

**WORKSESSION  
MEETING AGENDA**

- 1. CALL TO ORDER, 8:30 A.M.**
- 2. AGENDA APPROVAL**
- 3. PUBLIC COMMENTS UPON MATTERS ALREADY ON THE AGENDA** *(Three Minute Time Limit)*
- 4. DEVELOPING IDEAS TO RAISE FUNDING FOR THE HOMER LIBRARY PAGE 3**
  - a. Library Revenue Options Table Page 5-7
  - b. Background Memo 11.20.16 Page 9-12
  - c. Issues on Charging Non-Residents Cards Page 13-15
  - d. Library Services, Mat-su Borough Page 17-19
  - e. Memo Library Fees 1995 Page 21
  - f. Memo Services and Costs 1998 Page 23
  - g. Draft Ordinance KPB Service Area 1999 Page 25-28
  - h. Memo to Council Fines & Fees Jan. 2005 Page 29
  - i. Memo to Council Re: Resolution 05-67 Page 31-33
  - j. Memo to Council re Operating Costs Page 35
  - k. Draft MOU for New Library July 2005 Page 37-41
  - l. Memo Funding Options January 2006 Page 43-46
  - m. Excerpt Minutes January 3, 2006 Page 47
  - n. Every Library Training – Worksheets Page 50-70
  - o. Idea submitted by Boardmember Page 71
  - p. Grant Opportunity from ALA Page 72
  - p. Article Three Areas of Opportunity Page 73
- 5. COMMENTS OF THE AUDIENCE**
- 6. COMMENTS OF THE BOARD**
- 7. ADJOURNMENT**

Next Regular Meeting is **Tuesday, February 7, 2017 at 5:30 p.m. A Worksession will be held at 4:30 p.m. prior to the regular meeting.** All meetings scheduled to be held in the City Hall Cowles Council Chambers located at 491 E. Pioneer Avenue, Homer, Alaska.





# City of Homer

[www.cityofhomer-ak.gov](http://www.cityofhomer-ak.gov)

## Office of the City Clerk

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Homer, Alaska 99603

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## MEMORANDUM

TO: LIBRARY ADVISORY BOARD

FROM: RENEE KRAUSE, CMC, DEPUTY CITY CLERK

DATE: JANUARY 19, 2017

SUBJECT: DEVELOPING IDEAS TO RAISE FUNDING FOR THE HOMER LIBRARY

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Following are is a chart developed by Library Director Dixon on revenue streams concepts that have been proposed along with the pros and cons.

Library Director Dixon has also proposed the following which is included in the packet in printed format to facilitate the input from the Board members.

“This came across my desk today – the first of a ten-part training module for library advocates, sponsored by EveryLibrary (John Chrastka’s organization) and Niche Academy, a respected provider of library training. It may be worthwhile for the LAB to investigate.”

<http://everylibrary.org/new-everylibrary-campaign-training-series-niche-academy/>

Additionally, historical materials have been provided in the form of past memos, excerpts of minutes, draft resolutions, and recommendations from previous Library Advisory Boards on how to bring in additional revenue streams for the Homer Library.

Further, the Resolution approved by Council directing the Library Advisory Board to consider options to increase revenue streams from non-city residents is also included in this packet.

### Recommendation

Please review materials included in the packet to facilitate the Board’s discussion on possible development of future revenue streams.

Select one Board member to write down recommendations and provide to the Clerk/Staff no later than January 31, 2017 for discussion at the next scheduled worksession and regular meeting on February 7, 2017.





Library Revenue Options				
Ann Dixon, Homer Library Director 6/29/15				
Possible Action	Pros	Cons	Long-term Implications	Notes
<b>Charge Residents Outside the City But Within Our Current Service Boundaries for Library Cards</b>	<p>Potential revenue to support continued level of library services</p> <p>More equitable distribution of cost for services among users</p> <p>Some out-of-City residents will appreciate the opportunity to contribute to library support</p>	<p>Cost barrier to information access and reading materials most likely to impact those who can afford it least (retirees and others on fixed incomes, families with young children, children whose parents can't or won't buy a library card)</p> <p>More work for staff (determining residence, accounting)</p> <p>Likely to increase staff workload from increased Interlibrary Loan requests</p> <p>Negative reaction from some users – may be divisive in community; may be directed at staff</p>	<p>Any policy that erects barriers to information access and reading material is likely to negatively impact the ability of some citizens to be informed and hinder the acquisition of reading skills, especially by children, so essential to education, health, lifelong learning, economic activity and democracy.</p> <p>Divides, rather than unites, the community</p> <p>May discourage acquisition of school-readiness skills</p>	<p>Approx. 50/50 split in-City/out-of-City library users</p> <p>Staff will bear the brunt of enforcing what could be a very unpopular new policy among some library users.</p> <p>Would require policy change and notification of new service area boundaries to the AK State Library.</p>
<b>Create Library Service Areas (similar to fire or road service areas) to Tax</b>	Potential revenue to support continued level of library services	Lengthy process involving Borough and voters	More stable funding base Long-term solution	A lot of details to work out

<b>Residents Outside the City But Within Our Current Service Boundaries for Library Use</b>	More equitable distribution of cost for services among users  Some out-of-City residents will appreciate the opportunity to contribute to library support	May not be approved by voters  Library oversight shifts from City to a service district board		
<b>Petition Kenai Peninsula Borough to Reimburse City for Library Services Being Provided to KPB Residents Outside City of Homer</b>	Potential revenue to support continued or even improved level of library services  More equitable distribution of cost of for services among users  Eliminates the problem of unequal access for people who can't afford to pay for a library card  Allows City to maintain oversight of Library  Does not increase staff workload  If other KPB city libraries participate, paves the way for improved cooperation and purchasing	Potentially lengthy process involving the Borough and possibly other KPB cities	More stable funding base  Long-term solution	Many details to work out  This course of action was considered in 1998-1999 but not implemented.

	efficiencies among KPB public libraries  Creates potential for Borough-wide library cards			
Possible Action	Pros	Cons	Long-term Implications	Notes



**Background Information on the Library Service Area, Library Revenue and Charging Fees**  
**Ann Dixon, Homer Public Library Director**  
**11/20/2016**

**Library Service Area**

Homer Public Library's current service area has been in existence since at least 1991. It extends north to Ninilchik, south to Kachemak Selo, and across Kachemak Bay to Halibut Cove, Seldovia, Nanwalek, and Port Graham. The service area is determined by the Library Advisory Board and approved by City Council.

Currently the Library has about 10,000 card holders, almost evenly split between in-city and out-of-city residents. By zip codes, 1,186 patrons are registered as residing in Anchor Point, 97 in Ninilchik, and 43 in Seldovia, a total of 1,326 or 13%. All the others have Homer zip codes.

**Library Revenue**

The Library's operating budget, which includes loan repayment for the existing building, is funded almost entirely by the City of Homer. The State of Alaska provides about \$6,500 per year through the Public Library Assistance grant, which is used to purchase books. The Kenai Peninsula Borough contributes nothing. Friends of Homer Library supports most of the programs for adults and youth at the library. Grants are pursued when feasible to augment the book budget and program expenses but cannot be relied upon for annual operations.

Approximately 50% of the City's revenue comes from sales tax and 30% from property tax.

**Charging Fees for Library Cards**

According to Alaska Statute Chapter 25, Article 06, "Requirements for Public Libraries," certain basic services must be provided free of charge by public libraries in the state:

**Sec. 14.56.400. Public libraries.**

A public library established under this section shall provide at least the following services free of charge to the residents of the municipality or community:

1. establish and maintain a collection of books and other materials for loaning;
2. provide access to interlibrary loan services;
3. provide reading or other educational programs for children; and
4. provide reference information.

The Library currently charges overdue fines; fees for after-hours facility use, replacement library cards, overdue bill notices, bills sent to collections, postage costs associated with interlibrary loans, damage to materials, and replacement and processing of lost or damaged

items. We also charge for photocopying and printing. In 2015 the Library received \$29,469 in fines and fees. This money is deposited into the general fund.

Periodically the idea of charging residents within our service area but outside the city for library cards is brought forth. During preparation of the 2016 budget, City Manager Koester and I looked at the various issues involved and identified the following.

- **Process:** In order to charge out-of-City library users, the current service area would first have to be changed to include only the City of Homer. The Library Advisory Board should be consulted and City Council approval would be required. New policies, procedures, and fee structure would have to be devised, approved, and implemented.
- **Barriers to library service:** Requiring proof of physical residence and charging out-of-city residents for library cards would create barriers to service that undermine the mission and purpose of a public library. Some people would not be able to afford a fee. Of particular concern are children, who need access to hundreds of books as they develop literacy skills; seniors; students; the unemployed; job seekers; small-business entrepreneurs; and others on limited incomes.

An additional concern is timing. It is well documented that during periods of economic contraction, when many people have less disposable income, public library use goes up. Homer Public Library serves a crucial role as a community safety net.

- **Staff workload:** Requiring 10,000 card holders to provide proof of physical residence and assisting them in identifying boundaries would be time consuming for staff (estimate of 5-10 minutes per currently registered patron). It would often involve looking up property tax/ownership records to verify residency.

Another increase in staff workload may arise if library users in Ninilchik, Anchor Point and Seldovia, which have very small, volunteer libraries, chose to request books through interlibrary loan at their libraries rather than pay a user fee to Homer. Processing interlibrary loan requests is much more time-intensive for staff, with the additional cost of postage. We are required by state statute to provide interlibrary loan services.

- **Historical precedent:** The issue has been discussed repeatedly over the decades. I've found references to user fees in 1984, 1991, and 1998. The Library Advisory Board has repeatedly affirmed that charging local residents who live outside City boundaries for library cards is undesirable.

The fact that Homer Public Library serves the entire southwestern Kenai Peninsula is a strong factor in our favor when applying for grants. It was one justification for the USDA loan that helped fund our current building, as well as the numerous Rasmuson grants we've received.

- **Divisiveness:** Charging for library cards would be a contentious issue. Some residents outside the city voice the opinion that they support the library already through local sales tax, volunteerism (Homer Public Library benefits from some of the highest library volunteer rates in the state), and contributions to the Friends of Homer Public Library. Many people outside the city donated money for the construction of the new library.
- **Uncertainty about net gain:** The amount of revenue generated by user fees for residents outside the city is difficult to predict, depending on fee amounts and structure, as well as residents' response to those fees. Some would pay gladly, some would pay reluctantly, some would choose not to pay, and some could not afford to pay. Many families would eliminate cards for their children and purchase only one card for the entire family. Residents north of Homer, in particular, might choose to drive to Kenai or Soldotna to use those libraries – and shop while there, instead of in Homer. Added to the extra staff time involved in substantiating physical residency and processing increased interlibrary loans, a net financial gain is far from certain.
- **Long-term negative effects:** The Homer area is a robust community that benefits from the talents of a wide variety of individuals who live both within and without city limits. Reducing access to information resources and reading materials for some segments of the population would almost certainly have long-term negative impacts upon school readiness, educational achievement, literacy, lifelong learning, economic development, civic participation and quality of life in the community. Literacy at all ages, but especially during early childhood and the school years, is an area of particular concern.
- **Equity:** City residents arguably pay more for library service through both property and sales tax, while out-of-City residents contribute only through sales tax. Their property taxes go to the Borough, not the City, and the Borough does not support library services.

Unfortunately, user fees create a different inequity, of access based on ability to pay. Because literacy and access to information are cornerstones of the democratic process, as well as economic prosperity and personal well-being, public libraries play a vital role in equalizing opportunity for all citizens. Reducing access is detrimental to the entire community in the long run.

### Charging Fees for Computer Use

A requirement to receive Federal e-rate funding, which pays 70% of our broadband and other costs for public access to the internet, is that these services “will not be sold, resold or transferred in consideration for money or any other thing of value.” We cannot charge people specifically to use our internet or equipment purchased with e-rate funds. This year we qualify for \$14,554.18 in e-rate support.

The Alaska State Library has stated that a public library *may* require non-residents to register as patrons and pay a non-resident fee to use library services (including computers) without risking loss of e-rate funding. However, that is not common practice in Alaska, perhaps because we have such a transient population and workforce.

If the intention were to redefine the Library's service area to within city boundaries and charge non-city residents, such a change would involve the same issues outlined above.

Keeping the current boundaries, we could conceivably require out-of-service area visitors, summer workers, and temporary residents to purchase a non-resident library card (\$25) in order to use our computers. (Currently non-residents have the option of using a guest pass.) While some temporary residents might be motivated to purchase a card, most tourists would not because they aren't here that long.

Right now, Homer has a reputation as being a very welcoming community to tourists. The Library is part of the service network that supports tourism and creates a positive experience in Homer. It is also an attraction -- we're even listed in the guidebook *Lonely Planet Alaska* -- and we receive general tourist traffic as well as cruise ship visitors. Temporary residents (often summer workers) use our computers to apply for jobs, check email, and handle personal business. Tourists commonly check email, send photos to the folks back home, check reservations, and print boarding passes. Tourists love us, as evidenced by the glowing comments they leave in our guestbook. Requiring them to purchase a library card in order to use our computers would be a change in policy that should be carefully considered as it may not be worth the trade-off of decreased good will vrs. unknown financial gain. Additionally, it would penalize people with the fewest resources -- those least able to pay -- as well as increase staff workload to issue additional library cards (about five minutes per card).

### **Comments**

In reality, the Homer Public Library functions as a regional library, serving the needs of the entire southwestern Kenai Peninsula. A broader and equitable revenue base is clearly desirable and needed. It is in the best interests of the public to find a solution to address that need without creating barriers to information, informal learning, and literacy for half the Library's users. It may be time to explore options on a regional scale for long-term support and development of library services through mechanisms that provide equal access for all residents of our current service area.



## **Issues Involved in Charging non-City Residents for Library Cards**

### **Homer Public Library Mission Statement**

The Homer Public Library serves the diverse needs of our community by providing access to information, promoting literacy, and facilitating lifelong learning. We foster education, personal well-being, creativity, community engagement, and economic development. Our resources are offered without charge to people of all ages and abilities within our service area.

**Legal service area:** It currently extends north to Ninilchik, south to Kachemak Selo, and across Kachemak Bay to Halibut Cove, Seldovia, Nanwalek, Port Graham. This service area was decided upon decades ago. To charge non-City residents for cards, this service area would have to be changed by the LAB and approved by City Council.

**Historical precedent:** The issue has been discussed repeatedly over the decades and repeatedly affirmed that charging for cards is undesirable and should be a last resort for revenue enhancement. (See 1998 memo.)

**Staff workload:** Requiring patrons (around 10,000 card holders) to prove their physical residence location would be time consuming for staff. It will often involve looking up property tax/ownership records to verify residency. Staff workload is already at its maximum, in 2015 serving approximately 136,000 library users; circulating over 142,000 items; purchasing and processing 3,880 new materials; completing over 700 interlibrary loans; and answering thousands of reference questions. Library use has increased 5-10% each year for the past five years.

**Barriers to service:** Homer Public Library takes seriously its mission to fill the diverse needs of this community for information, development of literacy skills, and lifelong learning.

Requiring the additional proof of physical residence, as well as charging for library cards, will discourage and prevent out-of-City residents from using the library. Of particular concern are children, who are developing literacy skills, seniors, students, the unemployed, job seekers, and others on limited incomes.

The long-term and broad effects of charging for library cards is to diminish access to information that people of all ages need to thrive. It would limit opportunities to develop crucial literacy skills that all citizens need in order to function effectively in today's society, economy, and democracy. Children who live outside the City who do not have access to a wide range of reading materials through the library eventually attend Homer schools alongside children who have had the advantage of full access to library materials and programs. Early

literacy skills, in particular, are key to developing not just the ability to read but the desire to read and learn.

**Divisiveness:** The Homer area is a robust community that benefits from the talents and passions of a wide variety of individuals who live both within and without City limits. The sense of community is strong and one of Homer's best assets. Charging for library cards will be a divisive issue. Some residents outside the City voice the opinion that they support the Library already through the local sales tax, high levels of volunteerism (Homer Public Library benefits from some of the highest volunteer rates in the state), and support of the Friends of Homer Public Library, which implements and pays for the majority of programming for both children and adults at the Library.

**Financial:** The amount of revenue generated by user fees for residents outside the City is difficult to predict, depending on fee amounts and structure, as well as residents' response to those fees. Some would pay gladly, some would pay reluctantly, and some would not be able to afford to pay. Residents north of Homer, in particular, might choose to drive to Kenai or Soldotna to use their libraries – and do their shopping there, where prices are lower, rather than in Homer. Added to the extra staff time involved in substantiating physical residency, a net financial gain is far from certain.

### **Other options?**

Public libraries, like public schools, are tax-supported institutions that benefit communities and society as a whole, whether or not individuals use their particular services. Currently City property taxes provide about 30% of the City of Homer's income, while sales tax (paid by all who shop within City limits) provides about 50%. Alongside this 30% funding inequity, an inequity in library service exists. Very small, primarily volunteer-run libraries exist in Seldovia, Ninilchik, and Anchor Point. Other communities in our service area have nothing at all.

What options might exist to equalize that 30% funding difference AND equalize library service?

Marly Helm, director of HPL in 1998, proposed the following: "One possible alternative to a library fee for out-of-city residents would be to petition the borough to reimburse the city for library services currently being provided to borough residents. Having the borough pay a lump sum payment to the city, instead of re-issuing individual cards, would eliminate a time-consuming staff process and an accounting nightmare." (Memo, 1/9/1998.) This option, though perhaps politically challenging, would be the simplest to execute in terms of providing services within existing structures – and it would not eliminate some people from accessing library services through user fees.

Another option would involve the creation of voter-approved library service areas, an idea that has been discussed in regards to recreation services. That would be more complicated to set up and would involve changes to existing institutional structures, but it, too, would provide a long-term path to equalize both funding and services.

A third possibility, which wouldn't solve the twin problems of equity long term but which might help alleviate some of the funding shortfall short term, would be to simply ask out-of-City residents to donate an annual voluntary fee to help support the Library – perhaps designating the funds specifically for the purchase of library materials.



## Information on Library Service Areas and Library Service in the Matanuska-Susitna Borough

The Mat-Su Borough is a second-class borough, like the Kenai Peninsula Borough.

Nancy Bertels, Sutton librarian for more than 30 years, sent me an excerpt from the history portion of the Mat-Su Libraries Strategic Plan (which was never approved but nonetheless exists). It contains information on when and how the Mat-Su Borough assumed library powers. The excerpt follows at the end of this document. I've put the text specific to library powers in bold.

Ms. Bertels said that libraries in Mat-Su are funded by non-area wide funds, except in the two cities of Palmer and Wasilla. For many years the Borough has given money to the cities as block grants to compensate them for fact that approximately 80% of their library use comes from out-of-city residents. The block grants can't be specified for library use but it is understood by informal agreement that the money will be spent on library service. For the past three years, the Borough has contributed these amounts:

FY14

Palmer - \$65,000

Wasilla - \$65,000

FY15

Palmer - \$45,000

Wasilla – \$52,500

FY16

Palmer - \$40,000

Wasilla - \$45,000

As you can see, the amount has decreased over recent years. As budgets tighten, the Borough is now saying that it won't fund the city libraries any longer, using the rationale that borough residents already support the city libraries by shopping in Wasilla and Palmer and paying city sales tax. They've said that before but of course finances are especially difficult now so she doesn't know what will happen with next year's budget.

A regional approach to library service - i.e., the Borough assuming responsibility for all libraries, including the cities' - has been discussed off and on over the years as a solution but never gained traction due to opposition from the cities to having their libraries taken over by the Borough.

In some way their problem is similar to ours - disagreement over who should pay for services - but differs in that their rural communities have much better-funded libraries and library services than we do on the Kenai Peninsula because they are funded at the borough level. Because of that borough-wide institutional structure, the borough and city libraries are able to function as a consortium, sharing the same library circulation system, borough courier, and

other systems which provide some economy of scale and efficiency in overall library operations.

Nancy also sent a link to this interview you might find interesting:

<http://www.matsugov.us/news/whistle-stop-mat-su-rec-bond-pot> . I guess once a month they do one of these videos to discuss local issues.

Ann

## History

As early as 1965, public libraries in the Matanuska-Susitna Borough (MSB) have been working together. That was the year the Mat-Su Borough Library Association (MSBLA) was formed. It was incorporated in 1967, and dissolved by the Alaska Department of Commerce in 1982.

**In large part due to efforts from the MSBLA, in the 1973 regular election, the MSB acquired non-areawide library powers through a non-areawide vote. At that time, the incorporated areas in the Borough were Palmer, Houston, and Long Island in Big Lake. As a result of this vote, library associations in Wasilla, Willow and Talkeetna received funding from the Borough.**

**The cities of Palmer and Wasilla, by their own ordinances, exercise library powers within their respective boundaries. The city of Houston does not currently exercise library powers.**

In 1978 the Mat-Su Borough Library Board (MSBLB) was established to recommend, investigate, and review library functions within the non-areawide boundaries of the Borough. Despite this, the MSBLB is comprised of nine volunteer members who represent the non-areawide, or Borough, libraries, the two city libraries, and the public at large. The MSBLB, in part, was meant to fill a void in the formulation of library policy as the Borough does not maintain a library department or division; therefore, in its advisory capacity, the MSBLB works directly with the MSB department charged with oversight of the MSB Libraries, which is currently the Community Development Department, Recreation and Library Services Division.

In the mid-1980's, the MSB libraries, which were all originally established independently to fulfill the desires of local residents for library services, but had also worked together as a group for over 20 years, focused efforts on acquiring an integrated library automation system for the circulation of library materials and to provide an online catalog collection.

Presently, there are seven public libraries located in the Matanuska-Susitna Borough. The Mat-Su Library Network (MSLN), officially formed in 1995, is composed of the five Borough libraries, located in Big Lake, Sutton, Talkeetna, Trapper Creek, and Willow as well as the city libraries located in Palmer and Wasilla. The network was created to formally share the acquired library automation system and to provide more consistent public library service to MSB library users at a lesser cost. Participating in this network enables automation costs to be lower than would be possible as 'stand-alone' libraries; allows

resources and materials to be shared between libraries; and provides collective buying power for online databases and other electronic resources. In 2004, Mat-Su Borough School District libraries also joined with the MSLN and together these libraries converted to the current library automation system. Through the MSLN, the seven public libraries coordinate efforts to have consistent policies, procedures and fees, thus eliminating duplicate administrative and electronic services. Additionally, this also provides better service to MSB residents while providing cost savings to their respective political entities. In addition to providing for the circulation of library materials and providing an online catalog, today's library automation system enables residents of the borough to request items from any of the participating MSLN libraries and view their account status online. Through other cooperative agreements, Borough residents can also visit the MSLN webpage and through links found there download digital ebooks, audiobooks, or music through ListenAlaska, or search the State Digital Pipeline for a variety of online databases such as Homework Help, etc.

To provide more consistent and faster service for the sharing of resources to the library network's service population, a courier system arrangement was instituted in 1996. This arrangement was recommended by the 1993 Christensen report (see Appendix A), which examined public library services in the MSB and made several recommendations to improve efficiency and effectiveness.





Homer Public Library  
141 W. Pioneer Avenue  
Homer, Alaska 99603

907-235-3180

TO: PATTI WHALIN - CITY MANAGER  
FROM: KAREN MC RAE - LIBRARY DIRECTOR  
SUBJECT: LIBRARY FEES  
DATE: JUNE 27, 1995

I have worked some figures on a proposed Library card fee of \$5.00 per year for out of town residents.

3,929 cards are issued to out of town residents or 45%

75 cards are issued to out of area residents for a \$10.00 refundable deposit.

TOTAL 4,004 CARDS would gross \$20,020.00

HOWEVER---

I believe that a fee will drastically reduce the number of cards issued by about 40% for about \$12,000.00

For hardship cases reduce by another 10% \$10,000.00

I have based my assumptions on experiences in Palmer where a card fee was instituted about 3 years ago.

CHARGING A LIBRARY CARD FEE COULD CAUSE US TO BE INELIGIBLE FOR THE "PUBLIC LIBRARY ASSISTANCE GRANT" FROM THE STATE LIBRARY (see enclosed guidelines). \$ 7,300.00

\$10,000 increased revenue  
-\$ 7,300 state grant  
\$ 2,700 net gain

WE RAISE REVENUES IN OTHER WAYS AS WELL

- Fines and fees raised in 1994 \$8,944.00
- Photocopier revenue in 1994 \$4,687.00

- An unanticipated postal rate increase of 74% in 4th class book rate caused our interlibrary loan costs to skyrocket this year. We are prevented by the State Library interlibrary loan guidelines from charging for this service. But we have recently begun requesting a donation for each interlibrary loan transaction processed (see example). This has brought in \$75.00 about \$75.00 per month for the last 2 months.



TO: Val Koeberlein, City Manager  
FROM: Marly Helm, Library Director  
DATE: July 28, 1998  
RE: Library Services and Associated Costs

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In an effort to spread the costs of city services to a larger population base, the City Council has directed Administration to prepare maps and information showing potential annexation and service districts in the surrounding area.

Recently the Homer Fire Department completed a study showing the cost of providing fire service to area residents. Reports from other city departments showing associated costs of other city services to area residents are also needed.

## HOMER PUBLIC LIBRARY

### *Level of Service*

Services provided to area residents include the selection, purchase and cataloging of library materials; information reference assistance both in-house and phone; shelving and maintenance of the collection; and library programming.

The Homer Public Library provides equal library services to all patrons regardless of residency status. Some services are provided free of charge, while other services have a minimal charge. As example, all local residents are issued free library cards which entitle them to check-out library materials. Some library services, like Interlibrary Loan Requests, are assessed a charge of \$3.00 per item, payable by the patron making the request.

The only charge that is assessed based on residency is the "Temporary" card fee. This fee is assessed on those patrons who can not provide a local borough address. Generally these patrons are either visiting the area or recently moved to the area. These patrons pay a \$10.00 fee for the temporary card which is good for 6 months. Refunds of \$8.00 are offered to temporary card holders who submit a claim for a refund within the six month window. Temporary card holders represent a very small segment (less than 1%) of library patrons. In 1997 only 78 temporary cards were issued, out of 9152 total card holders.

### *Cost of Service*

The costs of providing library services can be broken down into personnel costs and “other” costs. “Other” costs include the materials budget and operating and building expenses. In 1997 the library’s total budget was \$255,315, of which 74% (\$189,898) was personnel costs and 26% (\$65,417) was “other” costs. From 1993 through 1996 personnel costs ranged from 81% - 71% of the total budget, while “other” costs ranged from 29% - 19%.

The attached table shows the increases in patron numbers (both city and non-city), circulation of material, attendance at the library, and growth in volumes, with the corresponding budgets, from 1993 to 1997.

Since approximately 50% of the library’s patrons are city residents and 50% are non-city residents, it is estimated that approximately 50% (\$127,657) of the library’s budget can be attributed to city resident use and 50% to non-city resident use.

Introduced by: [Sponsor]  
Date: [Intro Meeting Date]  
Hearing: [Hearing Date]  
Action:  
Vote:

**KENAI PENINSULA BOROUGH  
ORDINANCE 99 –**

**AN ORDINANCE ESTABLISHING SOUTH KENAI PENINSULA BOROUGH  
LIBRARY SERVICE AREA**

**WHEREAS**, service areas may be established under KPB 16.04 and AS 29.35; and

**WHEREAS**, borough residents heavily use and support the Homer Public Library, a city facility; and

**WHEREAS**, there is currently no library services provided by the Kenai Peninsula Borough unless operated by service areas; and

**WHEREAS**, with the formation of a service area, grants and other funding sources may become more readily available for these purposes; and

**NOW, THEREFORE, BE IT ORDAINED BY THE ASSEMBLY OF THE KENAI PENINSULA BOROUGH:**

**Section 1.** That the KPB Code of Ordinances is amended by adding a new chapter to read as follows:

**Chapter 16.76. South Kenai Peninsula Library Service Area**

**16.76.010. Established – Boundaries.**

There is established pursuant to AS 29.35.450 a service area within the borough designated as the “South Kenai Peninsula Library Service Area” including that portion of the borough inside and outside the city limits of Homer described as follows: Kachemak City limits, Kachemak Bay voting precinct, Fritz Creek voting precinct, Diamond Ridge voting precinct, City of Seldovia, Anchor Point voting precinct, Port Graham voting precinct, Ninilchik voting precinct and Nanwalek City contained within

T 5S, R15W, R14W, R13W, R12W, R11W, T6S, R14W, R13W, Seward Meridian, Alaska, and all land within the corporate boundaries of the city of Homer.

**16.76.020 Mill Levy.**

A mill rate may be levied on taxable property in the service area to fund the services provided by the service area. No mill levy in excess of 0.2 mills shall be levied on behalf

of the service area unless an increase is approved by a majority of the voters at an election within the service area.

**16.76.030 Board – Established – Nominations and election of members.**

There is established a board of directors for the South Kenai Peninsula Library Service Area composed of five members who are elected by the voters in the service area in the manner set out in the borough elections code. Board members shall be qualified voters of the borough and residents of the South Kenai Peninsula Library Service Area.

**16.76.040 Board – Meeting- Quorum – Conduct of affairs.**

- A. The board shall meet at a regularly scheduled time and place designated by the board. Special meetings of the board may be called by the board chair or any two board members upon public notice thereof. The notice shall set forth the time and place of the meeting and shall be mailed or telephoned to each board member. The attendance of a board member at a meeting constitutes a waiver of notice of the meeting. All meetings are open to the public as provided by state law and borough ordinances.
- B. Three board members shall constitute a quorum; however, any action shall require the affirmative vote of three board members.
- C. The board may adopt bylaws, rules, or regulations governing the conduct of its affairs, including rules or procedure for the conduct of board meetings, so long as such bylaws are procedural in nature and do not conflict with borough ordinances and resolutions.

**16.76.050 Board – Election of officers.**

At the first regular meeting following certification of the election by the assembly, and annually thereafter, the board shall elect by majority vote of the board members a chair and such other officers as the board shall determine to be desirable who shall hold office until successors are elected.

**16.76.060 Board – Terms of office.**

A member of the board of directors shall be elected to a term of three years and shall serve thereafter until his successor has been elected, qualified and sworn to assume the duties of the office, except that the first board shall contain members elected for lesser periods as designated in the documents setting up the election to provide for staggered terms.

**16.76.070 Board – Vacancies created when – Filling vacancies.**

- A. Vacancies on the board are created upon declaration of vacancy by the board:

1. If no candidate files for election to a seat which is to be filled as said election; or if a successful candidate fails to qualify or take office within 30 days after his/her election or appointment;
2. If a member is physically absent from the service area for a 90-day period, unless excused by the board;
3. If a member changes his/her residency for a period longer than 60 days to a location outside the service area;
4. If a member resigns, and his/her resignation is accepted;
5. If a member is physically or mentally unable to perform the duties of office;
6. If a member misses three consecutive regular meetings unless excused; or
7. If a member is convicted of a felony or an offense involving a violation of his/her oath of office.

B. Vacancies on the board shall be filled by a majority of the remaining board until the next regular election of the borough at which time a new member shall be elected to fill the unexpired term of for a three-year if nor unexpired term remains.

#### **16.76.080 Board – Powers and duties.**

Pursuant to the provisions of Alaska statute, the board of directors of the service area, subject to assembly approval and appropriation of funds, shall have the power to provide for services and programs for library users within the service area. The board shall promptly furnish accurate and complete copies of minutes of all board meetings to the mayor and assembly.

#### **16.76.090 Employees.**

Unless specifically provided otherwise, the borough personnel system and ordinances apply to personnel employed by the service area.

#### **16.76.100 Director – Appointment.**

A director of the service area may be appointed, according to the borough personnel system and ordinances.

#### **16.76.110 Budget and fiscal control.**

The formulation of a budget and fiscal control of expenditures of public moneys of the service area are under the supervision and direction of the mayor and assembly. The finance director of the borough shall provide the service area board with the rule and regulations governing the appropriation of funds, the budgeting of funds, the authorization of expenditures, and any and all rules and regulations of the borough fiscal policy to which the service area is subject. The board shall arrange for the preparation of a budget and capital program which shall be submitted to the mayor for approval. The budget and capital expenditure proposals shall comply with the procedures for adopting the borough budget and capital expenditures program and its consideration by the

borough assembly. Such public hearings as are necessary shall be a part of the budgetary procedures before the board and the borough assembly.

**16.76.120 Purchasing – Agent.**

The purchasing agent for the service area is the borough finance director. All purchases of supplies, materials, equipment and contractual services shall be made in accordance with the rules and regulations adopted by the borough assembly. All contracts for capital improvements and maintenance performed in connection with the service area shall be bid and administered by the borough public works department in accordance with the procedures established for letting of contracts.

**16.76.130 Accounting.**

All accounting functions for the service area shall be under the supervision of the borough finance director who shall provide rules, regulations and procedures governing the issuance and payment of vouchers, the issuance and payment of checks, the use of the central treasury of the borough, and the manner in which all bonds, contracts, leases or other obligations requiring the payment of funds from the appropriations in the service area budget are to be processed and administered.



# MEMO

To: Homer City Council and Mayor  
From: Library Advisory Board  
Re: Library fines and fees  
Date: January 10, 2005

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We wish to provide you with some information regarding library fines and fees. Please see the attached, which is the complete schedule of fines and fees recommended by the LAB, including substantial increases in various areas; and adopted by you at your last meeting. (You adopted in addition new fees for library cards and computer use, not recommended by us, and discussed below.) We also wish to point out that the increases we recommended have not been figured into the FY 05 budget; we do not yet know what these will be, but they will be substantial. Just the increase in late fees should amount to about \$3500 in new revenues.

Over the course of years we have repeatedly considered fees for cards and computer use and, after research and discussion, always rejected these. A summary of each issue follows.

## **Fees for library cards:**

The Homer Public Library, as a city library, has never charged residents for library cards. There are fees for temporary cards (summer visitors) and for replacements for lost cards. We know of no Alaska libraries that charge residents for cards; a few, including Anchorage, Fairbanks, and Ketchikan, do charge non-residents for cards but do so for reasons other than raising revenues and can easily determine who lives within and outside their boundaries. Palmer tried a non-resident fee and experienced such a community backlash that they eliminated it. Kenai proposed one and met with such public opposition that the idea was dropped.

## **Practical/cost issues:**

- Staff time to create new library card policy
- Staff time to determine residency (p.o. box addresses, city non-residential property)
- Staff time to maintain database and learn new software
- Cost of new software (current software is inadequate)
- Staff time and cost to prepare and mail annual renewal notices
- Loss of accountability of late and lost materials due to card sharing

## **Policy issues:**

- Non-residents pay for library services through sales tax
- Charging non-residents for access to information directly contravenes current library policy and best library practice, which is to encourage all citizens to access informational resources freely

Many non-residents have been very generous in contributing to the new building fund and are active members of the Friends of the Library. In the long run, borough participation in library services or the creation of a service area is our preferred mechanism for cost-sharing—and what we have been working towards.

## Fees for library computer use:

No public libraries in Alaska charge for computer/internet use. The Talkeetna Library briefly tried to charge tourists, but reversed the action upon learning about the legal and financial consequences.

### Legal issues:

- It's the law—state law (AS 14.56.400) requires that public libraries provide reference information free of charge to residents. (Reference information increasingly is delivered via the internet, and material there supports and is integrated with what is physically on the shelves.)
- The library must comply with state law in order to receive funds from the Public Library Assistance Grant (PLAG) program.

### Practical/Cost issues:

- Under federal law, libraries are required to provide electronic information sources in order to receive the E-Rate discount--a 70 percent subsidy for internet and phone service. (This subsidy to Homer for phone service is currently \$3560. In the new library, and extended to internet service, this subsidy is estimated to be \$20,000.)
- Loss of PLAG funds--\$6300 this year.
- Staff time to create new internet use policy
- Cost of additional staff needed to monitor and manage computer use
- Cost of additional staff to provide the reference services needed as a substitute for patrons' own electronic access (when patrons ask for that assistance in lieu of paying fees).
- Loss of voluntary donations of more than \$100 /week in the summer. (The library currently encourages donations from computer users through a highly visible donation jar and a request on the computer screen.)
- The library intends (through a gift from a private donor) to add free wi-fi service to the existing library and to offer this throughout the new building as well. Wi-fi allows anyone with a laptop to use wireless technology to access the internet, and we would thus have two classes of computer users side by side—one paying on a terminal, one free on a laptop.

### Policy issues:

- The role of libraries is to provide free access to free information. Charging for one (increasingly essential) source of that information is contrary to the mission of the Homer library and libraries in general. Libraries are intended to address the "digital divide" that exists in our society between those with and without easy computer access; charging those least able to afford the service opposes that goal.
- We have received private, foundation, and government funding for the new library with the understanding that it will add to the public good by providing free library services to all who come through its doors.

**From the American Libraries Association:** "Libraries level the playing field. Economists have cited a growing income inequity in America, with the gap between the richest and poorest citizens becoming wider year by year. By making all its resources equally available to all members of its community, regardless of income, class, or other factors, the library levels the playing field. Once users have access to the library materials, they have the opportunity to level the playing field outside the library by learning to read, gaining employment, or starting a business."

**Homer Public Library**  
**141 W. Pioneer Avenue**  
**Homer, Alaska 99603**  
**907-235-3180**  
**907-235-3136 (Fax)**

**MEMORANDUM**

**TO:** Mayor and City Council

**THROUGH:** Walt Wrede, City Manager

**FROM:** Helen Hill, Library Director

**DATE:** May 18, 2005

**RE:** Resolution 05-67

I'd like to reassure Mayor Hornaday and members of the City Council that the Library Advisory Board is addressing the issue of developing new revenue sources for the library.

As you know, specific library services are protected by law, and the Homer Public Library is in compliance with applicable federal and state statutes. The library does, however, charge fines and fees for a number of services. As you may recall, the Library Advisory Board recommended, and the City Council approved, increases in library fines and fees beginning in 2005. In fact, for the first time ever, a \$25.00 finance charge has been imposed on individuals who are more than six weeks delinquent with payments for overdue or lost items.

In addition to the fines and fees mentioned above, the library charges fees for two types of non-resident cards. This insures that our summer residents and visitors who are not property owners are able to benefit from the use of the library as well as make a contribution for their share of library services.

At their last regular meeting of May 3, the Library Advisory Board began a discussion about new revenue sources for the library. Topics included the coffee cart which has been designed for inclusion in the new library, library contributions by the borough, and a library service area. The Library Advisory Board will continue to discuss this matter and will present their draft recommendations to the Council.

I have been talking to a number of library directors in the state who are faced with similar situations as ours about how they are solving their funding problems. Pat Kilmain, the library director in Palmer, has given me very good advice on how she was able to work with her local officials in the City and Borough to increase revenue for libraries in the

Mat-Su Borough. I look forward to discussing these possibilities with the LAB and the Council.

I also wanted to mention that the Friends of the Homer Public Library, Inc. have been holding strategic planning sessions every six months beginning in June 2004 to prepare fundraising strategies to increase their contribution to the new library. I believe the Council, LAB, and our community of City and Borough residents can work together to explore fundraising opportunities for the library while still remaining compliant with library laws, which will result in excellent library service to our community. Thank you.

**CITY OF HOMER  
HOMER, ALASKA**

Heimbuch

**RESOLUTION 05-67**

A RESOLUTION OF THE HOMER CITY COUNCIL DIRECTING THE LIBRARY ADVISORY BOARD AND LIBRARY STAFF TO DEVELOP A USER CONTRIBUTION PLAN DESIGNED TO PROVIDE A SIGNIFICANT REVENUE STREAM TO SUPPORT THE EXPENSES ASSOCIATED WITH THE NEW LIBRARY CONSTRUCTION AND FUTURE OPERATIONS.

WHEREAS, The City Council, on May 9, 2005, awarded a library construction contract in an amount far exceeding the design engineer's estimates; and

WHEREAS, The construction contract amount required the Council to increase indebtedness for the library project to the maximum amount authorized by voters; and

WHEREAS, The City's desire to be in compliance with municipal accounting practices on depreciation and reserve funds will substantially raise the cost of library operations; and

WHEREAS, The finances of the City and the local taxpayer burden are in delicate balance; and

WHEREAS, It is a common and growing practice to impose user charges in public facilities.

NOW THEREFORE BE IT RESOLVED, that the City Council directs the Library Advisory Board and the Library staff to develop a user contribution plan designed to provide a significant revenue stream to support the expenses associated with the new library construction and future operation expenses; and

BE IT FURTHER RESOLVED, that this revenue source will be structured to provide an additional \$40,000.00, annually to the City's General Fund; and

BE IT FURTHER RESOLVED, that this plan will be developed for implementation in the 2006 budget.

PASSED AND ADOPTED by the Homer City Council on this 24th day of May, 2005.

CITY OF HOMER

ATTEST:

\_\_\_\_\_  
JAMES C. HORNADAY, MAYOR

\_\_\_\_\_  
MARY C. CALHOUN, CMC, CITY CLERK  
Fiscal Note: Not addressed.



# DRAFT

## MEMO

From: Library Advisory Board  
To: Homer Mayor and City Council Members  
Date: June 7, 2005  
Subject: Library Operating Budget

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With the successful completion of the New Library Project's capital campaign and the beginning of site work at the new location, public attention has turned to the cost of operating and maintaining this new facility. Anticipating these concerns, the Library Advisory Board has been discussing the sustainability of the new building and its operating costs since August of 2003 when the Professional Planning, Architectural, and Engineering Services for the new Homer Public Library were awarded to ECI/Hyer, Inc.

Since that time, the Library Advisory Board has provided guidance to the architects and advised the City Council on concrete steps to reduce the operating budget for the new library. These recommendations include:

- 1) Leadership in Energy and Environmental Design (LEED) certification (Silver level)  
By considering how to use water, energy, materials and land more efficiently during the design phase, the new library will be less expensive to operate and maintain. This step brought in \$175,000 in planning grants during the capital campaign and will result in the first community-based LEED certified building in Alaska.
- 2) Interior Design Features  
The new building is designed to maximize staff productivity by considering lines of sight, improving staff work areas, and providing volunteer work space. The building is situated on the site to maximize the benefits of a one-story structure to eliminate the need for a costly elevator and additional staff for the second story.
- 3) Increasing Fines and Fees  
In June of 2004, the Library Advisory Board recommended approval of a new fee schedule for 2005 which increased fees in more than 10 categories.
- 4) Kenai Peninsula Borough contributions  
In March of 2004, the Library Advisory Board provided input to the KPB Comprehensive Plan and recommended that the Kenai Peninsula Borough recognize the significant value of municipal library services to borough residents and considers contributing to library costs on a per capita basis, as the Mat-Su Borough does with its city libraries.

In addition to these recommendations, the Library Advisory Board and its committees, upon request from the Mayor and City Manager, mobilized volunteers to assist in the effort to educate city residents about the need for increased tax revenue due to the lack of State funding. Library supporters provided assistance through Letters to the Editor, phone calls,

newspaper ads and conversations with friends and neighbors and were an important part of the success of the voter's approval of an increase in sales tax. This effort is expected to bring in \$1.2 million to the City's General Fund.

Based on current information, the estimated operating budget for the new Homer Library by the year 2009 will be \$550,000/year, an increase in 55% over current costs for a building five times as large.

Regular meetings of the Library Advisory Board in August and September of each year are known as budget meetings (LAB Bylaws, Article III, Section 4). The LAB will continue its discussion of new revenue generating proposals, which include:

- 1) coffee kiosk
- 2) leasing space for private events
- 3) Kenai Peninsula Borough contributions
- 4) Library service area
- 5) Seeking gifts to the library

Based on these discussions and input from the public and Library staff, the Library Advisory Board will provide recommendations to the City of Homer. Our intent is to ensure an excellent level and quality of services for the benefit of the entire community when the new library opens. The Library Advisory Board looks forward to working with the City Council and staff, Homer and Borough residents, and the Friends of the Homer Library to develop a sustainable funding plan for the operation of the new building.

**DRAFT**



# MEMORANDUM OF UNDERSTANDING

## New Library

July 5, 2005

DRAFT

### PREAMBLE

In the wake of a successful fundraising campaign and voter demonstrations of public support, the community of Homer is in the initial stages of building a new library. According to current timetables, the new Homer Public Library is scheduled to open in the summer of 2006, and with the new facility comes new challenges and opportunities. The roles and responsibilities of relevant parties need to be reaffirmed, re-assigned or assigned, as appropriate. This document ~~builds upon~~ by reference the ~~previous~~ agreement between the same parties dated October 23, 2003, and acknowledges the Trust Agreement dated May 20, 2004 between the Friends and the Homer Foundation.

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### ARTICLE 1: PARTIES

This agreement is between the Friends of the Homer Public Library ("Friends"), a 501 (c) (3) charitable corporation organized under the laws of the State of Alaska, the City of Homer ("City"), and the Homer Library Advisory Board ("LAB"), an advisory board established by City code.

### ARTICLE 2: PURPOSE

The purpose of this memorandum is to establish the relationship and duties of the parties in regards to program development, fundraising and public recognition of donors, advocacy efforts, and use of the new Homer Public Library building and grounds.

### ARTICLE 3: DUTIES OF THE CITY

#### A. STAFFING AND MAINTENANCE

It is understood by the parties that the City Council has sole authority with respect to maintenance, staffing, and operations of the library.

#### B. LIBRARY STAFF RESPONSIBILITIES

1. The Library staff, under the leadership of the Library Director, shall be responsible for creating and/or approving the annual program of the Library, including all core professional activities, public programs, and other public activities held in the Library facilities.
2. The Library staff is responsible for the safety and security of the facility and its operations under the codes and ordinances of the City of Homer and the Homer Public Library Policy Manual.

Deleted: The City shall provide an adequate professional staff to provide service and access to the resources of the Library. The City agrees to maintain, repair, and/or replace the component parts of the structure, commons areas, and grounds that become damaged or worn.

3. The Library staff will have final authority over facility use, after-hour availability, and the accompanying requirements of responsibility, safety, and security.

C. FISCAL MANAGEMENT AND ACCOUNTING

Notwithstanding the provisions in previous agreements, it is generally established that the debt retirement and ~~maintenance and operations costs~~ shall be incorporated in the annual City budget.

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**Deleted:** municipal costs described in section A, above.

D. RESPONSIBILITY FOR EXHIBITS, DISPLAYS, AND USE OF LIBRARY BUILDING AND GROUNDS FOR NON-LIBRARY FUNCTIONS

The City shall adopt policies regarding the following, after policy development by the LAB addressing such issues as:

- 1) Space allocations for the displays of works of art, public information and notices, promotion of the activities of the Library, LAB and Friends, and general guidelines for the use of unallocated or non-designated interior and exterior surfaces;
- 2) Space allocations and guidelines for displays and exhibits located on the Library grounds and pathways;
- 3) A free speech statement;
- 4) Duration of displays;
- 5) Process for the selection of temporary and revolving exhibits and displays;
- 6) Public use of the library building and grounds for non-library functions; and
- 7) Such other related issues as may arise in the course of policy development.

E. PUBLIC PARTICIPATION

Except as required by City Code, the City shall refer library-related issues to the LAB for community input and advice.

#### **ARTICLE 4: DUTIES OF THE FRIENDS OF THE HOMER LIBRARY**

The Friends' general purpose is to engage in supplemental activities which encourage public use and enjoyment of Library services and facilities, focus public attention on Library needs, and assist in the raising of funds, donations, endowments, and bequests for the Library. There shall be no transfer of Friends' funds to the City for ordinary operational costs or reliance by the City on the Friends for operational funding.

##### **A. ENDOWMENT FUND**

The Friends will undertake various activities to further develop and grow the Library Endowment Fund.

##### **B. TAX EXEMPT STATUS AND ACCEPTANCE OF FUNDS**

The Friends agree to fulfill their obligations of documenting, accounting and reporting the contributions made to them for the library building fund. The Friends further agree to transfer to the City those funds that have been donor designated for capital projects.

##### **C. PROGRAM DEVELOPMENT**

The Friends seek to conceptualize new or expanded public programs for the Library and provide volunteer assistance in executing the adopted programs. The Friends agree to follow a formal "program proposal" form provided by the Library staff when considering adoption of new or expanded programs.

##### **D. POLICY ISSUES AND RELATIONS WITH THE CITY OF HOMER**

The Friends will defer consideration of policy matters and Library relations with the City of Homer to the LAB, being assured full access to the regular meetings of the LAB to express concerns or appreciation for Library activities and/or City of Homer relations with the Library.

##### **E. BUDGET**

The Friends will create, and distribute to any interested party, an annual budget that sets forth its projected revenues, including those derived from fundraising, donations, and its endowment, together with the projected costs for programs, materials, equipment, labor and endowment growth. The Friends shall consult with library staff before making purchases for the library in the interest of coordination and reviewing any possible downstream costs that might result.

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##### **F. CAPITAL CONTRIBUTIONS**

The Friends may choose to make capital contributions and will consult with City staff and LAB before making purchases for the library.

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## **ARTICLE 5: DUTIES OF THE LIBRARY ADVISORY BOARD**

The LAB, functioning as a sitting board representing the interests of the citizens of Homer and the surrounding region, is designed and constituted to provide the City with recommendations that have been well debated and researched, while allowing for public involvement.

### **A. POLICY MATTERS AND RELATIONS WITH THE CITY OF HOMER**

The LAB will fully and openly consider policy matters regarding the Library and will make recommendations to the City of Homer. Central to the LAB deliberations are such issues as community standards, professional practices, and advocacy for the Library. The LAB will also assume responsibilities as may be delegated to it by the City.

### **B. FUNDING MATTERS**

The LAB reviews the annual budget proposal for library operations and makes policy recommendations that affect those budgets. Per its bylaws, it may also solicit donations for the benefit of the library. The LAB will organize appropriate committees and draft future agreements as the need for capital campaigns arise.

## **ARTICLE 6: POLICY OF PUBLIC ACKNOWLEDGEMENT**

The parties herein agree, except as otherwise described in a plan adopted by the Homer City Council, to refrain from entering into any agreement or contract that would require the dedication or naming of the library building, its rooms, and or grounds. Permanent donor recognition in and around the new facility is presently limited to that agreed upon in the course of the capital campaign (Appendix A). Future acknowledgements (e.g. major donors to endowment) may be proposed to the LAB for recommendation to the city.

## **ARTICLE 7: ?**

This MOU constitutes a general understanding by the parties about their respective roles and responsibilities regarding the new Homer Public Library. The parties have entered into this agreement in good faith and fully intend to carryout the responsibilities described herein. The parties understand and stipulate that this MOU is not a legally binding document and do not intend it to be. In the event that any provision of this MOU conflicts with the Homer City Code, the code shall prevail.

Any party to this agreement may terminate with or without cause by providing x days notice in writing" (30, 60, etc. days notice - whatever # the parties agree to). Reasons a party might want to terminate would be if one of the parties ceases to exist, or one of the parties may no longer want to be a part of the partnership.

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This MOU may be amended by written agreement signed by all parties. Amendments may be proposed by any party.

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**Agreed to by the following parties:**

**Friends of the Homer Library**

\_\_\_\_\_  
President

Date: \_\_\_\_\_

**City of Homer**

\_\_\_\_\_  
Mayor

**Homer Library Advisory Board**

\_\_\_\_\_  
Chair

Date: \_\_\_\_\_

Date: \_\_\_\_\_



**\*\*DRAFT\*\* MEMORANDUM**

**TO: Homer City Council and Mayor**  
**FROM: Library Advisory Board**  
**RE: Fund-Development Concepts for Library Operations**  
**DATE: January 3, 2006**

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In keeping with requests from City Council members, the Library Advisory Board has studied various concepts for developing supplemental funding for the new library's operations. After considerable research and prolonged discussions, the LAB offers the following as potential means for enhancing the library's funding. These concepts are divided into two broad categories, near-term and long-term, and are listed here within those categories in no particular order. These are summaries only; detailed notes are available for most of these concepts.

I. Near-Term Concepts

a. Facilities Rental

- i. As a public facility, the new library must be available during its open hours to all visitors equally, and there are no spaces within it, aside from the small conference room, that are partitioned off from the rest and/or "vacant" during hours of operation. After-hours use, with the possible exception of the conference room, will require some staff presence for security purposes. The LAB has concluded that 1) most library use will be by the public and thus without fees, and 2) given the other meeting spaces available in town and the lack of a meeting room at the library, the opportunity for space rentals is limited. The LAB is developing a space use policy that will include fees for private meetings or events.

b. On-site coffee kiosk

- i. The new library is plumbed for a possible coffee kiosk in the entry, to be leased by a private vendor. LAB members investigated the example of Anchorage's Loussac Library (coffee space leased by Aurora Coffee) and the interest of local coffee vendors. Some local vendors were skeptical that a library kiosk would be profitable, given operating expenses and competition. One coffee vendor would be interested in a seasonal (non-summer) concession in the library. The best way to gauge interest would probably be for the city to put out an RFP and see what the response is. The LAB will develop a policy for food and drink in the library that will ensure the protection of materials and furnishings (e.g. no open cups).

c. Webpage giving

- i. There are many good examples of webpages devoted to encouraging giving that may serve as models for the Homer Public Library. The library already has a website that includes a page dedicated to the capital campaign for the new library, with downloadable donation forms. A similar page could be developed with more specifics about the operational needs of the new building and the opportunities for planned giving (bequests, charitable remainder trusts, charitable gift annuities, and gifts of insurance policies, stock portfolios, and real estate.) The City could provide links to systems like PayPal that would allow donors to pay electronically. Costs for website development by library staff or an outside contractor must be considered.
- d. Homer Foundation advised fund
  - i. The Homer Foundation is ready, willing, and able to create a donor-advised fund for the library. The Foundation already holds funds for the City of Homer and for the Friends of the Homer Library. A fund requires a minimum donation of \$5000 for its establishment. Fund earnings could be transferred to the library budget yearly.
- e. Passive literature for donors (brochures, donor envelopes, etc.)
  - i. There are available numerous examples of brochures that may serve as models. Relevant examples could be collected, and a brochure developed to be available at the library and possibly mailed to potential contributors during community campaigns. Development, printing, and mailing costs must be considered.
- f. Wish lists for in-kind contributions (e.g., an "In-Kindness Club")
  - i. An in-kind gift program might be instituted to encourage and promote all sorts of in-kind gifts. A wish list could be published on the library website and posted prominently at the library. Such a list might include everything from books to magazine and newspaper subscriptions to media items and fuel. (The library already does periodic programs encouraging book purchases.) Staff time in planning, discussing, accepting, and processing such gifts must be considered.
- g. Partnerships and sponsorships for programs and other library functions
  - i. Partnerships and collaborations are already in use by the library, but might be strategically expanded and enhanced to provide services while controlling expenses. The library, for example, might develop a temporary partnership with a local business or non-profit to put on an adult literacy event or a local business might sponsor a specialized collection that informs the public on matters that are important to the business community (e.g., a health-food store might sponsor a collection of materials on nutrition or a gallery might donate a collection of art books).

## II. Longer-Term Concepts

- a. Endowment Fund (see above, I. d)



- b. Legacy societies or other donor recognition programs.
  - i. Many libraries have legacy societies for the purpose of recognizing the contributions of those who have made donations to the library of a kind or in an amount deemed worthy of such recognition. Members might be treated to special events or might be given designer library cards, early entrance to FHL sales, etc.
- c. Advocates of estate planning via attorneys volunteering to offer basic counsel on the many instruments for planned gifts
- d. Kenai Peninsula Borough Support
  - i. In 2004, the LAB provided input to the KPB Comprehensive Plan and recommended that the Kenai Peninsula Borough recognize the significant value of municipal library services to borough residents and consider contributing to library costs on a per capita basis, as the Mat-Su Borough does with its city libraries. In the Mat-Su Borough a borough-wide committee was formed to determine how to create a formula to fairly contribute to the operating budgets of its five borough and two city libraries. The approved formula took into consideration hours of operation, circulation, and number of books in each library's collection. The borough's contributions to library operating costs was determined and then divided by the service population of each library. To begin this process in the Kenai Peninsula Borough, discussions have taken place among the directors of the libraries; this discussion needs to continue between community leaders and representatives to form a cohesive message to the KPB. During this time of tight finances for the KPB, this should be considered a long-term option.
- e. Library Service Area or Library/Recreation Service Area
  - i. It would take a campaign and public vote to establish a Southern Kenai Peninsula Library Service Area, or a service area that would combine recreation and library services. An earlier effort to establish a recreation service area failed, and there was some thought at the time that combining libraries (a form of recreation for many) with it might have earned more support. As with borough support (d. above), this is another way to allow non-city residents to contribute more equitably to services they enjoy.

**Summary.** There is no "magic bullet" to significantly reduce the Homer Library operational costs in the near-term, although there are opportunities for helping with costs. As a public building and program, the Homer Library, like other core city responsibilities, will necessarily depend on city taxpayers for its operations. Fundraising efforts have costs associated with them, which must be considered in every case. The library will continue to assess fines and fees as appropriate and to encourage gifts. The many contributions of the Friends of the Homer Library, which continues to raise funds for supplemental equipment and materials and provides programs and volunteers, should also be acknowledged and valued. The LAB will continue to develop policy as identified above (e.g. space use, gifts, etc.) for council approval, to consider additional funding mechanisms as they are identified, and to assist the library in all appropriate ways.



the time this was discussed, the Director of the College agreed that it was obvious that it wasn't going to work with the money and things that were happening at the time. The LAB didn't shut her down.

Boardmember Keffer asserted that it wasn't simply a matter of funding, but also space and use. At the time it was laid aside, the informal agreement was it would be looked at again after the City library moved into the new facility. She questioned why it is necessary for that timing to be changed.

Councilmember Stark responded that it is best to consider it now when laying out the interior design.

Mrs. Keffer expressed her concern that the LAB's motives have been misinterpreted and added that a conversation among all parties would be in everyone's best interest.

Mr. Stark concluded by commenting that the purpose of the library is to serve the public, including high school and college students. He likes to think that having a better library is the goal of the Library Advisory Board.

Chair Lord thanked Councilmember Stark for coming to the meeting and sharing his thoughts.

Frank Vondersaar wished everyone a Happy New Year. He advised the Board that the Friends is working on membership packets at the Homer Foundation Thursday at 3:00 pm at the Homer Foundation and would appreciate any volunteer help.

#### UNFINISHED BUSINESS

A. New Library Construction Update.

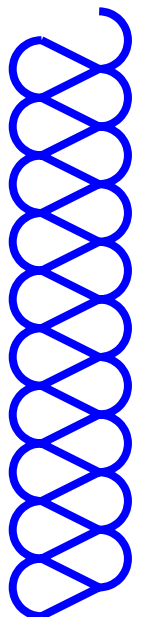
This item was heard prior to LIBRARY DIRECTOR'S REPORT.

B. Budget Planning Process: Discussion of Recommendations and Timeline

HAWFIELD/SEAMAN MOVED TO ACCEPT THE MEMO AND SUBMIT IT TO THE CITY COUNCIL.

Chair Lord passed out copies of a draft memorandum from the LAB to the Mayor and Council regarding Fund Development Concept for Library Operations. It included the following "Near Term Concepts",

- ✓ Facility Rental
- ✓ On-Site Coffee Kiosk
- ✓ Webpage Giving
- ✓ Homer Foundation Advised Fund



LIBRARY ADVISORY BOARD  
REGULAR MEETING MINUTES  
JANUARY 3, 2006

- ✓ Passive Literature for Donors
- ✓ Wish Lists for In-Kind Contributions
- ✓ Partnership and Sponsorship for programs and other library functions

It also included the following "Longer-Term Concepts",

- ✓ Endowment Fund
- ✓ Legacy Societies or other Donor Recognition Programs
- ✓ Estate Planning
- ✓ Kenai Peninsula Borough Support
- ✓ Library Service Area or Library/Recreation Service Area

HAWFIELD/SEAMAN MOVED TO ACCEPT THE MEMO AND SUBMIT IT TO THE CITY COUNCIL.

The Boardmembers took time to read the memorandum and discussed each item separately. Boardmembers made minimal changes to clarify some sections and left others as they were. Discussion ensued regarding the summary. The following points were brought up,

- ✓ It should clarify that regardless of volunteer efforts; any of these programs will require staff time to be successful.
- ✓ It is a sales pitch and should be presented in a more positive manner.
- ✓ There should not be any statements regarding the library encouraging gifts due to recent discussions and policy issues.

Boardmember Wagner suggested adding the consortium library under Long Term Concept to be looked at again once the City moves into the new library, as was agreed to two years ago. There was discussion that the LAB has never, even in previous discussion, recommended the consortium library as a revenue source and it should not be added.

Chair Lord agreed to make the recommended changes and send it to the members for final review. There was discussion about the deadline for the Council Packet. Deputy City Clerk Jacobsen reminded them it was 10:00 am Wednesday. They agreed to forward it to the Clerk's office for the January 23 packet.

HAWFIELD/SEAMAN MOVED TO ACCEPT THE AMENDMENTS TO THE MEMORANDUM.

VOTE: YES: UNANIMOUS CONSENT

Motion carried.

VOTE: (Main Motion as amended): YES: UNANIMOUS CONSENT.

Motion carried.



everylibrary

Any library initiative anywhere  
matters to every library everywhere.

## New EveryLibrary Campaign Training Series from Niche Academy

*Post on January 19, 2017 by pcsweeney tagged: education, librarian, librarians, librarianship, libraries, library, library training, niche, niche academy, political training, politics, training*

EveryLibrary and Niche Academy today announce a high-impact partnership to support libraries on the ballot across the country in 2017 and 2018 and train librarians to develop the political skills they need to build support in their communities. Niche Academy, the largest provider of digital and web-based custom training tools for libraries, will produce and host a series of campaign training guides from EveryLibrary that are available for free to any library community on the ballot anywhere. These video training guides deliver campaign insights for both library boards and staff to create engaging Informational Communications Campaigns and for local Vote Yes committee leaders to field in effective Get Out the Vote campaigns. The tactics and tools that are to be taught in this series can also help train librarians and library staff to be more politically aware and raise the political capital of their libraries. They are a great training tool for any library looking to ensure longstanding support from the local voters and the local politicians.

"Niche Academy creates high-quality, professional, narrated training guides for both patron orientation and staff training," says John Chrastka, Executive Director. "We are excited to bring their professional design and production expertise our library campaign content." EveryLibrary's training guides range from beginner level to advanced and don't assume any prior knowledge of campaigns or campaigning. They are tailored to libraries in "red states" and "blue states" alike. Whether you are in small or rural community, or have a large service population and number of voters to engage, these training resources are provide a realistic, actionable, and affordable approach to campaigns and campaigning. "Niche Academy allows us to take our experience and teaching to the next level and deliver it to libraries all across the country," adds Chrastka.

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These trainings are made possible through the generous support of our donors.

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"With over 60 library campaigns and \$200 million in wins, EveryLibrary's campaign knowledge is second to none," says Jeromy Wilson, CEO for Niche Academy. "But they know that when over 170 libraries were on the ballot last year alone, there is a great need for effective election training. We are proud to design, produce, and host these free campaign resources." Niche Academy specializes in helping libraries ~~with~~ staff on new tools, services, and programs

while providing them with the best patron-facing guides and orientations to encourage use, uptake, and involvement with the library. Libraries that subscribe to Niche Academy can pull these courses into their own online academy where they can track staff progress and usage. “We want to see more libraries win their Elections. It’s important to us as a company because it’s important to the people and the communities our libraries serve,” adds Wilson.

The first EveryLibrary – Niche Academy training series “10 Strategies for Community Organizing in Libraries” [is available now](#). Narrated by Margaret Howard, this ten-step, self-paced guide takes your staff and leadership from a basic understanding of the “Ladder of Engagement” through the important steps “Power Mapping” your community to putting a unique message and call-to-action into the field. New trainings will be released throughout 2017 to help library communities and Yes campaigns anticipate fundraising, volunteer engagement, endorsements, and handling opposition. “We truly appreciate Niche Academy for designing, producing, and hosting these training tools for any library community or campaign to use for free,” says Chrastka.

#### **About Niche Academy:**

**Niche Academy** is an online learning platform made for libraries that includes ready-to-use tutorials for the most common library services. The tutorials walk your patrons all the way from not knowing about your resources to having a satisfying experience using them. Niche Academy maintains these ready-to-use tutorials and makes it easy for libraries to create their own tutorials and online learning academies for patrons or for staff training.

The platform also includes powerful promotional tools like website integration widgets, a social media post builder, and an image gallery for promotional graphics. These tools make it much easier for libraries to let more people know about the resources they have to offer.

What is interesting about the data about voter support for libraries, is that a lot of our pre-conceived notions were challenged. In the study, *From Awareness to Funding*, by OCLC and the Gates Foundation, we learned that many of things we thought drove people to vote for libraries actually didn't. Things like; party affiliation, library use, cardholder rates, etc... didn't drive people to show up to vote for libraries. Instead, we found out that the most influential asset a library has to drive people to the polls is the community's belief about the librarian (when I say librarian, I mean anyone who works in any capacity in the library because the public doesn't know the difference). What this essentially means is that librarians are the candidates and they should be trained like it and as a profession we need to spend more time teaching librarians candidate, or community organizer, skills.





If your librarian is the candidate, and your library has been in existence for a few years, then your library is what would be called in a campaign; an incumbent candidate. In almost any race between candidates there is a challenger and there is an incumbent. The challenger in our case would be anyone or any organization in opposition to the library. It's typically the challenger's job to talk about how life would change and be better if they were to replace or remove the incumbent. It's then the incumbent's job to talk about how they have improved the community or spent public time and money responsibly and effectively and to talk about their track record of success. The incumbent tells stories of impact that occurred throughout their tenure and the challenger talks about how they could do it better or how it could be better with their own ideas.

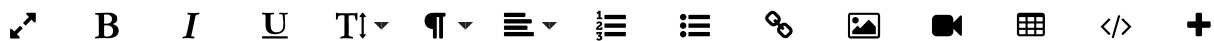






## Stories of Impact

Record 2 stories of impact that highlight the value your library provides to your community. These stories should be short—one, maybe two paragraphs. They should provide just enough detail to allow a reader to identify with the main character (the beneficiary of library services) in the story. The story should identify a challenge or a difficulty faced by the main character and make clear how the library played an indispensable part in mitigating that difficulty.



Type something

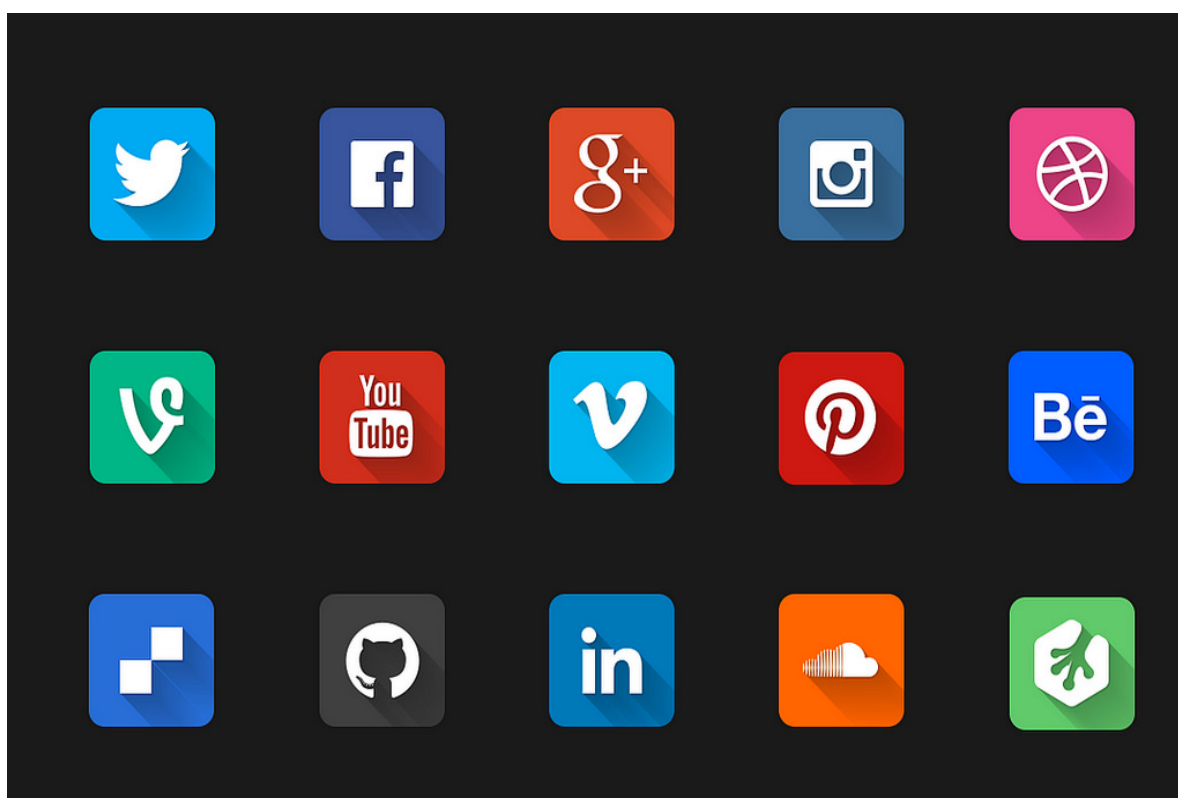
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Before a candidate runs for office, they begin a phase in a campaign that is called “Surfacing.” I would argue that any time a library is not in an election year, they are in this surfacing phase. You can see the surfacing phase in the presidential elections when top politicians write a book. These books are essential to their campaign. It’s their opportunity to connect with their audience or community and tell their own story on their own terms and develop the message that they will be using in their campaign. They can talk about their decisions, their experiences, and what made them the people they are today. In the same way, the librarians have many opportunities to tell their stories and start messaging the public. This can easily be done through outreach, social media, and especially through strategic plans and annual reports if those are done correctly.



## Identify Communication Channels

Identify 5 venues or channels in which you could tell the stories recorded in the Stories of Impact exercise.

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## Instructor Feedback

Write your Comment...



Developing a strong and effective message for a campaign is one of the most important and difficult parts of a campaign. Developing a library's message can be a long process and there are a lot of tools to help you do it and sadly there isn't a one-size-fits-all model for libraries. However, your library's message should be honest, clear, concise, locally relevant and relevant to the community you're telling it to, as well as help stave off incumbent attacks. In some cases it will be simple. For example, if your community has a large libertarian community or if you're talking to the Chamber of Commerce, it might do you justice to talk more about the library as an economic development agency, and less like it is a social welfare organization. Or if you're talking to the Parent Teacher's Association, it might do well to talk about library as an educational organization and not as an economic organization. While neither example changes the work your library does, they might change the way people think about the work that it does.

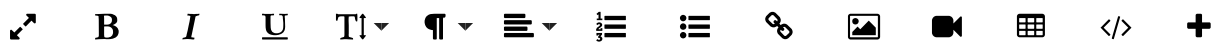




## MESSAGING ACTIVITY

Identify 3 groups you would like to move up the ladder of engagement.

For each of those groups identify 3 services your library provides



Type something

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Sadly, very few people in the public are driven to the polls or to write letters to the city council on your behalf simply because your library checked out 3 million books last year. The politicians have a hard time understanding what it really means to have 300,000 people walk through your doors every year.

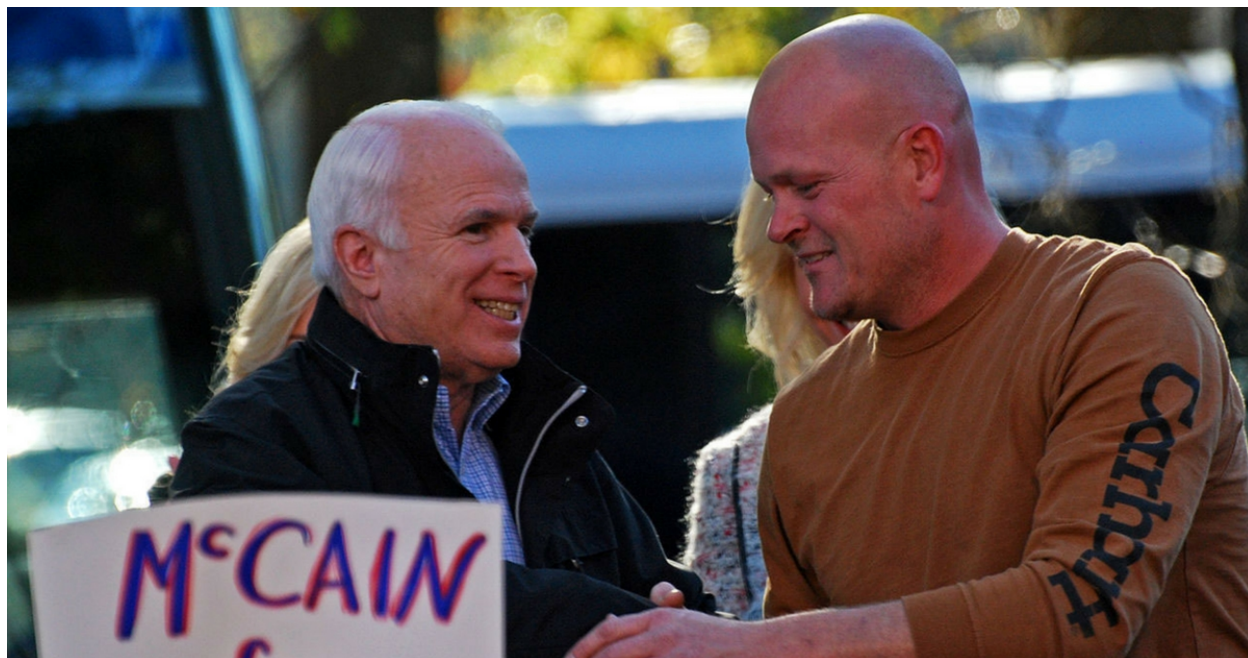


Sadly, good and honest data and research is one of the weakest voter persuasion tools. Yet, for some reason these are the things we keep telling people. Instead, the number one thing you can talk about for your library's success are the stories of success or the stories of impact of just a handful of people who use your library. Instead of talking about how many reference questions you answered last year, tell people about the one reference question that made an impact on someone's life.





If you don't believe this tip, think of it this way. During the 2008 election the national debt was a number that was repeated countless times in hundred of different ways. Throughout our three years of training thousands of librarians about how to win elections, we have only been able to find 2 people who could remember what that number was.



However, almost every single librarian who was around in 2008 remembers Joe the Plumber. So, what is your library's Joe the Plumber Story?



People are going to oppose the library. That's ok. It's not how much they oppose the library that matters, it's how you handle their opposition. One of the best practices your librarians can perform is writing down every opposition statement to the library that they hear. For example, if someone says that they don't need libraries because they have Google, write that down.



Then, practice coming up with a counter message using the 27 9 3 method and using the yes, and, examples, model. What this means is that you are going to come up with a message that 27 words long, can be said in 9 seconds, and gives three examples and you're going to do it while agreeing with the person who opposes you.





So, if someone says we don't need libraries, we have Google, your counter message will be;

YES, we have Google, AND the library provides so much more through our books, our databases, and by providing a welcoming space for community members to work.

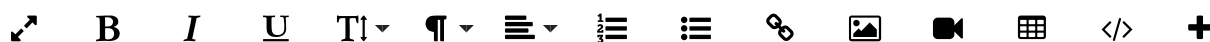
By using this method, you are not antagonizing the opposition and they can't disagree with you since you are agreeing with them already!



## 27 - 9 - 3 Exercise

1. Identify the 3 most common objections you have encountered that lead people to oppose or not support your library.
2. For each of the objections identified in step 1, create a counter message that meets the following criteria:
  - No more than 27 words in length.
  - Can be said in 9 seconds
  - Offers 3 examples
  - Agrees with the person offering the objection

Distribute these counter messages to library staff so they all are aware of them and have the ability to use them.



Type something

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Power mapping is an amazing tool to use to understand the power structures in your community and also to have your staff learn how they can influence those power structures. The best way to do this is to gather staff into groups of 4-6 people and have them list some of the most influential people, organizations, or companies in the community.



Then they will take a few more minutes and see if they can identify connections to these groups. In most cases, staff will find the paths through which they are connected to these influential people, ways that they can connect them, and how to make that connection. Once those connections are made, it becomes a task of using those connections to reach out to these power structures and find ways to bring them into the library in a positive way.



For example, there was a library campaign that failed because large gardening group opposed a new library because it would cast a shadow on the garden and therefore they led an opposition campaign. After that campaign, throughout the next few years, the librarians spent time finding ways to connect to the garden group and inviting them in for gardening programming and other partnerships like a seed library. The next time the campaign for a new library came around, they were all highly supportive!

Type something

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Facebook is an amazing tool to get your library's message out to the people. It is cheap, easy, fast and just about everyone in your library can use it or is currently using it.



But, so few libraries are paying for Facebook Ads. These Facebook ads cost almost nothing but can reach everyone in your community a multitude of times throughout the year to really tell your library's Joe the Plumber Story.

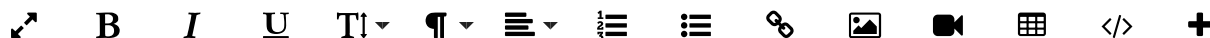


For example, a community of about 10,000 people should pay only about \$10-25 a week for Facebook ads. In fact, I would say that \$10-25 a week for every 10-15,000 people in your community would be the right size budget. That is really all it takes to tell your community why your library matters and why it should be supported.



## Create a Facebook Ad

1. Identify a specific audience you would like to reach within your service population. This can be a very general audience like "adult men", "seniors", or "teens". It's even better, though, if you can identify a narrower specific audience like "commuters", "homeschoolers", or "moms with elementary age kids".
2. Identify a specific library offering that appeals to your chosen audience.
3. Using the instructions found [HERE \(https://www.facebook.com/business/help/132037906870538\)](https://www.facebook.com/business/help/132037906870538), create a Facebook ad designed to connect your audience with your chosen offering.



Type something

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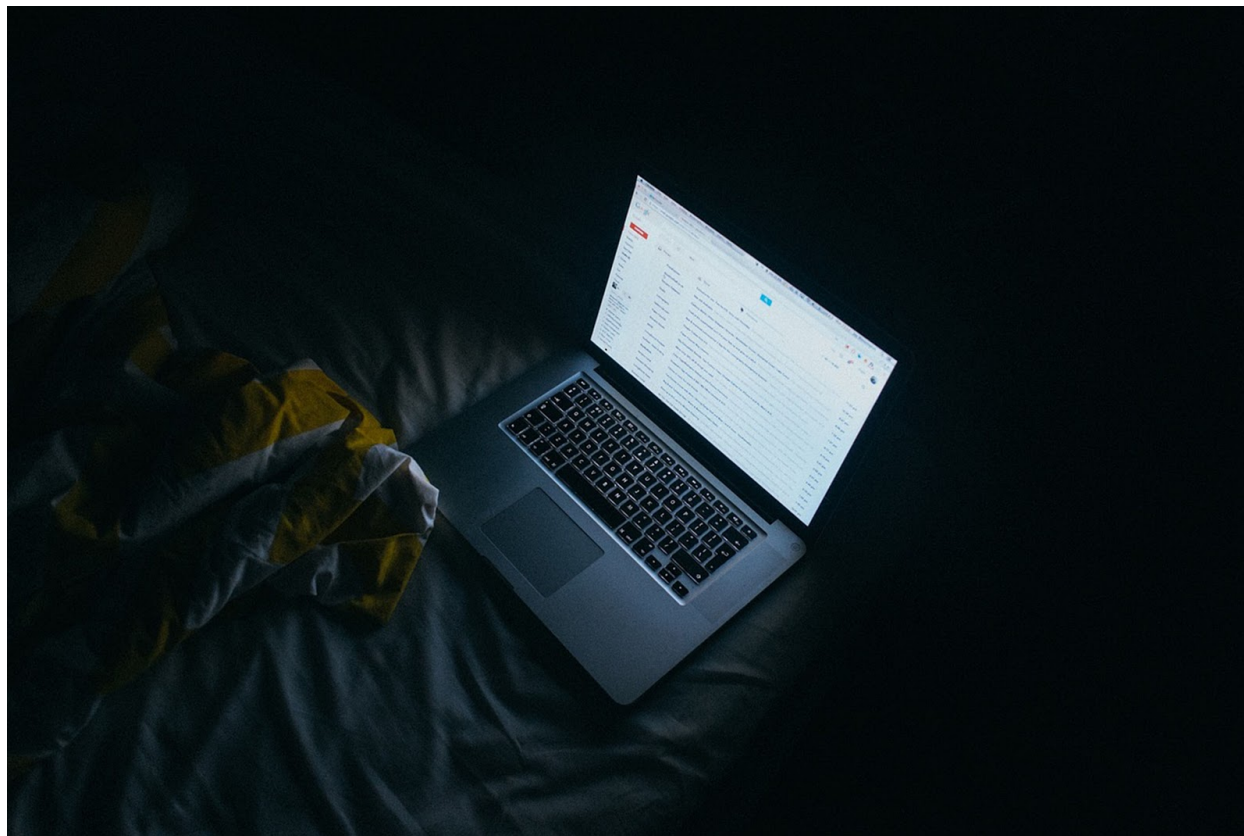
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While Facebook costs money, a good email campaign costs time. There is no way around having to expend one of those two resources on getting your message out to the public effectively.



The reason email takes so much time is because your staff needs to be diligent about collecting email addresses. There should be a sign-up form at every story-time, at every program, at every outreach event, on your website, and clipboards out on the check-out machines or at the reference desk.

Your library should also spend time curating and segmenting this list and ensuring that people are getting the emails that matter to them.



Not everyone should get a monthly newsletter about all the happenings at the library. They should get only the news that matters to them and they should get at least one email a week but not more than three. It's easy to start segmenting your email list by age and whether or not they are parents, but if you want to segment further there are many better platforms than Constant Contact or Mailchimp out there such as Nationbuilder that can build better data filled and well segmented emailed lists.

Membership Number  
**20161124**

Expiry Date **27/12/16**

I agree to accept responsibility for use of this card and abide by all conditions of use for Internet and PC usage via library systems and am over 18 years of age.  
This card is not transferable.


*Mark Masson*  
Signature

Board member Masson  
requested this in the packet.  
1/06/17

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**Stonnington Library and Information Service**

<b>Malvern Library</b>	1255 High Street, Malvern	8290 1366
<b>Phoenix Park Library</b>	30 Rob Roy Road, Malvern East	8290 4000
<b>Prahran Library</b>	180 Greville Street, Prahran	8290 3344
<b>Toorak/South Yarra Library</b>	340 Toorak Road, South Yarra	8290 8000



STONNINGTON LIBRARY  
INFORMATION SERVICE

[stonnington.vic.gov.au/library](http://stonnington.vic.gov.au/library)

**From:** Ann Dixon  
**Sent:** Thursday, January 05, 2017 1:03 PM  
**To:** Renee Krause  
**Subject:** FW: [AkLA-L] Award opportunity from ALA

Renee,

The LAB might be interested in this - not to apply for this year, but to apply in the future if we do come up with some worthy projects. Also, there might possibly be some ideas in their list of past winners. I'm leaving town today until the 17<sup>th</sup> and I haven't have time to check it out but thought I'd at least pass it on in case it's useful.

Ann

The American Library Association is accepting applications through Feb. 3, 2017 for the Gale Cengage Learning Financial Development Award  
<<http://www.ala.org/tools/gale-cengage-learning-financial-development-award-application>>

The Gale Cengage Learning Financial Development Award recognizes an innovative, creative, well-organized project which successfully generated new income, in any amount, from alternative sources, such as individual gifts, foundations, endowments, "challenge" grants and related efforts. Academic, public and school libraries are eligible to apply. The winner receives a \$2,500 award and a 24k gold-framed citation.

Applications <<http://www.ala.org/awardsgrants/awards/210/apply>> are due Feb. 3, 2017. For additional information, contact Linda Kopecky, Award Jury Chair, [lkopecky@uwm.edu](mailto:lkopecky@uwm.edu) or Cheryl Malden, ALA Governance Office, [cmalden@ala.org](mailto:cmalden@ala.org)\*.\*

Potential applicants can see a list of past winners at :  
[http://www.ala.org/awardsgrants/awards/210/all\\_years](http://www.ala.org/awardsgrants/awards/210/all_years)

<https://www.aspeninstitute.org/news/press-release/three-areas-opportunity-library-local-government-collaboration-revealed-icma-survey/>

### **Three Areas of Opportunity for Library, Local Government Collaboration Revealed in ICMA Survey**

January 17, 2017

**Washington, DC, January 17, 2017** – Local government leaders envision public libraries as a key resource to support their communities’ education and digital inclusion goals while indicating interest in exploring new roles for libraries to address other community priorities, according to a recent survey conducted by ICMA (the International City/County Management Association), in partnership with The Aspen Institute and the Public Library Association (PLA).

The new report, *Local Libraries Advancing Community Goals, 2016*, highlights three areas of opportunity for library and local government leaders to work together more closely: collaborating on community priorities, engaging in active information sharing and communication about community issues, and seeking additional funding sources to enable libraries to expand programming and services.

Nearly 2,000 chief administrative officers and local government leaders responded to the ICMA survey. The goal of the research was to understand how public libraries can be leveraged to advance community goals and how government agencies can partner with library leaders to better engage, inform, and empower residents. The survey was conducted as part of the Aspen Institute’s Dialogue on Public Libraries and includes additional analysis on key factors influencing local government responses in a supplemental report by independent researcher John B. Horrigan, PhD, who previously served as research director for the development of the National Broadband Plan at the Federal Communications Commission.

While libraries are viewed by local government leaders as having an important role in the community, according to Horrigan’s analysis, their engagement with library leadership and resources is influenced by three major factors: an existing governing relationship, general fund support for the library, and a population greater than 100,000.

“Libraries are a vital community resource,” says Amy Garmer, Director of the Dialogue on Public Libraries at the Aspen Institute. “Local government leaders recognize the importance of libraries. It’s now time for library leaders to have a seat at the table and be invited to participate in discussions on relevant topics related to the community. Combining the knowledge and resources of library leaders with those of local government leaders would strengthen communities and help to readily address priorities in areas such as education, workforce and community development, and access to broadband and digital literacy skills.”

The following are the top five community priorities, ranked high or very high, as areas where local government leaders see libraries playing an important role:

- access to high-speed Internet service (73%)
- digital literacy (65%)

- early childhood education (65%)
- primary and secondary school attainment (59%)
- online learning/virtual learning (52%)

“In many communities across the United States, public libraries have become much more than a place to borrow books,” says ICMA Executive Director Marc Ott. “Increasingly, libraries serve as hubs of information and community resources—a place for people to learn, create, access services, and engage with one another. Through ICMA’s recent survey and related activities, we are documenting the innovative ways that public leaders are leveraging their local libraries to build stronger communities. The opportunities and lessons shared by our members will help to inform leading practice and the evolution of public libraries nationwide.”

Engagement between local government leaders and libraries shows a gap that can be improved upon. According to Horrigan’s analysis of survey data, communication between local government leaders and library leaders is higher when there is a governing or funding relationship. “Some 56% of libraries with a governing relationship are invited often or very often to discussions about local issues compared with 38% of all respondents,” notes Horrigan, who says this holds true for libraries that receive a funding allocations from the general fund (51%) and in communities with populations of 100,000 people or more (52%).

Library funding also was an important topic addressed in the survey. For the library to meet community priorities, expanding programming and services may be necessary.

“With great trust and reach, libraries make for a truly cost-effective and impactful community investment. More than just a building or idea, the public library has always been an exceptional fusion of people and knowledge,” said PLA President Felton Thomas. “Libraries and librarians also can be powerful partners in advancing community priorities, and I hope this important new data will open more conversations with our local government leaders about what we can achieve together to boost educational and economic opportunities for all.”

Overall, a narrow majority of local governments (53%) indicated that they believe libraries are adequately funded. The percentage increases slightly in libraries with a governing relationship with local government (60%) and in places with a population greater than 100,000 (58%).

While a slight majority believes library funding is adequate, a slightly smaller percentage (45%) agree or strongly agree that libraries need more funding to support the library’s role in their community. The percentage increases slightly for those libraries that have a governing relationship (53%) ---and those who receive allocations from the general fund (51%).

The ICMA survey included four questions that the Pew Research Center has also asked in its surveys of Americans age 16 and over regarding services that the library should be providing. Horrigan’s analysis shows that strong majorities of local government leaders and the public think that libraries should coordinate more closely with schools and that libraries should provide technology and resources in makerspaces. However, the analysis indicates that “a disconnect emerges for training for the digital



world,” with just under half of local government respondents saying that libraries should offer programs to help people protect their privacy and security online while three-quarters of the public thinks that libraries should definitely do this.

To read the complete results of the ICMA survey, go to: [www.icma.org/2016librariesurveyreport](http://www.icma.org/2016librariesurveyreport)

To read the summary report of John Horrigan’s analysis, go to: [HTTP://AS.PN/ICMASURVEY](http://AS.PN/ICMASURVEY)

The Aspen Institute is an educational and policy studies organization. Its mission is to foster leadership based on enduring values and to provide a nonpartisan venue for dealing with critical issues. The Institute is based in Washington, DC, Aspen, Colorado, and on the Wye River on Maryland’s Eastern Shore. Washington, DC, Aspen, Colorado, and on the Wye River on Maryland’s Eastern Shore. It also has an office in New York City and an international network of partners. For more information, visit [www.aspeninstitute.org](http://www.aspeninstitute.org)

#### The International City/County Management Association

ICMA, the International City/County Management Association, advances professional local government worldwide. The organization’s mission is to create excellence in local governance by developing and fostering professional management to build sustainable communities that improve people’s lives. ICMA provides member support, publications, data and information, peer and results-oriented assistance, and training and professional development to nearly 11,000 appointed city, town, and county leaders and other individuals and organizations throughout the world. The management decisions made by ICMA’s members affect millions of individuals living in thousands of communities throughout the world, from small villages and towns to large metropolitan areas.

#### Public Library Association

The Public Library Association (PLA) is the largest association dedicated to supporting the unique and evolving needs of public library professionals. Founded in 1944, PLA serves nearly 9,000 members in public libraries large and small in communities across the United States and Canada, with a growing presence around the world. PLA strives to help its members shape the essential institution of public libraries by serving as an indispensable ally for public library leaders. For more information about PLA, visit [www.pla.org](http://www.pla.org).

**2017 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 remaining 2016 and through August 2017 is as follows:

January 9, 23 2017	<b><u>No LAB Meeting</u></b>	
February 13, 27 2017		
March 13, 28 2017		
April 10, 24 2017		
May 8, 22 2017		
June 12, 26 2017	<b><u>No LAB Meeting</u></b>	
July 24 2017	<b><u>No LAB Meeting</u></b>	
August 14, 28 2017		
September 12, 26 2017	<b><u>No LAB Meeting</u></b>	
October 9, 23 2017		
November 27, 2017		
December 11, 2017		

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.



