

LARKSPUR LIBRARY BOARD
Minutes of Special Meeting- February 3, 2014

Roll Call: Present: Chair Michelle Melka, Joan Foley (arrived at 6:35),
Jeff Gunderson, Daniel Kunstler, Noel Shumway

Staff: Library Director Frances Gordon

Chair Melka called the meeting to order at 6:15 p.m.

Approval of Consent Calendar

The Library Director certifies that this Agenda has been posted in accordance with the requirements of the Government Code

Approval of Minutes as Submitted: Regular Meeting, January 13, 2014

M/s, Shumway-Kunstler and approved 4-0 (Foley absent) to approve the Consent Calendar as submitted.

PUBLIC COMMENT

There were no comments.

Chair Melka stated she would like to change the order of the agenda.

UNFINISHED BUSINESS ITEMS

1. Communication Plan for a Community/Library Facility- Ann Morrison & Kevin Haroff

Chair Melka welcomed Mayor Morrison and Council Liaison Haroff to the meeting.

Council Liaison Haroff stated he would like to get an idea about what the Board wants from a communication plan and how the Council could help accomplish their goals. He had recent discussions with City Manager Schwartz and they are of the opinion that they are not quite ready to roll anything out of a specific nature. They need to articulate exactly what they would be communicating about to the community. Once they announce a communications plan then they will be inundated with questions from the public that they would have trouble answering. A Request for Proposal (RFP) would be going out in the spring.

Chair Melka stated the Board was concerned about how to keep the process moving forward. There have been some sentiments that the process has stalled a bit and the Board wants to make sure they do not lose momentum. She stated the Board came up with the idea of putting some signage on the property (similar to a fund raising “thermometer”) to let people know what was coming.

Mayor Morrison stated that the City does not own the land yet.

Council Liaison Haroff assured the Board that things were moving forward and he reminded the Board that things take time. It is important for the Council and the Board to engage the public and make people aware of what is happening and how they could help. He did not want them to get ahead of themselves.

Boardmember Kunstler stated the Board wanted to make sure they keep moving forward and avoid any litigation as to what could go on that parcel. They have a bit of a “chicken before the egg” dilemma. He noted that planning and fund raising takes time and the sooner they get started the better. They want to keep the issue on the “front burner”.

Boardmember Shumway stated the ad hoc committee spent a lot of time and energy on this process and the Board does not want to lose the momentum.

Council Liaison Haroff assured the Board that there is not a lessening of the priorities- but things take time. Mayor Morrison stated there was a resolution stating that this parcel would hold a 21st Century Community/Library Facility. She noted they were in the process of forming a not-for-profit 501(c)(3) to fund the design. It should be up and running within the next month. This would also allow them to start the private fundraising campaign.

Library Director Gordon asked if the fundraising aspect would include the different levels of donations and naming rights. Council Liaison Haroff stated “yes”. Mayor Morrison stated they plan to hire a professional fundraiser.

Boardmember Kunstler asked if a new not-for-profit organization was necessary since the Foundation could serve as the vessel for fundraising. Mayor Morrison stated the City would own the land and facility but the Foundation could fund operations.

Boardmember Gunderson asked when the City would take title to the land. Mayor Morrison stated she was not sure- the developer is still using the parcel for staging. Boardmember Gunderson stated the transfer of ownership should be somehow celebrated- perhaps at the 4th of July Parade, etc.

Chair Melka stated it would be very helpful if the Board received regular communication from the Council. Council Liaison Haroff stated he would stay on top of this. He would

come to as many Board meetings as possible.

Boardmember Shumway stated he was looking forward to the fund raising event that would be held at Mayor Morrison's house.

2. Report on any updates regarding the Rose Garden Community Facilities Parcel Master Plan

Chair Melka noted this item was discussed during agenda item #1.

Boardmember Foley arrived at the meeting.

LIBRARY DIRECTOR'S ORAL REPORT

Library Director Gordon reported on the following: 1) Library and City Hall Facility; 2) Library Programs; 3) MARINet Library Consortium Update; 4) Miscellaneous.

Library Director Gordon stated the College of Marin will be joining the MARINet Library Consortium in July. Many of the library's goals and objectives are driven by the consortium's goals and objectives. One of MARINet's goals is to try and merge all the individual databases owned by the various libraries into a single MARINet wide database. Boardmember Kunstler asked if there had been any progress on the ebook challenges. Library Director Gordon stated the ebook environment continues to be a challenge. Boardmember Kunstler asked about the ebook collection. Library Director Gordon stated the collection could be richer. Council Liaison Haroff asked if there was the possibility of consolidation through a single administrator. Library Director Gordon stated there was an Ebook Committee analyzing the best way to do collection development and purchasing.

Boardmember Shumway had questions about the Valentine Poetry Reading Event scheduled for Thursday, February 13th at 7:00 p.m. Library Director Gordon stated the event continues to be very popular and usually draws 60 to 70 participants. She discussed how space constraints keep her from having more events which, in turn, brings business into the downtown.

BOARDMEMBERS REPORTS AND COMMENTS

There were no reports.

NEW BUSINESS ITEMS

1. Brain-storming on the Needs of the Library

Chair Melka handed everyone a pen and sticky notes and asked them to write down some ideas about the short-term needs of the existing library for 2014. She stated the

Board could eventually come up with some timelines for these needs. She wants some ideas on how to support the Library Director and staff.

Chair Melka stated she was able to consolidate the list into the following main categories: 1) Space; 2) Money/resources; 3) Programs; 4) Communication; 5) Technology.

Chair Melka stated some of the more specific items included: 1) Fund raising; 2) Parking; 3) Furniture; 4) Budget; 5) Volunteers from the community; 6) Strengthen the relationship with the Foundation; 7) Strengthen the communication with the Council; 8) Raise awareness of the Library in the community; 9) Longer hours at the Library; 10) Purchase a “people” counter.

Boardmember Kunstler asked if the Library could sponsor classes to help students with college prep and financial aid applications. Boardmember Shumway stated Redwood High School already holds these classes.

The Board had questions about the tutoring process that was occurring at the Library in the afternoon. Library Director Gordon stated there was no sign-up process and it was first come, first served.

The Board discussed the possibility of using the St. Patrick’s parking lot during evening Library events. Council Liaison Haroff encouraged the Board to move forward with these discussions since it would solve a lot of access problems. Chair Melka stated she would discuss this shared parking issue with a representative of St. Patrick’s.

Chair Melka stated she would like to discuss at the next meeting what the Board could actually do within these categories.

Status Reports:

1. Reports from the Library’s Support Groups (Friends, Foundation, and Steering Committee)

There were no reports.

FUTURE AGENDA ITEMS

Chair Melka stated the following items would be on the next agenda: 1) Report on any updates regarding the Rose Garden Community Facilities Parcel Master Plan; 2) Communication Plan for a Community/Library Facility; 3) Creation of Action Plan for 2014 to Support the Needs of the Library.

NEXT MEETING DATE

Chair Melka stated the next meeting would be a Special Meeting held on Monday, March 3, 2014 instead of the Regular Meeting that would be normally scheduled on March 10, 2014. The meeting would start at 6:15 p.m.

ADJOURNMENT

Chair Melka adjourned the meeting at 7:35 p.m.

Respectfully submitted

Toni DeFrancis
Recording Secretary