

**Friends of the Santa Cruz Public Libraries
Special Board of Directors Meeting
Wednesday, September 29, 2021**

4:00 p.m. Virtual Meeting
Conducted via Conference Call

Board Members: Janis O'Driscoll, Nora Brink, Keith Gudger, Martín Gómez, Cindy Jackson, Laura Albrecht, Robin Holland, Gail Levine (as of 4:08 PM, till 4:22 PM), Debby Peronto, Lynn Marcus-Wyner, Jill Mitch, Sarah Clark.

Staff: Bruce Cotter.

1. Call to Order – President O'Driscoll called the meeting to order at 4:03 PM.

2. Roll Call & Establish a Quorum Roll was completed, and quorum established for a Board of Director's Meeting as of 4:03 PM.

3. Review of Marketing Proposal by LookOut Santa Cruz

Janis reviewed the LookOut Proposal for the Board present and stated that the main reason to consider the proposal is the fact that the Friends are in the community outreach phase of the Capital Campaign and one way to generate a buzz is a sponsored relationship with LookOut Santa Cruz, as it is reaching the general public and community.

Additionally, the three months time period co-incides with the rest of the campaign period. The sponsored content ads can be refreshed every 2-3 weeks and will be promoted in various spots on their website and newsletter. The total amount for the 3 month period would be \$8,000.

Laura and Janis would work on the writing for the content ads, with editing by Robin.

Santa Cruz County Bank was one of the references provided by LookOut Santa Cruz, who provided positive feedback to Janis.

Janis opened the floor for questions by the other Board Members. Concerns around donor demographics, marketing budget etc were raised. Pros and cons were weighed, considerations were given to the very few alternative options available for the short timeline set by the Board.

M/S Gudger/Marcus-Wyner to table decision in order to obtain competitive proposals (e.g., Santa Cruz Local) and to reach out to a local PR firm for a media strategy. Five voted in favor, six opposed, none abstained. Motion failed.

M/S Gomez/Albrecht to authorize the Executive Director to sign the LookOut Contract and the President to appoint a task force to develop content for the ads. Eight voted in favor, three opposed, none abstained. Motion was carried.

Meeting was adjourned at 5:01 PM.

Minutes were taken by Nora Brink.

APPROVED