

Session 20-08, a Regular Meeting of the Library Advisory Board was called to order by Vice Chair Springer at 5:41 p.m. on December 1, 2020 at the City Hall Council Chambers located at 491 E. Pioneer Avenue, Homer, Alaska via Zoom webinar. Call to Order was delayed due to connectivity issues.

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

STAFF: LIBRARY DIRECTOR BERRY
CITY CLERK TUSSEY

APPROVAL OF THE AGENDA

Vice Chair Springer asked for a motion to approve the agenda.

FAIR/DOLMA MOVED TO APPROVE THE AGENDA.

There was no discussion.

VOTE: NON OBJECTION: UNANIMOUS CONSENT.

Motion carried.

Due to connectivity and audio issues, Vice Chair Springer was not able to continue chairing the meeting and Chair Kuzmaul was not able to take over. Boardmember Peterson began conducting the meeting at 5:50 p.m.

PUBLIC COMMENT REGARDING ITEMS ON THE AGENDA

RECONSIDERATION

APPROVAL OF MINUTES

A. LAB November 3, 2020 Regular Meeting Minutes

Acting Chair Peterson asked for a motion to approve the minutes.

FAIR/FINN MOVED TO APPROVE THE NOVEMBER 3, 2020 REGULAR MEETING MINUTES.

There was no discussion.

VOTE: NON OBJECTION: UNANIMOUS CONSENT.

Motion carried.

VISITORS/PRESENTATIONS

STAFF & COUNCIL REPORT/COMMITTEE REPORTS

- A. Library Director Report for November 24, 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:

- The City moving into “Code Red” due to COVID-19; it means most staff are working in staggered shifts or from home. Continuity planning has it set up to where if things get worse they would have to cease all on-site services.
- Holiday efforts including status of the Giving Tree, recommendations for those who usually donate to instead reach out to other non-profits and donate directly to them, and lights being put up in the lounge area.
- Friends of the Homer Library are overhauling their website, have hired a marketing coordinator to help with encouraging donations to their organization.
- Parks, Art, Recreation, and Culture Advisory Commission is also looking to set up an endowment fund for the City’s parks and recreation funds.
- Overview of statistics; increase in attended meetings, grants and donations received, and projects those funds are earmarked for.

PUBLIC HEARING

PENDING BUSINESS

- A. Planned Giving Program Plan
- i. DRAFT Planned Giving Plan for Library Endowment Fund

Acting Chair Peterson introduced the item by reading the title and deferred to Boardmember Kuszmaul to initiate discussion.

Ms. Kuszmaul reviewed the Planned Giving plan she drafted and the tasks the LAB needs to accomplish to get it ready for launching. She spoke to and facilitated discussion with the board and staff on the tasks outlined in the plan while also considering who would be available to work on them.

- Identifying potential donors – Boardmember Finn agreed to compile a list.
- Developing a case statement explaining to those donors why they should donate – Mutual agreement to blend the Samuel Public Library’s statement and Ms. Kuszmaul’s and Mr. Berry’s statement into one; Boardmember Fair agreed to write it.
- Setting growth targets for the endowment principal – Mutual agreement to discuss it further at the February meeting.
- Developing marketing materials – Mr. Berry agreed to work with Ms. Kuszmaul to prepare items.
- Reaching out to potential donors through various media – Ms. Peterson agreed to compile a list of local influencers and reach out to them.
- Launching the endowment campaign with a challenge grant.

Boardmember Springer left the meeting at 6:28 p.m. due to connectivity issues.

There was discussion on completing these tasks before the February meeting and to hold a worksession before the February regular meeting to bring it all together with a proposed launch date in the spring, possibly May. The board agreed to hold a worksession January 26, 2021 at 5:30 p.m. to discuss the Planned Giving Plan.

- B. Planned Giving Program – Bookmark Design Contest
 - i. Sample Bookmark Designs

Acting Chair Peterson introduced the item by reading the title and opened the floor for feedback on the sample bookmarks provided by Library Director Berry.

Discussion ensued on the photos used and if they would work due to permission allowances. Boardmembers voiced their support of the quotes used. It was clarified that the quote and photo would be on one side and the City logo and library information would be on the other side.

Student Representative Renner left the meeting at 7:06 p.m.

Mr. Berry commented that these designs were what he created to get started, and that Boardmember Vernon had proposed they hold a design contest for additional bookmarks. Mr. Vernon spoke to his proposal, how it supports local artists, and his willingness to donate funds for an award. Boardmembers shared and discussed ideas of partnering with school teachers and Homer Council on the Arts to garner contest participation.

VERNON/DOLMA MOVED TO HOLD A BOOKMARK DESIGN CONTEST WITH A \$100 PRIZE THAT IS OPEN TO THE GENERAL PUBLIC AND PUT OUT THROUGH THE PUBLIC SCHOOLS, HOMER COUNCIL ON THE ARTS, AND BUNNELL STREET GALLERY, TO BE HELD BY APRIL 1, 2021.

Boardmember Finn inquired if there will there be other bookmarks coming out so there is greater variety. Boardmember Dolma suggested the \$100 be allocated into staggered awards for three different designs.

Boardmember Kuzmaul asked for clarification on the need for a bookmark contest and what library staff was already recommended to order. Ms. Dolma responded, noting the provided sample bookmark is what Mr. Berry is ordering now to get into books by the beginning of the year, and the contest would provide additional bookmarks later on.

VOTE: NON OBJECTION: UNANIMOUS CONSENT.

Motion carried.

NEW BUSINESS

- A. LAB Goals and Priorities for 2021

i. LAB Goals 2020 – Reviewed/Approved December 10, 2019

Acting Chair Peterson introduced the item by reading the title. She reviewed the previous goals listed in the packet materials.

Boardmember Kuszmaul read out the goals outlined in Library Director Berry's memo and her reasoning for why the board should support each goal. She explained how goals #2 and #4 are succinct with goals they worked on in 2020.

Mr. Berry spoke to Goal #3 and library staff's efforts to collaborate with local libraries to offer better services. These efforts came to a halt due to COVID, but there is still interest in setting up partnerships, such as with the Seldovia Library, to help individuals who live across the bay and don't have direct access to the library. Boardmember Dolma voiced her concerns with too much community interaction due to COVID and suggested it be a research goal for 2021 with more action taken in 2022.

Ms. Kuszmaul commented on how the outreach efforts was similar to the LAB previously collaborating with other library boards, and could be included with that goal.

KUSZMAUL/FINN ADOPT FOUR GOALS FOR 2021:

1. DEVELOP AND INITIATE PLANNED GIVING PROGRAM FOR THE LIBRARY
2. ADVOCATE FOR LIBRARY BUDGET
3. EXPLORE OPPORTUNITIES TO INCREASE LIBRARY CARD REGISTRATION AND USE BY STUDENTS
4. RESEARCH TO IMPROVE SERVICES TO REMOTE PARTS OF THE LIBRARY SERVICE AREA

Boardmember Finn commented on the library budget goal and how City Council has written letters of budget support in the past. She thinks they should watch the financial situation at the state and federal levels and advocate to Council if needed, and would be willing to provide updates at future meetings. At the request for clarification, Deputy City Clerk Tussey explained how agenda items are intended for actionable items and an appropriate place for budget updates would be under either reports or comments. Ms. Finn requested to include budget update as a running agenda item under reports. The board agreed.

VOTE: NON OBJECTION: UNANIMOUS CONSENT.

Motion carried.

INFORMATIONAL MATERIALS

- A. LAB 2020 Calendar
- B. LAB 2021 Calendar
- C. Boardmember Attendance at 2020 City Council Meetings
- D. Boardmember Attendance at 2021 City Council Meetings

Acting Chair Peterson reviewed the informational items provided. Boardmember Kuszmaul commented on the LAB calendar.

There was discussion on 2020/2021 City Council meeting schedule and who would be interested in attending to provide a report. Ms. Kuzmaul agreed to attend the December 14th meeting. Boardmember Finn agreed to attend the January 11, 2021 meeting.

COMMENTS OF THE AUDIENCE

COMMENTS OF THE CITY STAFF

Library Director Berry wished everyone a Merry Christmas.

Deputy City Clerk Tussey had no comments.

COMMENTS OF THE COUNCILMEMBER

COMMENTS OF THE CHAIR

Boardmember Kuzmaul thanked Boardmember Peterson for all her work on the Giving Tree and Deputy City Clerk Tussey for the orientation packet she compiled for new boardmembers. She requested that the content list be included in informational materials in the January packet. She asked Boardmember Dolma if the materials were helpful and to provide any feedback to herself or staff.

COMMENTS OF THE BOARD

Boardmember Finn commented on the Hundred Women Who Care event that had just taken place, and SPROUT's Imagination Library had received this year's award.

Acting Chair Peterson encouraged boardmembers to participate in the online Giving Tree program by going to the Homer Bookstore's website or giving them a call to purchase a certificate.

Boardmembers Fair, Dolma, and Vernon had no comments.

ADJOURN

There being no further business to come before the Board, the meeting adjourned at 7:45 p.m. The next regular meeting is Tuesday, February 2, 2021 at 5:30 p.m. and a worksession is scheduled Tuesday, January 26, 2021 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: _____