

Session 20-07, a Regular Meeting of the Library Advisory Board was called to order by Chair Marcia Kuszmaul at 5:30 p.m. on November 3, 2020 at the City Hall Conference Room located at 491 E. Pioneer Avenue, Homer, Alaska via Zoom webinar.

PRESENT: BOARDMEMBERS KUSZMAUL, FINN, PETERSON, FAIR, VERNON, SPRINGER, DOLMA
STUDENT REPRESENTATIVE RENNER

STAFF: LIBRARY DIRECTOR BERRY
CITY CLERK TUSSEY

Chair Kuszmaul welcomed new boardmember Brenda Dolma to the Library Advisory Board.

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 October 6, 2020 Regular Meeting Minutes

Chair Kuszmaul asked for a motion to approve the minutes.

FAIR/FINN MOVED TO APPROVE THE MINUTES FROM OCTOBER 6, 2020.

There was no discussion.

VOTE: NON OBJECTION: UNANIMOUS CONSENT.

Motion carried.

VISITORS/PRESENTATIONS

STAFF & COUNCIL REPORT/COMMITTEE REPORTS

- A. Library Director Report for October 29, 2020
- i. 2019 Statistical Report
 - ii. 2020 Statistical Report (laydown)

Library Director Berry provided his staff report, speaking to and facilitating discussion on the following:

- Library has closed to the public after the City moved to Code Orange due to COVID.
- A squiggle in the library statistics since this was another month they opened the library without reservations, and then went back to being closed.
- Special collections case is up on display, can be viewed once the library reopens.
- Library hosted four different webinar sessions with Kenai Peninsula Votes; recordings will be available online past election for review.
- Problems with face mask resistance, issues over leaving windows open, and general unhappiness with life; staff gave a sigh of relief when they closed to the public again.
- Test of fire alarms were ok.
- Grant funding for Friends of the Homer Library; using it for speakers in the lounge area and general upkeep/maintenance on the bookmobile.
- Wi-Fi outdoors in the parking lot is still up and running and they have laptops available for renting.
- Temporarily suspended subscriptions to some printed materials, like the Washington Post, but will resume when the library reopens.
- How the library is supporting schools while they're in remote learning; Food for Kids and Teens is still going on, services are still available via phone, email, and chat box on webpage, and Homework Help is still up and running. Understand it's not the same as in-person but staff is doing their best. Discussion on ways to support children and teen programs; messaging would be best through Instagram or other social media channels.

PUBLIC HEARING

PENDING BUSINESS

- A. Planned Giving Program – Case Statement Materials
- i. Rough Bookmark Designs
 - ii. Quotations About the Value of Libraries

Chair Kuszmaul introduced the item by reading the title and deferred to Library Director Berry to recap what was discussed at the last meeting.

Library Director Berry gave a breakdown of his suggested case statement ideas, broken into emotional appeal, practical appeal, and community value groups. Based on those quotations, he created a rough visual of the bookmarks for the board to review and use to start brainstorming.

Boardmember Fair opined that he would like the City of Homer designs on the back of the bookmarks with the quote and image on the front side. Contact info can include links to the endowment fund webpage.

Chair Kuszmaul commented that the images could be placeholders and instead use local photography for the bookmark imagery. Mr. Berry noted that some of the photos used in the samples were from the library's opening day celebration. Ms. Kuszmaul spoke to the Andrew Carnegie quote and how it speaks to library philanthropy. She also reminded the board that they need to find a case statement to identify their Planned Giving purpose.

Boardmember Finn voiced her support for all of the quotes that were used; she suggested they use quotes that could even be from fictional characters or actors that may resonate with various patrons. She asked Mr. Berry how they can help him with moving this forward. Mr. Berry recapped the board's request for more tangible things to look at and asked if there was anything they didn't like. Ms. Finn suggested for the back of the bookmarks it have a statement on how people can help with three bulleted suggestions. Mr. Berry responded that they can help by donating money, volunteer, and are encouraged to join the Friends of the Homer Library (FHL) or LAB. Boardmember Vernon supported that idea. He suggested they have a contest for the design.

Chair Kuszmaul voiced her concern with being too general and not doing what they need to do to launch their Planned Giving Program. Ms. Finn commented that the holiday season is coming up and perhaps that could be a chance to move into the donating arena.

Mr. Berry asked if there was direction on how the board would like to proceed. Boardmember Peterson recommended they use the bookmarks to focus on the endowment fund, and later could use them to promote other topics. She asked if the FHL will pay for the bookmarks. Mr. Berry stated the library has a budget for printing and wouldn't ask the FHL to print them. He noted that a matching challenge is a good way to kick things off. Ms. Peterson supported that idea.

Chair Kuszmaul felt the bookmark is a good start that uses the running statement they plan to use throughout all their materials, and that they could later create a flyer on the endowment fund. Mr. Berry summarized that it's the endowment's tagline or slogan. Mr. Fair voiced being in favor for having more than one catch phrase but all with the one goal of planned giving. He supports the bookmark idea and the matching challenge as starting points. Ms. Peterson spoke to what phrases she likes; one that leans more emotional and another that's more practical. Boardmember Dolma opined that a design contest would also bring awareness to the endowment fund. Student Representative Renner favored the idea of a bookmark. She also suggested having a message at the bottom of the receipt. Mr. Berry said there's already a message at the bottom of the receipts and was concerned with having too much at the end. Ms. Dolma and Chair Kuszmaul suggested that the receipt message about how much you saved could be adjusted to suggest it as a donation.

Boardmember Dolma asked if the printing expense account is already set up to order these bookmarks in time for the holidays. Mr. Berry said the expense account is already there, but they would need to make a decision at this meeting so staff can move forward with designing and ordering the bookmarks for printing. Ms. Finn asked if it was possible to do some soon, at least for about how many books they estimate to reserve out. Mr. Berry responded yes, they could throw together bookmarks based on the quotes provided. Mr. Fair requested the best quote goes with the local images, and then adjustments

can be made with later batches. Mr. Berry suggested they pick one quote and image to use for the first batch, and he will make an order based on that.

Discussion ensued on which images and quotes boardmembers preferred. The board agreed to leave the final selection of the library photo to Library Director Berry.

NEW BUSINESS

A. Library Giving Tree Program for December 2020

Chair Kuszmaul introduced the item by reading the title. Library Director Berry explained how he posed the question to library staff and the Friends of the Homer Library (FHL) on if they wanted to do a giving tree this year. The feedback he received was they shouldn't do it as usual given the amount of hardship this year. A tree would be put up but with a receptacle for people to donate to other charities.

Boardmember Dolma suggested there be a list of books online with The Homer Bookstore that can be purchased. The list would have an image of the book cover for easy reference. Ms. Dolma spoke to The Bookstore and they are open to doing that.

Boardmember Peterson is on board with doing the work on the tags and tree if library staff wants to put a list together, but she is also in support of donations to other charities. She noted she had over 100 tags last year and they can do it on a much smaller scale this year. Chair Kuszmaul commented that they've done it for three years now and it's possible some people have incorporated the Giving Tree into their holiday donating. Boardmember Fair supported doing it through the bookstore as it helps supports local businesses. He commented they could also have donations for other charities too, have it both ways. Ms. Peterson asked if putting the list together would be too much of a burden on staff and requested that the list include a variety of price points. Mr. Berry said on a smaller scale it could be manageable.

Boardmember Finn asked if they did collect donations to other charities, such as the Food Pantry and Haven House, were there any other needs that are more outside of the box. She would like to see money put towards homeless children or children food programs. Ms. Dolma commented that the school district works through those channels.

Discussion ensued on various organizations that could be donated to, including Haven House, the Food Pantry, or the Rec Room, and how people could make donations while the library is closed. It was suggested they list the donation options online and on a door poster directing people to the organizations' website.

Chair Kuszmaul recapped what they will have going out: Giving Tree online with The Homer Bookstore, the bookmark for the endowment fund, and a poster that advertises where donations can be made.

B. Library Advisory Board 2021 Meeting Schedule

i. DRAFT Resolution 20-XX Approving the 2021 Public Meeting Schedule

Chair Kuszmaul introduced the item by reading the title. She read out the regular meeting dates for the 2021 year and asked for a motion.

FAIR/PETERSON MOVED TO ACCEPT THE LIBRARY ADVISORY BOARD'S 2021 MEETING SCHEDULE AS-IS AND RECOMMEND TO CITY COUNCIL FOR APPROVAL.

There was no discussion.

VOTE: NON OBJECTION: UNANIMOUS CONSENT.

Motion carried.

INFORMATIONAL MATERIALS

- A. Memo 20-171 Appointment of Brenda Dolma to the Library Advisory Board
- B. LAB 2020 Calendar
- C. Boardmember Attendance at 2020 City Council Meetings

Chair Kuszmaul facilitated discussion on the informational materials. Boardmember Dolma provided a background on herself and shared her reasons for joining the LAB.

Chair Kuszmaul noted the December meeting is when they'll be setting their 2021 goals. She asked for boardmembers to come prepared to discuss their priorities and goals for 2021.

COMMENTS OF THE AUDIENCE

COMMENTS OF THE CITY STAFF

Library Director Berry commented that there will be an extra City Council meeting on November 9th if anyone wanted to give a LAB report. Boardmember Finn volunteered for the November 23rd meeting and Boardmember Vernon for the November 9th meeting. He also welcomed new boardmember Ms. Dolma.

Boardmember Springer left the meeting at 6:47 p.m.

COMMENTS OF THE COUNCILMEMBER

COMMENTS OF THE CHAIR

Chair Kuszmaul voiced her appreciation for the library staff and all they do during these hard times.

COMMENTS OF THE BOARD

Boardmember Finn echoed Ms. Kuszmaul's sentiments towards library staff. She spoke to the General Election that was going on that day and her efforts to put on a more tolerant, gentler hat as the results come in throughout the next week.

Boardmembers Peterson, Fair, Dolma, Vernon, and Student Representative Renner had no comments.

ADJOURN

There being no further business to come before the Board, the meeting adjourned at 6:49 p.m. A regular meeting is scheduled for Tuesday, December 1, 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: _____