

LARKSPUR LIBRARY BOARD
Minutes of Regular Meeting- June 12, 2017

Roll Call: Present: Chair Jeannette Giacomini, Joan Foley,
Jeff Gunderson, Michele Melka, Noel Shumway

Staff: Library Director Janice Akel
Council Liaison Catherine Way
City Manager Dan Schwarz
Mayor Kevin Haroff

ROLL CALL

Chair Giacomini 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, May 8th, 2017

M/s, Shumway-Gunderson, and approved 5-0 to approve the Consent Calendar as submitted.

PUBLIC COMMENT

There were no comments.

BOARDMEMBER REPORTS AND COMMENTS

Boardmember Gunderson distributed a draft of the preliminary comments on the 2050 Plan. He asked the Board to take a look at it and comment at a later date.

Boardmember Melka stated she attended an informal meeting to discuss how to build momentum for a new library and fundraising efforts. The meeting included Mayor Haroff, Library Director Akel, a representative of the Parks and Recreation Commission, and a few others. This was a “brainstorming” session on how to move the process forward and whether they could hire someone to spearhead the fundraising efforts. They discussed how to use some of the current events (4th of July Parade, Wine Stroll) happening in the community to build momentum. Mayor Haroff stated it was an ad hoc meeting and it could be a new start on how to look at the library facility. They have gone through a process that focused on design and functional considerations based on prior assumptions about the building. These assumptions have withered a bit. They

are trying to develop an approach towards what would be included in the facility. They need to find people who can contribute ideas and/or resources. These meetings should be a regular thing. Boardmember Shumway asked about the next steps. Boardmember Melka stated they will talk about what a fundraising consultant would look like and perhaps the ideal “job description”. They need someone who has ownership over this process and knows what he or she is doing. Mayor Haroff stated there were ways to minimize the financial impact of “hiring” this person (a fee that is tied to the funds that they raise, etc.). He stated they also discussed the beginning stages of the marketing strategy including developing some informational materials. Boardmember Foley noted this informational material should include the territory that has already been covered (location, etc.) and acknowledgement of the work that has already been done. Mayor Haroff stated this is a very good idea. Library Director Akel stated it was a very productive meeting.

LIBRARY DIRECTOR’S ORAL REPORT

Library Director Akel reported the Summer Reading program was off to a very good start. The library is offering 22 events in the month of June and received some very generous donations from the business community. She is visiting the Tamalpais tomorrow and will be receiving the annual donation of several thousand dollars. Mayor Haroff stated he would accompany Library Director Akel. Library Director Akel stated the library received a \$5,000 grant from the State to buy bilingual books. The funding from the Foods for Libraries will not be slashed from the Federal Government’s Budget. The Friends of the Library are gearing up for the renewal campaign and plan to hold an Open House in early September. Boardmember Melka asked Library Director Akel to get a copy of the sign-in sheet for this event. Library Director Akel stated the City plans to spend \$10,000 for renovations to the Children’s Library. She will try to supplement this allocation from several sources. This will happen in the fall. Renovations include opening up the space and putting in mobile book units to maximize the space. The bench in the hallway/entrance to the library has been removed in an attempt to tidy up that space and to comply with ADA concerns.

OLD BUSINESS ITEMS

1. City Manager’s Update on 2050 Plan

City Manager Schwarz stated he did not have a lot to report. He reported to the 2050 Steering Committee that the Library Board’s preference was to focus on the funding issues and not the particulars of the new library, etc. The Steering Committee is very supportive of that approach. Staff has started on this approach and will incorporate the Master Plan by reference and note the passage of the resolution back in 2015. The focus will now be on the funding challenges. The Steering Committee will also be discussing how prioritization will work and where the library sits in the list. He will submit a draft of the updated plan at the next meeting. He is working with staff on demographic data requested by the Board. Library Director Akel asked what the Board

should do at this time. City Manager Schwarz stated they are in a holding pattern at this time- they need to receive the draft so they can give some feedback on the language.

Boardmember Melka asked if staff plans to do a survey of the community regarding the perceived needs as a part of the 2050 Plan Update. City Manager Schwarz stated “no” but the committee could direct staff to do a community survey. The original needs assessment was based on the critical and essential needs at that time. A new Police Facility and relocation of the Public Works Corporation Yard were the driving forces. The issue of a new library was tied to seismic improvements to the City Hall complex. Surveying the community would be a challenging exercise since they would need to beef up staff in order to educate the public about the needs component. Boardmember Melka asked if the opinions of the committee members would determine the needs. City Manager Schwarz stated he saw the risk factors involved with some of the infrastructure (storm drains, roads, etc.) as the relevant driving force. The more non-essential issues would need to be discussed by the committee.

2. Replacement member for Library Board of Trustees

City Manager Schwarz reported interviews were conducted at the last Council meeting, with another interview scheduled for the end of June. The appointment will be made at the July 19th Council meeting.

NEW BUSINESS ITEMS

1. 4th of July Parade

Boardmember Melka reported this event would be a good opportunity to build some awareness about the library and get more engagement from the community. The thought is to walk the Parade with a banner. Council Liaison Way stated the list of parade participants has been issued by the Corte Madera Chamber of Commerce. Library Director Akel stated she would ask the Friends to pay for the banner and an informational flyer to pass out. Boardmember Melka referred to the recently created 501(c)(3) organization and asked if a Twitter account or Website had been created. Council Liaison Way stated “not yet”. Boardmember Melka stated it could serve as a holding place for emails, etc. Council Liaison Way stated it was good to be concerned about stepping too far out prior to planning because fundraising efforts can fail if there are mixed messages. It could be used as an opportunity to celebrate and invite people to visit the library. Mayor Haroff agreed with Council Liaison Way- they did not want to get too far ahead of themselves. City Manager Schwarz noted the 501(c)(3) organization needs to create a Board- an interim Board was created for filing purposes. The idea of a banner for the parade was a good one but the hand-outs might just end up on the ground. He suggested walking the crowd before the parade starts- once it begins it gets pretty hectic.

2. Wine Stroll

Boardmember Melka reported the Larkspur Library has been granted a table in front of the Equator Coffee shop during the Wine Stroll. Library Director Akel stated several library employees have volunteered to staff the table. There would be an opportunity for people to sign up for The Friends or volunteer at the library. Boardmember Shumway asked if they could provide a handout with a list of programs that are offered by the library. Council Liaison suggested they use the "Summer of Love" theme.

STATUS REPORTS- REPORTS FROM THE LIBRARY'S SUPPORT GROUPS (Friends and Foundation)

There were no reports.

FUTURE AGENDA ITEMS

Chair Giacomini stated the following items would be on an upcoming agenda: 1) Report on library volunteers; 2) Status Report on Update on 2050 Plan.

NEXT MEETING DATE

Chair Giacomini noted there would not be a quorum for the July meeting- it was cancelled.

ADJOURN MEETING

Chair Giacomini adjourned the meeting at 7:15 p.m. She stated the next meeting would be held on August 14, 2017

Respectfully submitted,
Toni DeFrancis
Recording Secretary

I HEREBY CERTIFY that the foregoing minutes were duly and regularly adopted at a regular meeting of the Larkspur Library.

Janice Akel, Library Director