

Friends of the Santa Cruz Public Libraries
Board of Directors Meeting
Amended Minutes

Tuesday, October 19, 2021

5:00 p.m. Virtual Meeting

Conducted via Conference Call

Board Members: Janis O'Driscoll, Nora Brink, Keith Gudger, Cindy Jackson, Michele Mosher, Pete Cullen, Laura Albrecht, Robin Holland, Debby Peronto, Marc Winqvist, Lynn Marcus-Wyner, Jill Mitsch, Sarah Clark

Staff: Rebekah Scott, Bruce Cotter.

Guests: Eric Howard.

1. Call to Order – President O'Driscoll called the meeting to order at 5:03 PM.

2. Roll Call & Establish a Quorum Roll was completed, and quorum established for a Board of Director's Meeting as of 5:04 PM.

3. Report of Secretary – Nora Brink, Secretary

- a. **Motion** - Adopt the Agenda – M/S Clark/Marcus-Wynn to adopt the agenda as presented. Bruce would like to add 2022 Budget discussion as the end of the ED Report. Motion to adopt the agenda as amended passed unanimously.
- b. **Motion** - Approve the Minutes from the September 21, 2021 Board Meeting. M/S Cullen/Mosher to approve the minutes as presented. Motion passes with one abstention.
- c. **Motion** - Approve the Minutes from the September 29, 2021 Special Board Meeting. M/S Marcus-Wyner/Jackson to approve the minutes as presented. Motion passed unanimously.

4. Library Director's Report – Eric Howard

Eric reported that they completed some great programs over the weekend, which was the first in-person programming with about 300 attendees at the various programs. They are also on schedule to open five libraries next year while they are still recruiting staff and it is going as expected. The Downtown library team is also making a steady progress. Recruitment for the new library director search is also fully under way, with somebody hopefully being on board before January 2022.

5. President's Report – Janis O'Driscoll

Janis reported briefly on Santa Cruz Gives: any donations to the Capital Campaign of \$500 or more between now and November 12th should be encouraged to go through SC Gives, these gifts will move the Friends up on the leader board and donations given during this period do not incur administrative fees. Anyone speaking to a potential donor should share

the Santa Cruz Gives opportunity. The Friends are one of eighty selected nonprofits. At the end of December Friends will qualify for additional matching funds according to the percentage the Friends raise of overall funds raised for Santa Cruz Gives. The Animal Shelter is proposing an outside tabling event on November 21st for various Santa Cruz Gives non-profits, and the Friends will participate. Keith reminded us that everyone who wishes to support the Friends' General Fund should donate directly through the FSCPL website.

6. Equity, Diversity, Inclusion (EDI) Ad-hoc Task Group Proposal to Board – Lynn Marcus-Wyne

The Ad-hoc committee drafted a Mission Statement to be posted to the website, for the Board's consideration. In addition they also drafted a list of next steps for the Board's review.

A discussion was held and the statement was revised to change "enriching culture" to "culture of ~~ef~~equity" and to change EDI to DEI as the more commonly accepted abbreviation.

Motion – M/S Albrecht/Jackson proposed to adopt the Mission Statement as amended. Motion carried as unanimously.

Motion – M/S Mosher/Cullen to approve to continued work of the committee with the next steps as outlined. Motion carried and the now DEI Ad-hoc committee will continue their work as proposed.

7. Executive Director's Report – Bruce Cotter

Executive Director Bruce reported on various matters.

a. Capital Campaign

The Capital Campaign has raised \$640K to date, with an additional 200K in the form of an anonymous donation that was secured through the efforts of Santa Cruz Mayor Donna Meyer, as well additional \$75K in verbal commitments from other sources.

b. Lookout Santa Cruz Contract

The 3-month agreement with Lookout Santa Cruz was executed with one important change: the cancellation period was amended to 30 Days versus 90 Days.

c. Financial Matters

The final payment in the amount of \$93,000 was issued to the Library for the Boulder Creek and Garfield Park branches.

The grant from Sunlight Giving for \$60,000 for projects related to underserved children at the Live Oak and Branciforte libraries was approved. \$53,000 of this is designated for Live Oak, and the balance will go to Branciforte, and be credited against the capital campaign.

d. JPA Meeting

Bruce reported from October 7th JPA meeting. Updates on various personnel changes in City of Santa Cruz and City of Scotts Valley were the biggest items. In addition, Bruce reported to the JPA about the current status of the Capital Campaign, and additional

fundraising efforts by the Friends, like the Sunlight Giving grant. Lastly, he reported on the new additions to the Board of the Friends of the Libraries.

e. FSCPL BOD Orientation

Bruce prepared a presentation for a Board Orientation session at the request of the executive committee lasting about 1.5 hours and can be hosted in November, based on availability.

f. Other items:

1. Volunteers Needed – La Selva Beach – Saturday Nov. 13th
2. Susan's Party – Thank you all
3. Social Media Contract with Mary Andersen

g. 2022 Proposed Budget – added to agenda

Bruce reviewed the proposed budget, which he and Keith prepared for the first review of the Board. The Board has to make several considerations about expenses and a consideration toward separating operating income and expenses from fundraising/capital campaign income and expenses. To be further reviewed at the next meeting.

8. Committee Reports

a. Finance/Treasurer's Report – Keith Gudger

Finance Committee Report was provided to the Board and reviewed by Keith.

Motion – M/S Gudger/Jackson to approve that all costs associated with the Lookout contract will come from the Capital Campaign, undesignated as opposed to Unrestricted Operating Funds. Motion passes unanimously.

b. Policy & Procedures Updates – Michele Mosher

Michele reported that they are working through the personnel policy, including the whistle blower policy and privacy policy and reviewed a recommendation to the Board about the publishing of the Board meeting minutes.

Motion – M/S Mosher/Gudger to approve that all Board meeting minutes will be posted without links to the website once approved by the Board beginning with the September 21, 2021 minutes. Motion passes unanimously.

Motion – M/S Mosher/Gudger to approve the Whistleblower Policy as drafted to be included in the Personnel Policy. Motion carried.

Motion – M/S Gudger/ Marcus-Wyner to approve the Privacy Policy as drafted and amended to include “and information collected with newsletter subscriptions” and then to be posted on our website. Motion carried unanimously

b. Advocacy Report – Laura Albrecht and Robin Holland

Robin shared the latest draft of the first in a series of articles to go out on LookOut Santa Cruz's platform. There are also plans to do video work with Santa Cruz Works and Event Santa Cruz which will involve an interview with Janis and Eric.

A meeting of the Advocacy Committee with the social media contractor, Mary Andersen, and Rebekah will be scheduled to ensure that coordinated messaging will be communicated across the board from now until the end of December.

Donation traffic coming from the LookOut articles are being tracked separately to measure success.

9. Agenda Building for Tuesday, November 16, 2021 (5:00 pm)

1. 2022 Budget Draft Part 2
2. Charity Navigator Review
3. Report of the Ad Hoc DEI Committee

Meeting was adjourned at 6:33 PM.

Minutes were taken by Nora Brink.

Approved: _____

Date: _____

Title: _____