friends groups in two significant ways: they are typically staffed by fundraising professionals, and they attempt to raise large amounts of private funding from individuals, foundations, and corporations.

One would think that these organizations would be the answer to a library's financial woes, and would be greeted with open arms by library directors and trustees. And some of them are. But there are an equal number of library foundations which have had a rocky relationship with the library they are created to support.

So where is the disconnect? It may be in several areas. First is the reason for creating a library foundation. Private funding should always serve to enhance a publicly funded institution's programs and services. It is not meant to replace public funding. Yet the great interest in creating library foundations has arisen from the dramatic loss of public funding which many libraries have experienced in recent years. Creating a library foundation to replace public funding is misguided. The day-to-day operating needs of the library will always clash with the interests of private donors if this is the motivation for seeking out private funding for your library. If a huge loss in public funding is your primary concern, you may want to create a grassroots advocacy program before you create a library foundation. Getting citizens actively involved in lobbying for your library's operating budget (as opposed to the library staff and director attempting this) can produce remarkable results.

Even when a library foundation is created for the appropriate role of raising private money for enhancements, there can still be problems between a library and its foundation. I can't begin to tell you the number of times I have heard a library director say something to this effect: "We created a library foundation several years ago, but they don't seem to be raising any money for us." Is this really happening a lot? And, if so, why is that the case? There may be a number of things contributing to this sense of disconnection between libraries and their foundations.

One of the most difficult issues with which to deal may be a personality conflict. Let's face it, there are people who just don't get along because of stylistic differences. If these stylistic differences exist between the leadership of the foundation and the leadership of the library, it is unlikely that good communication will exist, resulting in the foundation not being responsive to the library's needs.

But even when good communication exists between the library and the foundation, it may be a number of years before the library reaps the fruits of the foundation's labor. Library foundations are usually staffed by fundraising professionals. Staff cost money. Before the foundation can provide support to the library, it needs to pay its own operating costs. Some professionals believe that it takes at least three years for a newly staffed organization to raise more than it pays in staffing costs. Most libraries that create foundations are looking for a quick return on their money, which may be unrealistic.

The other thing to remember is that a library foundation is its own organization, just like the library is. Organizations need care and feeding. They don't just operate in a vacuum. As a non-profit organization, the library's foundation needs to recruit and orient a continual stream of new board members; it needs to adhere to human resource policies for its staff; it needs to maintain donor information in a database; it needs to adhere to strict accounting policies; it needs to file annually with all local and state regulatory agencies for non-profits; it needs to have regular means of communicating with donors; it needs to have annual audits of its finances; and it needs to have up-to-date gift acceptance and investment policies. None of these activities, which are expected of all non-profit organizations, raises a penny for the library, and yet they are critically important to maintaining the kind of organization to which savvy donors will want to contribute. In short, it takes money to raise money.

What about the library foundation conducting activities which don't give the library a direct cash contribution? The three most common non-fundraising activities conducted by library foundations are: cultural programming, advocacy, and public awareness. What is the potential value of these activities to the library?

Library foundations that are involved in conducting adult cultural programs usually do so for a number of reasons. First, these programs can bring heightened public awareness of the foundation's fundraising efforts. A gathering of people at a program can provide an opportunity to mention a current fund drive that the foundation is conducting. The second reason to offer this kind of activity is to increase the number of people coming to the library. People may attend a program in the library who never enter a library for its print and electronic resources. Once there, they may decide to take advantage of some of the resources and programs they didn't know the library offered. Third, if the foundation has a program with a national literary figure, it can be a fundraiser in and of itself. And finally, (and this is not insignificant) programming gives foundation Board members something to "own." Most of their activities involve raising funds for programs which the library has determined are important for private support. Cultural programming may be an activity over which the foundation has more control, and through which it can feel its own sense of identity.

Political advocacy is an activity in which every library foundation should engage. It may wish to partner with the local Friends groups, or take this on as its own activity when Friends groups are reluctant to

participate in grassroots advocacy activities. The thing about foundations that makes them the perfect group to conduct political advocacy is their board composition. Most foundations, if they are successful, have realized that they must recruit the most influential and well connected board members for effective fundraising. These board members are usually civic and business leaders in the community. These are the individuals to whom elected officials listen. If they carry the advocacy message for the library, the elected officials will listen far more closely to the funding requests these individuals make than they will to a plea from a library director. In addition, the foundation, which typically has financial assets at its disposal, can leverage an advocacy request with the promise of private matching dollars. Pairing fundraising with advocacy is a win/win.

Are public awareness activities a worthwhile undertaking for a library foundation? Most library directors whom I know feel that libraries never have adequate budgets for marketing and communication and wish their library had a stronger visible presence in the community. Foundation board members will likely have access to marketing and communications professionals and organizations in the community. They may be influential in getting these organizations to work with the library, potentially offering pro bono services in these areas. The foundation may also have its own marketing and communications staff, who can work side by side with the library's marketing and communications staff to increase the library's visibility in the community. Increased visibility brings increased use, which eventually may bring an increase in public support. Good communications and marketing is also key to any successful fundraising effort.

So a case can be made for library foundations to conduct activities which don't bring direct financial support to the library. The issue is always one of balance. A library foundation that only conducts its own activities and never contributes financially to the library won't have the support of the library director and staff for long. Just as a library foundation which hopes to raise money for library programs and services, but spends too many years getting its house in order and just paying its own operating costs, will also not survive in the long run. An effective and smoothly functioning library foundation can be the best partner your library could imagine. It can be your link to all of the people of influence in the community, it can provide needed financial support for the enhancements you'd like to offer but can't with limited public funds, and it can be your conduit to the policy makers and decision makers who hold the key to public funds for your library. A library foundation is worth creating and it's worth creating well. Get the best big-picture thinkers involved at the start, be clear about the foundation's mission and activities, and build in constant communications between the library and the foundation. Five years from now you'll be wondering how you ever survived without it.

—

Peter Pearson has been the President of The Friends of the Saint Paul Public Library for the past 21 years. This one organization serves as both a Friends group and a library foundation for the Saint Paul Public Library. Pearson is also the Lead Consultant for Library Strategies, a consulting group of The Friends which provides consulting services to libraries in the areas of fundraising, advocacy, and strategic planning.

Community Partnerships + Advocacy = A Public Library Foundation

By Jan Cederquist, MLS
Alabama Public Library Service
(The State Library Agency)

www.statelibrary.alabama.gov

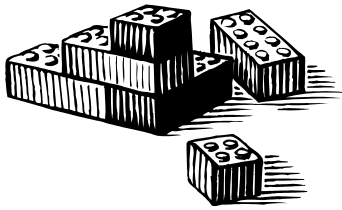
Information in this presentation was taken from the
Foundation Handbook created for Public Libraries in Alabama.
– Please check your own state laws and requirements
for 501(c)(3) organizations.

PROGRAM OVERVIEW:

By creating a Public Library Foundation (a 501(c)(3) non-profit organization) the library is taking an active step in building proactive community partnerships and vocal advocates for the library. A foundation is different from the traditional “Friends of the Library” efforts by involving non-library users as well as library patrons to increase awareness of library services and resources throughout the entire community. The non-profit status of a foundation provides a platform for raising money and support for current library services as well as securing a financial future for the library.

What will participants learn from this program?

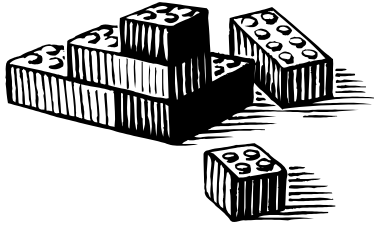
1. Community Partnerships help the library become “the hub” of the community while helping the library to identify community needs and aligning services with local government’s goals and objectives.
2. Advocacy and support for the library is built through community partnerships which provides a “voice” for the library and helps to touch the lives of non-library users.
3. A Public Library Foundation is a way to coordinate partnership and advocacy efforts as well as funding current library efforts and ensuring the library’s future.



BUILDING A FUTURE FOR THE PUBLIC LIBRARY, OR WHY YOUR LIBRARY NEEDS A FOUNDATION

Library foundations are not just for big public libraries. Any public library can have a foundation. All public libraries can benefit from a library foundation because it has the potential to:

1. Move the library administration, library board, and funding authority out of their “comfort zone” and encourage the development of new things.
2. Support the public library with an independent 501(c)(3) non-profit organization, overseen by a community-based board of directors. Money raised by the foundation does not belong to the library or the city/county and is not subject to governmental control.
3. Allow local donations to become tax-deductible to the giver.
4. Offer more opportunities for writing grants due to the non-profit 501(c)(3) status.
5. Provide a financial “foundation” that will ensure the future of the public library.
6. Provide private funding to replace, as necessary, diminishing financial support from the funding authority.
7. Make possible short-term, no-interest loans for public library projects.
8. Supply funding for the little extras, the “icing on the cake”, that the public library may not be able to fund on its own or place in the regular budget.
9. Develop strong advocates for the public library.
10. Build solid partnerships in the community.
11. Impact on all parts of the community that the public library serves.
12. Provide the opportunity for great publicity through foundation financed library programs and services.



THE TWO STRONGEST REASONS FOR A PUBLIC LIBRARY TO HAVE A FOUNDATION: ADVOCACY AND FINANCIAL SUPPORT.

ADVOCACY

Advocacy should be a priority of the foundation. Most non-library users are unaware of the changes that libraries have gone through in the last few years. With the increase of computers with Internet access, teen collections, weekly story times for preschoolers, after-school programs, book discussion groups, and other programs – there is literally something for everyone.

The foundation's board and members will become some of the library's strongest advocates. Foundations also allow people outside of the public library to help raise money and volunteer for special projects that will help make the public library "their library."

The foundation will form new partnerships with schools, businesses, organizations, and agencies to offer new programs and services in addition to expanding local resources. The public library is the logical place to become the "hub" of the community because its purpose is to serve the community as a whole as the library serves all ages, all cultures, all times, all year.

FINANCIAL SUPPORT

Local funding for a public library may vary when local governmental officials commit much of the local tax base to "essential services" infrastructure, such as fire and police. The public library may then be relegated to using state and local funds for "basic operations" with little money allotted for special materials and services to carry out its goals and objectives.

Much of the money raised by the library foundation will be local money which is tax deductible due to the public library foundation's 501(c)(3) tax status. The 501(c)(3) status also opens up grant opportunities for the public library foundation to help collect money outside of the local area to benefit the library services and the community it serves.



SHOULD THE PUBLIC LIBRARY HAVE...

A PUBLIC LIBRARY FOUNDATION, OR, A FRIENDS OF THE LIBRARY?

A public library foundation is a non-profit organization with a 501(c)(3) status recognized by the Internal Revenue Service (IRS). Since most grant funding agencies are also classified as foundations, the administration of the founding agency knows that the non-profit organization requesting a grant is regulated by the same IRS guidelines as the granting agency follows. This understanding builds confidence between agencies and makes for a wider range of funding agencies to help with local library initiatives.

“Friends of the Library” organizations have been around a long time and have proven to be a major support to libraries. However, individuals and organizations unfamiliar with libraries may not recognize the role of a Friends group. Therefore, the opportunity to bring in funding outside of the local community may be limited when requested through a Friends group.

Both public library foundations and Friends of the Library organizations can apply for a 501(c)(3) status. This means that:

- The organization has been recognized by the IRS and meets the criteria of a 501(c)(3) non-profit organization.
- Annual reports are filed with the IRS declaring money received is within the mission and objectives of the non-profit organization.
- The non-profit organization is maintaining its status as a 501(c)(3) by keeping the local donations and the outside financial assistance within the IRS guidelines.

Community Confidence -- Another more subtle benefit is that people seem to have confidence in foundations. The word itself engenders feelings of safety and security. So does the word “library.” When the two words are used together, and a list of prominent citizens who serve as board members and manage the foundation is added, potential contributors are convinced and willing to give support.

– Taken from Forming and Funding Public Library Foundation by Faye Crow, c1993 (p3)

FOUNDATION + FRIENDS MAY = BEST OF BOTH WORLDS

LIBRARY FOUNDATION	FRIENDS OF THE LIBRARY
To create financial partnerships Led by local “movers and shakers” Conducts large fundraising efforts Focus on the community as a whole	To provide grassroots support Supplies main corps of volunteers Handles small-scale fundraising Focus on library users and book lovers

By combining the functions of foundations and Friends, the public library can create a cohesive organization that functions for the benefit of the public library without duplication of resources.

- There is one organizational board so local talent does not have to be split into two separate boards.
- Allows the opportunity for Friends who know the community to work alongside with local “movers and shakers” who know where the money is.
- Communication is better since everyone meets as a united group.
- One group would eliminate the confusion of which organization local donors should support.

FOR MORE INFORMATION

“Library Friends and Foundations: Time for a Merged Model?” By Peter D. Pearson, with Stewart J. Wilson of The Friends of the Saint Paul Public Library (Saint Paul, MN). Online version (9 pages) can be found at http://www.malf.info/publications/Friends_and_Foundations.pdf

“Get the Whole Shebang: Or, Expect More From Your Friends/Foundation” (A program at the Public Library Association Conference, Boston, Massachusetts, March 24, 2006) Presented by staff from The Friends of the Saint Paul Public Library http://www.placonference.org/2006/handouts/264_Wilson_Stu_083024_032906120506.pdf (33 pages)

In some library systems there are both a Friends group and a foundation. In these cases, the organizational roles are even more blurred, often resulting in a lack of effectiveness, duplication of effort, mismatched missions and messages, or even conflict. – Paul D. Pearson, from [Library Friends and Foundations: Time for a Merged Model?](#)



The Flomaton Public Library (Flomaton, Alabama; Escambia County)

SMALL-TOWN SUCCESS STORY:

The Flomaton Public Library serves a population of 1,547. In December 2006, the library started collecting donations for a new library building. In April 2007, the Library Foundation was created. By February 2008, the small town of Flomaton had raised \$860,000 of the \$1.2 million needed. The article below is from the *Tri-City Ledger* dated 2/28/08.

Support the library

The Flomaton Library Board has reviewed the first set of architectural drawings for a new library and the time is getting near for a ceremonial groundbreaking on this new facility.

Being almost 10,000 square feet, the new state-of-the-art library downtown will be a great asset to this community for years and years to come. The best part is the town of Flomaton has only put \$150,000 into the pot. The rest of the money has been raised from outside sources from people like you.

To date the drive has raised more than \$860,000 and the goal is still to raise \$1.2 million for the facility. That's where you come in.

We had our doubts the \$1.2 million could be raised by donations, but it is getting extremely close and now is on the verge of becoming a reality.

It didn't happen by accident. It happened because people see the need and they want to be a part of this historic development in Flomaton. It happened because of the reputation the existing library has gained under the leadership of Librarian Faye Knowles.

Some decisions will be made over the next few weeks concerning the library and the direction the board takes. We hope money, or lack of it, is not a major player in that decision-making process.

If you've made a donation to the library fund, we thank you. If you have not, we ask that you give it great consideration.

The library is for the people of this community and the people of this community need to be involved.

FOUNDATIONS AND FRIENDS: THE ADVANTAGES OF THE MERGED MODEL

The Friends of the Saint Paul Public Library, Minnesota

Friends organizations and foundations have long-standing traditions and missions. Why should any library consider a new model? Clearly one will need to look at the particular library, support organization(s) and community to consider whether a merged model is right....However, our experience as FSPPL indicates that the merged model presents numerous advantages over the separate Friends and foundation patterns of organization.

- **Eliminates confusion** of having two separate support organizations.
- **Maximizes private financial support** across the whole community.
- **Improves accountability** to the library due to professional staffing of key organizational positions.
- **Streamlines communication** between the support organizations, library administration and library board.
- **Decreases competition** for strong, active board members.
- **Lessens the need for library staff involvement**, but increases the effectiveness, focus and professionalism of staff interaction.
- **Broadens the range of community participants** – individuals, donors, media, politicians, businesses, etc. – available to support the library.
- **Increases the flexibility and responsiveness of the support organization.** An organization with a multi-faceted mission can shift more quickly and effectively to address the library's most pressing needs.
- **Enhances visibility and credibility** in the community.

-- Adapted from "*Library Friends and Foundations: Time for a Merged Model?*" By Peter D. Pearson, with Stewart J. Wilson of The Friends of the Saint Paul Public Library (Saint Paul, MN), page 4.



GETTING STARTED: A PUBLIC LIBRARY FOUNDATION CHECKLIST

- Determine there is a need for a Public Library Foundation.
- Make a list of possible Public Library Foundation members and Board of Directors.
- Select interested volunteers from the list to become the “first” working board of the foundation to draft, revise, and approve foundation documents needed to establish the Foundation.
- Make a list of the volunteers’ addresses, affiliations, & occupations.
- Apply to the IRS for a EIN# (IRS Form #SS-4).

- Determine the Foundation’s accounting period.
- Write the Foundation’s Mission Statement.
- Research and review samples of Foundation Bylaws and Articles of Incorporation.
- Determine which Public Library Foundation model best fits your needs.

- Write the Foundation’s Articles of Incorporation.
- Write the Foundation’s Bylaws.
- Write the Foundation’s Conflict of Interest Policy.

- Have the documents notarized.
- File papers with Judge of Probate and State Department. (Note: There is a fee required by each office to be paid at the Probate Office).

- READ!! READ!! READ!! Instructions to IRS Form 1023- Application for Recognition of Exemption.
- Complete Form 1023 according to IRS instructions.
- Complete all required attachments and make sure they are attached in the right order. Attached documents should include Bylaws, Articles of Incorporation, and Conflict of Interest Policy.

- Have a CPA check all documents
- Mail completed package to IRS with required check in the amount found in instructions of Form 1023. (NOTE: Check IRS Form 8718—User Fee for Exempt Organization Determination Letter Request).

Helpful Resources On Why Your Public Library Needs a Foundation:

Example of “Frequently Asked Questions” and responses by the Durham Library Foundation (North Carolina) can be found on the foundation’s webpage. Questions include:

- What is the Campaign for the Library?
- Don’t Durham County citizens already support the library with their taxes and with the recent bond issues?
- Can’t I just give money directly to the Library?
- Doesn’t the Friends of the Durham Library organization already raise money to support the Library?
- How will the Campaign funds be spent?
- Won’t the County Commissioners simply decrease Library funding if The Campaign for the Library is successful?
- What types of donations can the Foundation accept?

– Answers to the questions and more information about the Durham Library Foundation can be found at: <http://durhamlibraryfoundation.org/about.html>

FOUNDATION WEBSITES:

Many of the documents were furnished compliments of Shirley Spears and the Board of the B. B. Comer Memorial Library Foundation. For more information:

http://www.sylacauga.net/library/comerlibrary_foundation.shtm

Durham Library Foundation website can be found at:

<http://durhamlibraryfoundation.org/about.html>

Walnut Creek Library Foundation (California) can be found at:

<https://www.wclibrary.org/about.html>

RESOURCES:

Foundation Center – Learn About Foundations and Fundraising (Resources/Training)

<http://www.foundationcenter.org/getstarted/learnabout/foundations.html>

BOOKS & DOCUMENTS:

“Establishing a Library Foundation: Planning, Persistence, Progress” by Jeanne Thorsen. From FOLUSA.org website Available at:
<http://www.folusa.org/sharing/establishing-a-library-foundation.pdf> (5 pages).

Forming and Funding Public Library Foundations / written by Faye Clow; edited by Daniel G. Zack – Chicago : Public Library Association/American Library Association, c1993. (31 pages)

“*Get the Whole Shebang: Or, Expect More From Your Friends/Foundation*” (A program at the Public Library Association Conference, Boston, Massachusetts, March 24, 2006) Presented by staff from The Friends of the Saint Paul Public Library
http://www.placonference.org/2006/handouts/264_Wilson_Stu_083024_032906120506.pdf (33 pages)

An Introduction to Public Library Foundations: A Member’s Guide / Compiled by Jerry Krois, Wyoming State Library Division, June 2000 (33 pages)

“*Library Friends and Foundations: Time for a Merged Model?*” By Peter D. Pearson, with Stewart J. Wilson of The Friends of the Saint Paul Public Library (Saint Paul, MN). Online version (9 pages) can be found at
http://www.malf.info/publications/Friends_and_Foundations.pdf

“Public Library Foundation” / By Chris Mayer. Today’s Librarian, March 2000 (p26-27).

“Straw Into Gold: Could Private Fundraising Be the Answer?” / By Bonnie R. Payne. Public Libraries, May/June 1997 (p174-176).

HELPFUL RESOURCES FOR STARTING A NON-PROFIT LIBRARY FOUNDATION:

“Anytown Public Library Ethics Policy” / VOICE (The Association for library Trustees and Advocates Newsletter) p6-7

“Basic Steps and Sequences of Nonprofit Formation” provided by the NRCA: Nonprofit Resource Center of Alabama can be found at:

http://www.nrca.info/nonprofit_formation_steps.asp

“Core Operating Standards for Startup Nonprofit Organizations” provided by the NRCA: Nonprofit Resource Center of Alabama can be found at:

http://www.nrca.info/CORE_OPERATING_STANDARDS.ASP

The Essential Friends of Libraries: Fast Facts, Forms, and Tips / Sandy Dolnick – Chicago : American Library Association, c2005 (99 pages + CD Disc)

Forming and Funding Public Library Foundations / written by Faye Clow; edited by Daniel G. Zack -- Chicago : Public Library Association/American Library Association, c1993 (31 pages).

How to Start a 501(c)(3) Nonprofit Organization available on wikiHow: The How-to Manual That YOU Can Edit at <http://www.wikihow.com/Start-a-501c3-Nonprofit-Organization>

An Introduction to Public Library Foundations: A Member's Guide / Compiled by Jerry Krois, Wyoming State Library Division, June 2000 (33 pages).

“Nonprofit Management: Establishing a Nonprofit Organization: Frequently Asked Questions” provided by Foundation Center can be found at:

http://foundationcenter.org/getstarted/faqs/section_4a.html

“Turning Values into Vision” Council on Foundations (c2008)

<http://www.cof.org/learn/content.cfm?itemnumber=926&navItemNumber=2283>

Non-Profit Internet Resources:

Alliance for Non-Profit Management <http://www.allianceonline.org/>

Council on Foundations <http://www.cof.org>

Foundation Center <http://foundationcenter.org>

IRS – Charities & Non-Profits: <http://www.irs.gov/charities/index.html?navmenu=menu1>

Nonprofit Resource Center of Alabama (NRCA) <http://www.nrca.info/>

Establishing a Library Foundation: Planning, Persistence, Progress

Each person, family, and business in our community faces a daunting challenge: the rapid pace of change. Compounding this challenge is the growth and array of information sources from which to choose so that wise decisions can be made. To cope and succeed, we need trusted information easily and quickly.

The answer: the public library.

The public library faces enormous challenges, too. Challenges in reaching and serving all members of our community, especially those who may not be aware of how the library can help them find community resources, and better their lives. And, challenges in funding library facilities, collections, services, and programs.

Library foundations provide opportunities for an array of revenue sources to supplement tax support. And, libraries have significant advantages in fundraising:

- Our doors are open every day, and our service is offered to all residents. People drive by, come in our doors daily, and log on for information, which is an advantage to attracting additional funding.
- Our mission is pure, understandable, and embraced by the community. We'll be here tomorrow, and in future decades. This is extremely important to people who are considering current and legacy gifts.
- Our service is trusted. With the abundance of data available electronically, there is a need for librarians' expertise in locating the most correct and helpful sources.
- Our service is valued. Even if adults haven't set foot in a library for a long time, they know and appreciate the library's value in our democratic society.
- Our service is integral and vital in people's busy lives. The ability to access information and resources is essential. Our services make it easy for people to incorporate library visits (real and virtual) into their active schedules.
- And, our service is memorable and positive. People can fondly recount the library of their childhood, and the joy of taking their children and grandchildren to the library to check out books and listen to storytellers.

Libraries provide essential services that change lives. A library foundation provides a structure for people to show their appreciation for and support of extended library services. It is a win-win-win situation: the donor has confidence in the organization and how their dollars will be spent and can receive tax benefits, the library gains support for needed projects, and the foundation achieves its goal of providing additional resources to the library.

Benefits of Foundations

By raising private dollars, library foundations are able to leverage and stretch public dollars. Donors may have a strong belief in the value of the public library yet do not wish to give their

philanthropic gift to a public entity. They will, however, contribute to a non-profit, tax-exempt private organization: a library foundation.

A library foundation is a separate legal entity formed for the purpose of enhancing and expanding library programs and services. Its primary function is to secure financial and in-kind donations for programs, services, collections, and capital projects. The foundation offers donors a familiar and reliable vehicle for tax-deductible contributions in support of the library.

The benefits of a foundation are many:

- Grant Eligibility - Foundations have the advantage of being eligible for grants for which public libraries may not qualify. Most grantors require that recipients be qualified 501(c)(3) non-profit organizations. Also, many major grantors have a policy against funding tax-supported institutions, but will provide grants to foundations.
- Sponsorships and Partnerships - Finding the right partner for your project is an art, and many companies like to be associated with the types of programs created by libraries.
- Planned Giving Opportunities - Planned giving is a way for donors to make gifts to an organization and receive financial and tax benefits. There are many options including Charitable Gift Annuities, Deferred Gift Annuities, Pooled Income Funds, Charitable Remainder Trusts, Charitable Lead Trusts, and the most common, Bequests. Retirement assets (including IRAs, annuities, pension plans, etc.) make a wonderful gift, because they pass tax-free to your library foundation.
- Cash, Stocks, Real Estate, and Life Insurance - Foundations can accept gifts for restricted and unrestricted purposes, providing donors a tax exemption (to extent qualified by law).
- Endowments - Gifts to create endowed funds are invested and only the income is spent on library needs. Endowments may be restricted by the donor, or available for spending on programs or other uses as needed.
- Investment Opportunities - Foundations have the flexibility to invest their funds to maximize the benefit for the foundation and, eventually, the library. Investment options available to public agencies are usually much more restrictive.
- Community Support and Confidence - When people give to a foundation they know that their gifts will be used as intended. Gifts may be restricted, making the giving even more appealing. For example, specified uses may include collections, branches, reading programs, etc.

Foundations and Friends of the Library groups can happily co-exist and significantly leverage community support. Each locale is different, and depending on the size and structure of the library, there can be several friends groups and a foundation. In these cases, the friends, provides significant financial support for their local branch while the foundation focuses its efforts on the entire system.

Establishing A Foundation

A library foundation is relatively easy to establish. It takes planning, persistence, and patience. First, a few basic legal steps need to take place. These include selecting a Board of Directors and officers, preparing Articles of Incorporation and By-Laws and finally, applying for tax-exempt status with the Internal Revenue Service. Some private funding or fund raising will be necessary to cover legal fees and document filing fees; public funds may not be used to organize and establish a foundation.

Organization

The size and organization of the foundation board will vary depending on the needs and resources in the community. The key is to attract, recruit, and involve dedicated individuals in the community who will raise funds and visibility on behalf of the foundation. Operating policies, practices, and committees will evolve as the foundation grows and matures.

Communication between the library board of trustees and the foundation board of directors is essential for success. There are numerous structures: some foundations include and involve all library trustees on the board, some include a designated liaison from the library trustees, and some favor total separation of the boards with other communications systems in place.

The staffing and support of library foundations also varies. In some cases, the library provides the staffing and office support; in other instances, the foundation totally supports its staff and office. And in some libraries, a mix of library resources and private funding is the preferred structure.

Advice is available from attorneys and accountants regarding laws governing foundation activities and fiscal management. Bar associations, accounting firms, educational institutions, and fund development organizations offer seminars and workshops on board recruitment and development, financial issues, etc. which provide valuable insight and information for both new and established foundations.

Programs and Priorities

Library foundations support the goals and priorities of the library and work closely with the administration in the planning and funding of projects that benefit users and potential users. Library foundations focus on capital projects, collections, programs, and services that are not funded through public dollars. For example, foundations can raise part or all of the resources for a new building, buy books to give away as part of a reading readiness program, and supplement collection and/or programming funds. Funds raised by the foundation are in addition to the library's tax-supported funding and do not replace public support.

Foundations - and foundation board members - extend the library's reach into the community, both in spreading the word and in bringing information and issues back to the library. Foundations also contribute to political campaigns in support of library levies or bond measures. And, Foundation board members are excellent advocates for library election measures.

Tell Your Story - Now!

"A man can wait for a long time with his mouth open before a duck flies in," is a Chinese proverb that impels us to action. Libraries have excellent stories to tell and numerous opportunities to let people know that their support is valued and needed. Libraries are more important than ever as they meet the challenges of today and tomorrow. The pace of change will continue to accelerate, and a foundation can help the library mobilize resources to provide vital library services in our communities today and in the future.

Resources

- Library foundation directors throughout the country are generous in sharing information as to how their organizations are structured and funded.
- Library Web sites usually include a link to their foundations and provide information on funding priorities and programs.

- The American Library Association - through LAMA (Library Administration and Management Association), PLA (Public Library Association), and ALTA (Association for Library Trustees and Advocates), offers workshops, publications, and contacts for information.
- The Urban Libraries Council has a Fund Development group that includes Foundation directors.

www.Fdncenter.org - The Foundation Center is an independent nonprofit information clearinghouse. Click on Cooperating Collections then your state to find local collections.

www.cof.org - Council on Foundations works to support foundations by promoting knowledge, growth and action in philanthropy. Variety of topics and links, including "Starting a Foundation."

www.BoardSource.org - BoardSource, formerly the National Center for Nonprofit Boards, publishes booklets, books, etc. Good section on Board Q&A on a variety of topics, including legal and organizational issues.

www.philanthropy.iupui.edu/ - Center on Philanthropy at Indiana University increases understanding of philanthropy and improves its practice through research, teaching, public service, and public affairs.

www.afpnet.org - Association of Fundraising Professionals. AFP has chapters in most cities, and programs for members and non-members. Members can access resources online and order free materials from the resource center.

www.ncpg.org - National Committee on Planned Giving has a network of planned giving councils across the country. Members have access to a library of articles and papers, as well as current information on legislation and regulations that protect and encourage planned gifts and charitable estate planning.

www.kcls.org/philanthropy provides information on King County Library System's Nonprofit & Philanthropy Resource Center at the Redmond Regional Library and links to numerous resources.

101+ Great Ideas for Libraries and Friends. Sally Reed, Beth Nawalinski, Alexander Peterson. Neal-Schuman Publishers. 2004.

Achieving Excellence in Fund Raising. Henry A. Rosso and Associates, Eugene R. Temple, editor. Jossey-Bass Publishers, 2003.

Becoming a Fundraiser: The Principles and Practice of Library Development. 2nd Ed. Victoria Steele and Stephen D. Elder. American Library Association. 2000.

Beyond Fundraising: New Strategies for Nonprofit Innovation and Investment. 2nd Ed. Kay Sprinkel Grace. John Wiley & Sons. 2005.

Donor Centered Fundraising. Penelope Burk. Burk and Associates/Cygnus Applied Research. 2003.

Fired-Up Fundraising: Turn Board Passion into Action. Gail Perry. AFP/Wiley Development Series. 2007.

Forming and Funding Public Library Foundations. Faye Clow and Benjamin Goldberg. 2nd Ed. Public Library Association. 2004

Fund-Raising Fundamentals. James M. Greenfield. John Wiley and Sons, Inc., 2004

Legacies for Libraries: A Practical Guide to Planned Giving. Amy Sherman Smith and Matthew D. Lehrer. American Library Association. 2000.

Planned Giving Essentials: A Step-by-Step Guide to Success. Richard D. Barrett and Molly E. Ware. Aspen Publishers, Inc., 2002.

The Complete Guide to Planned Giving: Everything You Need to Know to Compete Successfully for Major Gifts. Debra Ashton. Ashton Associates, 2004.

Contact your local library and peruse the hundreds of titles on fundraising and philanthropy.

King County Library System Foundation

Literacy
Learning
Libraries

Jeanne Thorsen is Executive Director of the King County Library System Foundation (Issaquah, Washington). www.kclsfoundation.org

The King County Library System Foundation promotes literacy, learning, and libraries by providing support beyond public funding for initiatives and resources that enable the King County Library System to better serve the needs of our community. The KCLS Foundation provides venture capital funding and support for new initiatives that address community needs and expand library programs and services for residents.





Read·A·Thon

Simple Program.
Outrageous Results.

www.read-a-thon.com

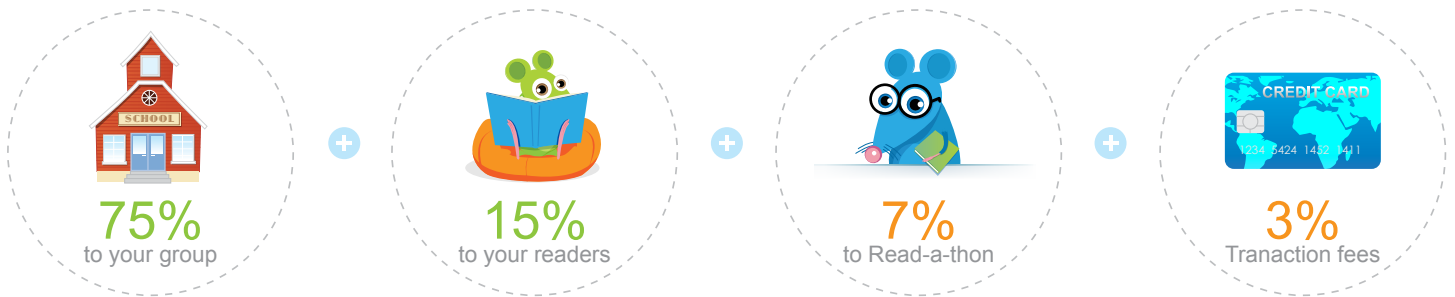
How it Works



What you need to know about the program

- ✓ There is No Cost and No Obligation
- ✓ Focus on reading instead of selling products
- ✓ Free starter pack with all the materials you need for your Read-a-thon
- ✓ Get donations from anywhere in the world
- ✓ Read-a-thon's can be held at any time during the year
- ✓ Prize Program Included
- ✓ Free prize for every student that activates their page
- ✓ We track all the money and reading sessions for you in real time
- ✓ Minimal time commitment to run the program
- ✓ No products to sell or hassle with

So Where Does All The Money Go?



Your School or Group gets to keep 90% of all the money raised.

Read-a-thon Facts

- Our average donation is \$29.30 *Our largest single donation was \$2,500.00
- One reader got donations from 68 different sponsors
- We have received donations from 15 different countries
- Your Read-a-thon website is a perfect place for local advertisers to reach out to a very specific target market. You can increase donations by thousands of dollars
- You can view transaction history in real time
- Our website and print materials are available in both English and Spanish
- Your school and readers keep 90% of every dollar donated
- All bookkeeping is done for you and is available in real time.

Supporters love leaving personal encouragement with their donations

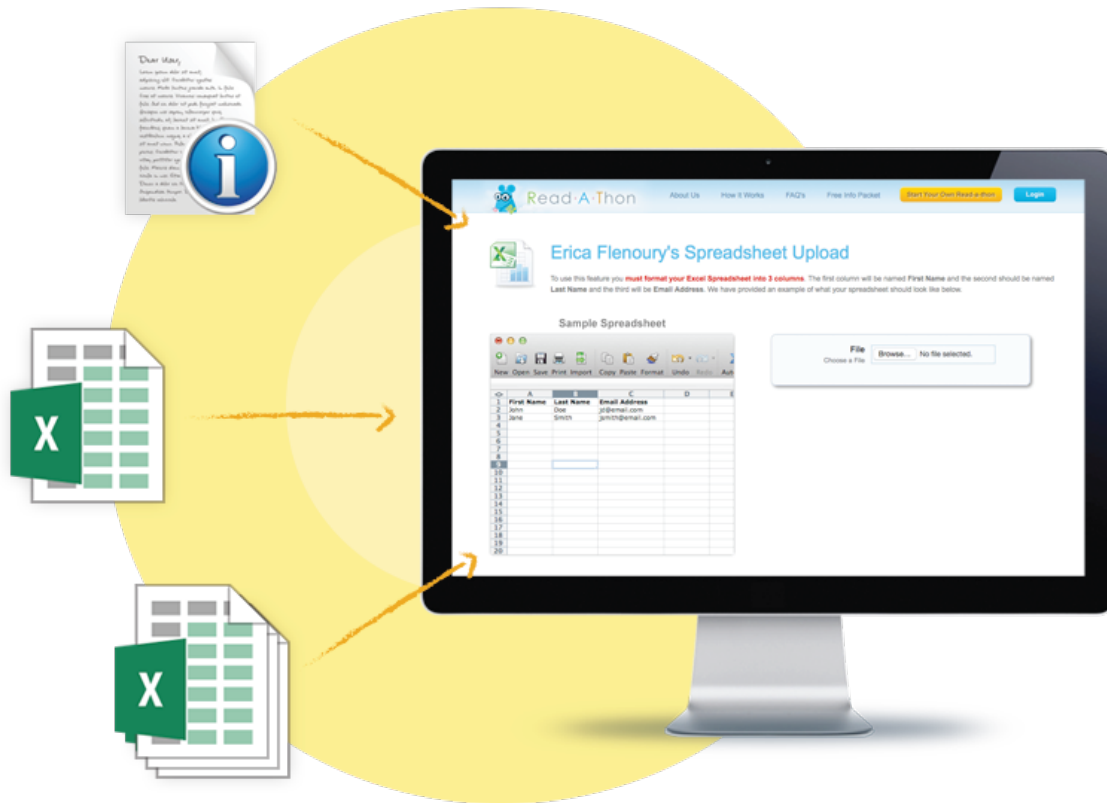


"Hi blake, this is your mommy. Good job on your learning to read and keep up the great work. "

Legacy Christian Academy
28 minutes ago



What You Need to Get Started



- 1 Your Group Information:** We will need your group name, address, contact information and the name of your administrator. We will need a short description of why you're raising money and we strongly suggest you upload a photo of your school, logo, mascot or anything else people will associate with your group.
- 2 A List of Your Teachers:** We will need the first and last name of each teacher and their email address. The best way to enter teachers is by uploading a 3 column spreadsheet that includes that information.
- 3 A List of Your Readers:** Once your teachers have been entered you will upload all of your readers. We need first name, last name or initial and an email for the parents if you have one. Emails are not required. You will upload readers by class so it's helpful to have 3 column spreadsheets of readers divided by class.

Your FREE Starter Kit



1

Administrator Handbook: The admin handbook includes a recap of all of your dates and log in credentials. It also includes pages of instructions and suggestions for running the most successful fundraiser possible.

2

Reader Take Home Sheets: We will send each one of your readers a personalized instruction sheet that will be separated by class. This sheet is handed out one week prior to your first reading session and explains to the parents how to activate their reader page and use the fundraising tools.

3

Green Reminder Bracelets: We will send you one green reminder bracelet for each one your readers. You should distribute those the same day you hand out your first reader take home sheet. Get each reader to place it on their wrist before they go home. The bracelet says “Ask about my Read-a-thon Sheet.”

4

Reminder Take Home Sheet: We will send a personalized reminder sheet for each one of your readers. You should send this home the day you hold your first reading session. It will remind the parents you need them to activate their reader’s personal page.

5

Posters: We will send you enough posters to promote your Read-a-thon throughout your school. There is room on the posters for personalized messages.

6

Business Sponsorship Media Letters: We provide letters explaining how local businesses can support your Read-a-thon.



The Ideal Schedule.

We suggest you follow the following schedule. It is not mandatory to follow this schedule but the program was designed this way to insure maximum results.



Get Your Readers Entered

You want to make sure your readers have been entered into the system at least 14 days before you plan on holding your first reading session.



10 Days before First Reading Session

You should have your 1 page Reader Take Home Sheets by now. We can print your reader sheets for you at no charge if you request them. The sheets include instructions on how your readers build their personal page. Each sheet is unique to a specific reader and includes a secret code for us to identify the reader.



7 Days before First Reading Session

You should hold a meeting or assembly where you discuss your Read-a-thon with your readers. You will hand out the reader take home sheets at this meeting. Be sure to tell your readers that they will get a FREE prize when they build their page.



Your First Reading Session

By now you will have determined where you will hold your reading sessions. We offer session timers so that sessions can be held school wide, in class or individually. You should hand out your reminder sheets.



After Your Final Reading Session

When you have completed your last reading session you need to log in to your dashboard and click End Read-a-thon. This will start a 10 day countdown. We will continue to accept donations during this period and readers will be reminded if they have any unspent prize money that they need to spend it. At the end of that 10 days unredeemed money becomes worthless. Your first check is mailed to you and your prizes are pulled and shipped to your school.

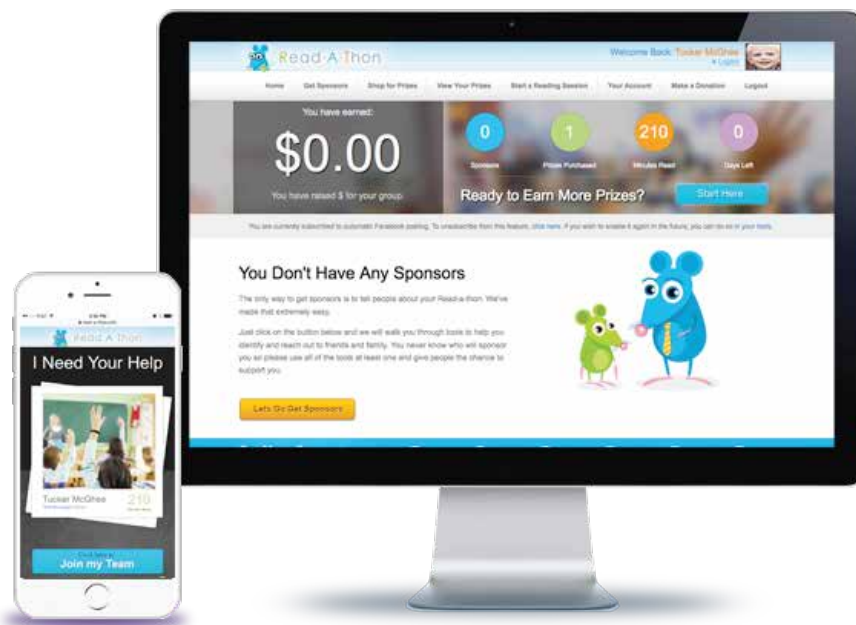
Just a few simple steps to the best fundraiser you've ever had.

The Reader Experience

Each reader activates their own secure personal Read-a-thon donation page which they manage from their own Read-a-thon dashboard. To personalize their pages readers can upload a photo to star in a video or simply post a static photo.

Photos help sponsors immediately recognize the reader they are supporting.

Below you can see a sample a Reader pages:



With the help of parents and family the reader shares their donation page with friends and family via social media, emails, texts and print brochures.

Those people are asked to sponsor the reader by making a one-time, lump sum donation that is collected right then. Donations are made online using credit or debit cards, e checks or PayPal.

Sponsors are asked to leave encouraging comments which are then posted on the readers' web pages.

Readers use the dashboard tools to share their Read-a-thon, hold reading sessions and keep track of all Read-a-thon information.

Why Donations and Not Pledges

History has shown that pledges are a turn off to many sponsors. If a sponsor doesn't have any idea of how many units will be completed they have no idea how much money they are pledging. Usually that results in smaller pledges.

History also shows that many pledges are never collected. Many people will pledge money to a reader but never submit their final payment. Reasons for that include not understanding how much they are donating, not having the money when the payment request is made or simply ignoring emails asking for payment.

We continually test our reader donation pages so that we can maximize not only the number of donations received but also the amount donated.

The average single donation made through our system is slightly more than \$28.

Our highest single donation to date was for \$2,500.

Our record for the most donations received by a single reader is 68.

We have received donations from 15 different countries to date.



Reading Sessions



Our program is designed for readers to complete 10 reading sessions during a suggested two week period.

So what is a reading session? You decide.

You are in complete control of reading sessions.

You can assign specific reading assignments or allow readers to choose their own reading materials.

We provide session timers for readers, teachers and admins if you want us to track reading sessions.

If you use our timers you can choose 10, 20 or 30 minute sessions.

The most successful schools hold their reading sessions during class time. Most students spend some time during the day reading so our system allows you to simply monetize what you are already doing.

Managing Your Read-a-thon

Your Read-a-thon administrator gets access to the most state of the art fundraising dashboard available anywhere.

We provide real time visibility into reader participation levels, donations and reading sessions.

You have access to reports at the click of a button to view results by individual reader, by class or by school.



When you log in to your dashboard you will quickly see the most important information including how much you've raised and how many sponsors you have.

You'll find a message center that makes communication with your teachers and readers extremely easy.

We eliminate the need for volunteers and time consuming record keeping by providing all the information and actionable tools you will need to manage your entire fundraiser from your computer or mobile device.

What If Computer or Internet Access is Limited?

Many people struggle unnecessarily with the concept of an online fundraiser. The struggle is rooted in two concerns.

People don't want to donate online: We provide a way for you to collect cash donations if necessary but more people are comfortable with online transactions than you think. The cash donation system is explained below on this page.

What about readers with no internet access?: Statistically 85% of the people in the USA have internet access at home, on a mobile device or at work. However we do offer a paper solution to families with absolutely no internet access.



Can We Accept Cash Donations?

Even though Read-a-thon is predominantly an online program we do understand that some people still want to support readers by making small cash donations.

We have created a dashboard tool where you can accept cash donations.

Money is turned in to the administrator and entered into the database by reader and amount. Once all cash donations have been received the admin can then take the collected cash, deposit the cash into their account and pay for the lump sum of cash donations with a credit or debit card.

Each reader is credited with their cash donations.

Meet Richland Elementary



They Raised \$41,818.36

Elizabeth Williams took over as fundraising chairperson for Richland Elementary and was charged with finding a better way to raise money. They had been selling fundraising products for years.

Elizabeth found www.read-a-thon.com and thought it sounded great. She was a little nervous but talked her school into trying the program.

She's not nervous anymore!!

They raised more than \$41,000 their first year which was more than 2 ½ times what they had ever made selling products.

Here's what Elizabeth said:

"The principal loved it, the teachers loved it, the students loved it, and the parents loved it because of the educational theme and that we raised two and a half times more money than our previous catalog fundraiser. I especially loved it because I look like a hero for recommending it!"



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- ✓ No more hassle with sorting and distributing overpriced products

2016 HOMER CITY COUNCIL MEETINGS
LIBRARY ADVISORY BOARD MEMBER ATTENDANCE

It is the goal of the Board to have a member speak Quarterly to the City Council at council meetings. There is a special place on the council’s agenda specifically for this. After Council approves the consent agenda and any scheduled visitors it is then time for staff reports, commission reports and borough reports. That is when you would stand and be recognized by the Mayor to approach and give a brief report on what the Board is currently addressing, projects, events, etc. **A Board member is scheduled to speak and has a choice at which council meeting they will attend. It is only required to attend one meeting during the month that you are assigned.** However, if your schedule permits please feel free to attend both meetings. Remember you cannot be heard if you do not speak.

The following Meeting Dates for City Council for 2016 is as follows:

January 11,25 2016	<u>No LAB Meeting</u>	_____
February 8,22 2016	_____	_____
March 14,28 2016	<u>Smith</u>	_____
April 11,25 2016	<u>Kuszmaul</u>	_____
May 9, 23 2016	_____	_____
June 13, 27 2016	<u>No LAB Meeting</u>	_____
July 25 2016	<u>No LAB Meeting</u>	_____
August 8, 22 2016	<u>Jacque Peterson</u>	_____
September 12, 26 2016	_____	_____
October 10, 24 2016	<u>Need Volunteer</u>	_____
November 28, 2016	<u>Need Volunteer</u>	_____
December 12, 2016	<u>Need Volunteer</u>	_____

Please review and if you will be unable to make the meeting you are tentatively scheduled for please discuss.
PLEASE NOTE: When additional commissioners are appointed the proposed schedule above will reflect those added commissioners.



An initiative of the American Library Association

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[Home](#) » [Articles](#) » Banned Books Week 2016: Librarians Stand Up for Intellectual Freedom

BANNED BOOKS WEEK 2016: LIBRARIANS STAND UP FOR INTELLECTUAL FREEDOM

By admin on September 15, 2016



By Steve
Zalusky

While waiting to check out books at your local library, this is a good time to consider thanking your librarian for protecting your freedom to read. From Sept. 25 – Oct. 1, our

nation will be celebrating [Banned Books Week \(http://www.ala.org/bbooks/banned\)](http://www.ala.org/bbooks/banned), an annual celebration of our First Amendment freedom to read.

Every day, librarians from all types of libraries are standing on the front lines, standing up to challenges that threaten to restrict the free flow of ideas.

Those challenges can happen anytime, anywhere.

Sara Stevenson, librarian at O. Henry Middle School for the past 13 years, found that out the hard way, when two mothers of children at the Austin, Texas school challenged John Green's "Looking for Alaska."

Stevenson had read and enjoyed the Printz-Award-winning book in 2006, appreciating the quality of the work as well as the respect Green showed for teen readers. She also valued the intelligence he showed in addressing such issues as bullying, mental illness, depression and suicide.

She said she had some worries about selecting the book for students. There is a scene depicting oral sex, but she reasoned that one mother might also have objected to her daughter reading Green's "The Fault in Our Stars" and "Paper Towns," which also contains sexual content. That child had read both.

Stevenson said her decision to put it on the shelf was cemented by hearing John Green defending the scene at a conference and also vetting the book with her 8th-grade reading club. She even placed YA stickers on the book's spine, a hint that the book may be too mature for younger readers.

For 10 years, the book had been exposed to the children of 15,000-20,000 parents without incident.

That is, until the mother of a 7th-grader complained about the book, while another mother of a 7th-grader filed a formal challenge, even though her daughter had not checked out or read the book.

Now the book is on an 8th-grade shelf behind the counter, after a committee of parents, teachers and administrators at O. Henry read the book over the summer and met in August to make its recommendation. They voted to keep the book in the collection but restrict it behind the counter to 8th-graders only.

Stevenson said an 8th-grader just checked it out.

Stevenson's experience is not isolated. "Looking for Alaska" topped the list of the [Top 10 Most Challenged Books of 2015](http://www.ala.org/bbooks/frequentlychallengedbooks) (<http://www.ala.org/bbooks/frequentlychallengedbooks>).

The list is compiled by the American Library Association's Office for Intellectual Freedom (OIF), which said the reasons for the challenge were "Offensive language, sexually explicit, and unsuited for age group."

Other books on the list include "Fifty Shades of Grey" by E.L. James, which raised concerns that "a group of teenagers will want to try it," and "I Am Jazz," by Jessica Herthel and Jazz Jennings, about a transgender teen, which was challenged on grounds of "homosexuality, sex education, and religious viewpoint." "Religious viewpoint" was also the basis for the challenge against the Holy Bible.

Book challenges are highlighted each year during Banned Books Week, as library professionals across the country work tirelessly on the front lines to safeguard free access to information and to fight censorship.

Events such as the Banned Books Week Virtual Read-Out will focus on library books that have been targets of censorship.

The celebrity playlist includes Read-Out videos from frequently banned authors: Judy Blume, Lois Lowry, Chris

Crutcher, Stephen Chbosky, Dav Pilkey, Kimberly Brubaker Bradley, Frances Hardinge, Bill Konigsberg, Alex Gino, as well as actors, Jeff Bridges and Whoopi Goldberg.

The public is encouraged to join efforts by submitting a Banned Books Week Read-Out video for posting to the American Library Association (ALA) YouTube channel at <http://tinyurl.com/bbwreadout> .

Live events also will serve as a call to action for freedom to read advocates. Along with the hundreds of libraries, bookstores and theaters that will celebrate Banned Books Week, six Freedom to Read Foundation Judith Krug Fund Banned Books Week grant winners will host engaging programs.

The Los Angeles-based Water Buffalo Club will host “Busted! Banned Books” (BBB) in partnership with the Topanga Community Police Station. The event will educate young people about the history of banned books and censorship. BBB will start with a summer reading challenge, with youth invited to select books from the banned book reading list. In Saint Paul, Minnesota, local authors Pete Hautman, Phyllis Root and Marion Dane Bauer, who have had their books banned or challenged, will participate in the Banned Authors Book Signing event. The community is invited to talk with the authors, learn how the authors express their ideas in a sometimes hostile environment and have their books signed.

Also, to raise awareness of the overly restrictive blocking of legitimate, educational websites and academically useful social networking tools in schools and school libraries, the American Association of School Librarians (AASL), a division of ALA, has designated one day during Banned Books Week as Banned Websites Awareness Day. On Sept. 28, AASL asks school librarians and other educators to continue the discussion on how overly restrictive filtering affects student learning.

With more than 75 years of collective experience in fighting for free access to information, the ALA’s Office for Intellectual Freedom (OIF) collects reports from libraries, schools and the media regarding attempts to ban books in communities across the country. The OIF compiles and analyzes information to develop the ALA’s Top Ten List of Frequently Challenged Books, a list that is released annually to break the silence about attempts made to remove materials.

“Books have been and always will be hugely powerful and important to peoples’ lives,” said Kristin Pekoll, OIF assistant director, who herself faced a challenge while a librarian in West Bend, Wisconsin. Referring to the struggle against censorship, she said, “It’s not going away. It never has and never will.”

In 2009, while Pekoll was young adult librarian at the West Bend Community Library, a couple filed a request to reconsider books included in the library’s “Out of the Closet” bibliography aimed at youth interested in GLBT issues, as well as books deemed “sexually explicit.”

Despite challenges from citizens groups that grew out of the initial request, including one organization that claimed the library had injured its members by placing the young adult novel “Baby BeBop” in the library’s collection, the library board voted unanimously to retain the challenged books in its YA Zone, “without removing, relocating, labeling, or otherwise restricting access.”

Pekoll said, “I had always been a fairly passive participant in doing Banned Books Week and putting up displays. I always celebrated the holiday in library land. It wasn’t something that I truly understood. I hadn’t been under fire yet. And so this was the first time that I risked and lost things based on my convictions. “

She said, “It’s an incredibly trying time to go through a challenge like that. When something like this happens in their community, it seriously impacts a librarian’s professional and personal life day to day, their mental health, their stress, their emotions. And having the support of their community, reaching out and thanking a librarian, talking to them, being their shoulder, showing up at meetings, supporting them in the press, supporting them on social media, all of those things can go a long way to really alleviating some of that stress. Even if it’s not a big community situation like it was in West Bend, Banned Books Week is the perfect time just to thank your librarian for providing access to the books that they love.”



She said Banned Books Week is needed in order to highlight “all the different stories, ideas and viewpoints that are out there and the absolute necessity that they be accessible to everybody, because everybody has a right to read any of the ideas that they want and to write any of the ideas that they want.”

Librarians protect that right, she said, by putting books out on display, choosing to purchase books for their collections that someone might consider controversial and following their policies and not backing down in the face of negative opinion.

She gave one example of a school librarian on the East Coast who heard a complaint from a parent complaining that a series of early reader books was racist because of the depiction of “white bunnies and dark bunnies.”

She said, “The parent was very educated and intelligent and had written a very long, detailed explanation of why she felt this way and the influences of these simple stories to children. This librarian really listened to the parent and met with her many times, responded very respectfully. She went above and beyond and did a lot of research on these books. She contacted the publisher. She tried to contact the author. She spoke with social justice advocates in her area and really took in a lot of different opinions with this challenge in determining whether the books should be available for her elementary school students.”

Ultimately, the books were retained, “because ultimately her mission as the school librarian is access and, while this parent made have had really valid points, it was for her to decide for her family and not for all of the other families, because the issues that strike a key with that family may not be what strikes a key with other families.”

Pekoll said a great number of challenges are arising in school libraries.

“One of the issues that we’re seeing rise is the absence of an educated school librarian in the building, she said. “School librarians are trained to understand intellectual freedom and to be aware of the policies. It’s not just about being in the room to check out the materials. It’s not just about placing the orders. There is a science to understanding collection and reader development and weeding books and protecting the First Amendment. And when you don’t have someone that is skilled and trained in those areas, it can get lost.”

Stevenson said school librarians are placed in a difficult position when it comes to challenges or the threat of

them.

“I really feel like middle schools are caught in a really difficult situation,” noting that middle schoolers go through a lot of changes in those three years, arriving as “innocent 11-year-olds” and leaving taller and, in the case of boys, with mustaches.

Stevenson is a staunch supporter of academic freedom and quotes from the Library Bill of Rights, which cautions against librarians censoring.

Being challenged was a particularly unpleasant experience for her.

“Basically, you’re being accused of corrupting the youth. And now I can understand why librarians don’t want to deal with it,” she said.

Social media has only increased the pressure. She said one school librarian faced a Facebook campaign started by one parent complaining about a book on the shelves.

Stevenson said, “I cannot be the parent for every kid in the school.”

She said parents will try to coax her into the parental role.

“I’ve even had parents say, ‘OK, don’t let Johnny check out any more graphic novels. I want him to read real books.’ And I say to them, ‘If Johnny wants to check out a graphic novel, I will check it out for him. I can encourage him to read something else. But I’m not going to deny him. That’s something you need to work out in your family.’”

Even if she had decided to remove “Looking for Alaska,” that would not have prevented the book from winding up in a child’s hands. If a child has a smart phone, she said, that child can check the book out from the Austin Public Library on Overdrive.

Public libraries, she said, are vulnerable in ways that public schools are not.

“Because the public library is for all ages. But the school library usually has an age range,” she said.

Now that she has experienced the pain of a challenge, she said, she understands why a librarian may back down.

“I don’t blame them anymore. Who wants the hassle of that? It was very painful. It’s very awful. I was terrified that my mother was going to read about it. I didn’t want my 85-year-old mother to read that I had bad books in my library,” she said.

But Stevenson said, “We can’t give in.”

When an author whose book about coming out that is recommended for grades 9 and up was visiting the eighth graders, one of the English teachers remarked, “Well, after ‘Looking for Alaska,’ maybe we shouldn’t do this.”

Stevenson disagreed. “And I said that’s why we should do it. Because I’m not going to let them win. If I have to

keep fighting it all the time, I will.”

“For me, the whole thing with Banned Books Week is it’s all about intellectual freedom and the right to read. The Library Bill of Rights says that a library is not allowed to discriminate based on age. Which is why I didn’t want to have that eighth-grade-only shelf.”

She said she has parents who want their children to read everything.

Stevenson said her eighth graders appreciate “Looking for Alaska” and have demonstrated their maturity in writing about it.

One eighth-grade girl wrote in her review, “Kids are going to find out about this stuff from friends’ experiences and TV shows. It’s better to read them in books, because they can skip over it and read it when they’re ready for it.

“Let kids make their own boundaries. Many kids will skip stuff they aren’t ready for. It’s important to read the entire book, because if you just look at the parts with drugs, alcohol and sex, you’re not getting the whole book and all of the message, which may be drugs, alcohol and sex are not good for you to do.”

Stevenson also credits parents who make responsible choices for their children.

A mother came to her and pointed out that one book was too explicit and recommended she read it and see for herself.

After reading it, Stevenson said, “I passed it on to the high school. I thanked that mom.”

Stevenson said she does have limits, one of them being that the sex can’t be too graphic.

“I really want to have the books in my collection that the kids are really excited about reading. If I have erred in any direction, it was maybe being too open and lenient in that direction. Part of that comes from my background in the high school and working with older kids. And my faith in kids. No one is checking out ‘Looking for Alaska’ to read the dirty parts.”

Learn about other ways to celebrate Banned Books Week at ala.org/bbooks/bannedbooksweek (<http://ala.org/bbooks/bannedbooksweek>). Check bannedbooksweek.org (<http://bannedbooksweek.org/events>) to find an event near you.

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