

Session 20-06, a Regular Meeting of the Library Advisory Board was called to order by Chair Marcia Kuszmaul at 5:37 p.m. on October 6, 2020 at the City Hall Conference Room located at 491 E. Pioneer Avenue, Homer, Alaska via Zoom webinar. One seat still remains vacant.

PRESENT: BOARDMEMBERS KUSZMAUL, SPRINGER, FAIR, FINN, VERNON (arrived at 5:40 p.m.)
STUDENT REPRESENTATIVE RENNER

ABSENT: BOARDMEMBER PETERSON (excused)

STAFF: LIBRARY DIRECTOR BERRY
CITY CLERK TUSSEY

APPROVAL OF THE AGENDA

Chair Kuszmaul asked for a motion to approve the agenda.

FAIR/FINN MOVED TO APPROVE THE AGENDA.

There was no discussion.

VOTE: NON OBJECTION: UNANIMOUS CONSENT.

Motion carried.

PUBLIC COMMENT REGARDING ITEMS ON THE AGENDA

RECONSIDERATION

APPROVAL OF MINUTES

A. LAB September 1, 2020 Regular Meeting Minutes

Chair Kuszmaul asked for a motion to approve the minutes.

FAIR/SPRINGER MOVED TO APPROVE THE MINUTES FROM THE SEPTEMBER 1, 2020 MEETING.

There was no discussion.

VOTE: NON OBJECTION: UNANIMOUS CONSENT.

Motion carried.

VISITORS/PRESENTATIONS

STAFF & COUNCIL REPORT/COMMITTEE REPORTS

- A. Library Director Report for September 30, 2020
- i. 2019 Statistical Report
 - ii. 2020 Statistical Report (laydown)

Library Director Berry provided his staff report, noting the following:

- Outdoor Wi-Fi antennae is up and operating; tracking shows that people are out in the parking lot using it.
- Overhaul on Library technology including being converted to radio frequency ID tagging, better search feature on webpage, and more laptops purchased for circulation.
- New employee Callista Faucher has been hired.
- Issue with main entrance door; isn't built to be opened/closed constantly so the mechanism is going out.
- Still open the same time slots but no longer requiring reservations; no issues so far.
- Library Book Sale was on September 12-13; went really well even with COVID mitigations.
- Speaker installation project in the lounge area by Friends of the Homer Library; will make it easy to plug in microphones during presentations/program events.
- Lots of things are up: circulation, attendance; going fine free has been working out well.
- Recap of how the library has been operating during COVID.

PUBLIC HEARING

PENDING BUSINESS

- A. Planned Giving Program
- i. DRAFT Library Donations Webpage
 - ii. Case Statement: Input from LAB members
 - iii. Case Statement: Advice from Other Sources

Chair Kuszmaul introduced the agenda item by reading of the title and deferred to Library Director Berry to begin discussion.

Mr. Berry provided background on the reasoning for coming up with a core statement. He explained how Library staff created a dedicated webpage on how people can support the library by either through joining the FHL, LAB, or volunteering. There will also be a new page for planned giving. He went over the feedback he received from boardmembers, included in the packet material, for their planned giving case statement. He noted that they need to figure out who our target audience is first to determine how to craft the statement.

Chair Kuszmaul opined that the library is an emblematic icon in the community and prompted what reasons a person may have to give to the library. She asked the board what they think are the primary motivations to planned give:

- The library seems to be a hub for culture, learning, etc., and draws various arts to it; that could be a topic to expand on.
- Having bookmarks with a short sentence or two, that can be put into books being checked out.

- Sense of power from making a donation; you can benefit your community and the future of those around you by donating to this institution; there's a sense of belonging that may be missing right now.
- Pose questions that appeal to their emotional side.
- Having the printing and Wi-Fi is nice, but going deeper to get kids interested in books.
- Showcasing the events that happen at the library.
- Lots of entrepreneurs use the library to start their small business in Homer.
- Appeal to the businesses just starting off and to families.
- Who is our target? Library patrons in general but another group are people who want to leave a legacy behind, and people who would more likely be a patron in a greater sense like FHL members and want to ensure the library sustains itself.
- Key target is where all those areas overlap: passionate library-users who want to leave a legacy.
- What's to make them want to give to the library? It has to leave an impact on their life.

Library Director Berry asked if he should pull these ideas together to design a variety of materials, and bring them back to the board to review. Boardmember Fair agreed, commenting that it's nice to have a starting point to work from. Discussion ensued on the value of the library.

There was discussion on the recognition phase of donating. Library Director Berry noted back in October 2019 the LAB drafted a recognition plan. He reviewed the various ideas they had come up with to recognize large donators:

- Listing their name in the newsletter or year-end summary
- Book plates
- Adding a plaque to the fish wall outside; may no longer be feasible since they don't have access to the creator of that wall and it may not be theirs to change since it was a donation
- Sponsoring an author: put an author on a watch list and every time that author publishes a book, the library can go ahead and buy the book and send that donator the bill
- Discounted photocopies
- Sponsor an author or artist to come and give a reading or event

Boardmember Finn questioned if there was something that is really important now, a need that's in the community, which would draw them to the library. Library Director Berry said that the library has wanted for years a sliding gate for the entrance hallway so that groups could use the meeting rooms outside of business hours. There was discussion on what the endowment funds would go towards, what would be considered a capital improvement project, and clarification on the needs.

Library Director Berry recapped the discussion, noting that he will take their ideas and come back to the next meeting with a variety of messages for them to choose from

NEW BUSINESS

INFORMATIONAL MATERIALS

- A. Friends of the Homer Library October Newsletter
- B. LAB 2020 Calendar

C. Boardmember Attendance at 2020 City Council Meetings

There was discussion on the informational materials. Boardmember Vernon agreed to give the next City Council report.

COMMENTS OF THE AUDIENCE

COMMENTS OF THE CITY STAFF

City Manager Dumouchel thanked the board for their volunteerism and that he hopes to attend a future meeting in person.

Library Director Berry spoke to the Giving Tree Program and asked if the structure of the program should be changed due to COVID-19. Chair Kuszmaul asked that it be on the November agenda.

Deputy City Clerk Tussey had no comments.

COMMENTS OF THE COUNCILMEMBER

COMMENTS OF THE CHAIR

Chair Kuszmaul voiced her appreciation for everyone's input and leadership for keeping things moving forward.

COMMENTS OF THE BOARD

Boardmember Finn commented to come vote tonight if you haven't already, and on the upcoming events related to the general election. She also noted that the COVID-19 testing site at the South Peninsula Hospital will be moving to a different location nearby.

Boardmembers Fair, Springer, and Student Representative Renner had no comments.

ADJOURN

There being no further business to come before the Board, the meeting adjourned at 6:43 p.m. A regular meeting is scheduled for Tuesday, November 3, 2020 at 5:30 p.m. All meetings scheduled to be held via Zoom webinar in the City Hall Cowles Council Chambers located at 491 E. Pioneer Avenue, Homer, Alaska.

RACHEL TUSSEY, DEPUTY CITY CLERK

Approved:_____