

Friends of the Santa Cruz Public Libraries
Board of Directors Meeting
Tuesday, November 17, 2021
5:00 p.m. Virtual Meeting
Conducted via Conference Call

Board Members: Martín Gómez, Nora Brink, Keith Gudger (until 6:00 PM), Cindy Jackson, Michele Mosher, Pete Cullen, Laura Albrecht, Robin Holland, Debby Peronto, Marc Winquist, Lynn Marcus-Wyner, Jill Mitsch, Sarah Clark (until 6:00 PM).

Staff: Rebekah Scott, Bruce Cotter.

Guests: Monica Parikh (as of 5:09 PM), Laura Wexler. Gale Farthing.

Not in attendance: Eric Howard, Interim Library Director

1. Call to Order – Vice President Gómez called the meeting to order at 5:01 PM.

2. Roll Call & Establish a Quorum Roll was completed, and quorum established for a Board of Director's Meeting as of 5:02 PM.

3. Report of Secretary – Nora Brink, Secretary

- a. **Motion** - Adopt the Agenda – M/S Brink/Gómez to adopt the agenda with the following additions: Review of Charity Navigator as well as moving the discussion regarding the proposed 2022 Budget earlier in the meeting than anticipated. Motion to adopt the agenda as amended passed unanimously.

- b. **Motion** – Approval of the Minutes from the October 19th, 2021 Board Meeting. Sarah Clark would like to note some corrections: there were three typos in the 2nd paragraph. M/S Clark/Jackson to approve the minutes as amended. Martín Gómez abstained because he did not attend the meeting. Motion passed unanimously with one abstention.

4. Library Director's Report – Eric Howard

No report provided. There will be a recording available though to the Board from the LAC meeting.

5. Vice President's Report – Martín Gómez

Martín has no report to bring forward as he is stepping in for Janis.

New Item: Charity Navigator

Rebekah reported on Guidestar and Charity Navigator. Rebekah has been working to improve our rating on both Guidestar and Charity Navigator, two nonprofit rating organizations. Rebekah reported that some of the items missing are the Friends audited financial statement or financial review. Due to the expense involved, the Friends have not

had an audit in over 5 years. The Finance Committee will request a quote for the financial review in the search for a new CPA. The Community Foundation may also have some information available, and Keith will be in touch with them next week on another matter anyway and can check in with them.

Moved up:

Finance Committee Report

Keith reported briefly from the recent Finance Committee meeting and the biggest item is the reallocation of the funds held at SCCB. The committee is recommending that a portion of the funds be moved from the SCCB checking account into a CDAR (Certificate of Deposit Account Registry).

Motion: M/S Gudger/Cullen to move \$250,000 from the checking account with SCCB to a CDAR with SCCB, to ensure FDIC coverage. Motion carried unanimously.

Moved up - 2022 Budget – Bruce Cotter and Keith Gudger

Bruce reviewed the budget draft and narrative with the members of the Board. Some questions were clarified and the budget narrative was updated. A revised budget will be presented for Board approval at the December Meeting.

6. Executive Director's Report – Bruce Cotter

Executive Director Bruce reported on various matters.

a. Capital Campaign

The Capital Campaign has raised \$900K to date. Additional fundraising opportunities through Santa Cruz Gives and the volunteers are being pursued, anticipating an additional \$15 – 20,000 in the next week.

The SC Gives campaign will go public on the 17th and the pre-fundraising efforts landed the Friends in the 6th place on the leaderboard thanks to various challenge grant gifts.

b. Library Director Search

Bruce participated along with others in a meeting with the final three candidates for the position. He is looking forward to working with any of the three candidates. The JPA will most likely announce the new director in early December.

c. Downtown Mixed-Use Facility

Bruce participated in a meeting with Jayson Architecture as part of the public input process. A new group opposing the mixed-use facility has come forward looking to put a ballot measure up to stop the project. The Friends have previously voted to support the mixed-use project and will need to determine how much effort they will expend to ~~are looking to~~ work with supporters of the project such as Downtown Forward and Affordable Housing Now to fight this ballot measure. This could require an expense of resources and formal registration with the State of California as a political action committee. No formal action was taken. Martín, who is a member of Downtown Forward, has agreed to serve as the liaison to the board on this activity.

d. Financial Matters

Bruce reported that the books for October were closed and the goal of correctly capturing and categorize all funds raised in 2021 when moving them onto the balance sheet was accomplished in their opinion.

Additionally, the second round of reviews of the 2022 Budget was completed for the Board's review.

e. JPA Meeting

The meeting was a closed session this month, so no report.

f. FSCPL BOD Orientation

The Board Orientation took place on November 8th and was well received. Former mayor Cynthia Matthews, who was also in attendance, provided more insight into the political background around Measure S and the downtown mixed-use facility.

g. Social Media Update

The Friends have brought Mary Anderson on board to drive the social media and marketing presence, with the first success being visible.

h. Other Items

- a. SC Gives will have a showcase for all participating Non-Profits on Sunday November 21st at the Animal Shelter.
- b. The Friends are members of the Chamber of Commerce for \$395/year and a lengthy discussion was held about continuing the membership. The Board asked Bruce to include/increase an additional sum of money for memberships in the 2022 budget
- c. Board member profiles should be added to the website. Staff will send out suggested guidelines for what information might be included.
- d. Water damage to the Friend's office resulted in clean up and a new printer.

8. Committee Reports

b. Policy & Procedures Updates – Michele Mosher

Michele reported that they have reviewed their first draft on the Board Manual as well as the Personnel Manual and will continue to work on this – it should be ready for Board's review in March 2022.

Additionally, she reported that they learned in a webinar that it would be good practice to establish generic email addresses for all staff.

Motion: M/S Mosher/Peronto to change all emails to generic emails versus to named email addresses. Motion carried unanimously.

c. Advocacy Report – Robin Holland

Robin reported on the tasks for the Advocacy Committee on hand so that their work can go hand in hand with the LookOut articles. Various ideas are being brainstormed, like tabling at the tabling event at the Farmers Market. The importance of a fact sheet was established once more.

Discussion: Continue to look for and strengthen every opportunity to inform the wider community about our ongoing fundraising activities and successes by using every channel available to us including social media, newspaper articles, and special events.

d. DEI Report – Lynn Marcus-Werner

Lynn reported that they are still fielding their role and find that they will remain a task force for now and will not have a chair but rather a facilitator.

Motion: Approve DEI *statement* with minor word changes and post under Mission/History and above Values on website. M/S Lynn/Cullen to make the following changes to the previously drafted the Mission Statement.

Current Statement:

“DEI is a foundational element for our community and the Friends of the SCPL. The Board is committed to making DEI a core strength of the FSCPL. It is our intent to foster in all our endeavors, internally and with our partners, an environment that reflects our community and to promote inclusion in building our teams and serving our partners. We will strive to build a culture of equity in which every person can contribute their different ideas, express their opinions and have a voice. We aim to support diversity in all forms including but not limited to age, sexual orientation, gender, gender identity, race, religion, economic circumstances and disability.”

Amended Statement:

Diversity, Equity, and Inclusion Statement

“DEI is a foundational element for our community and the Friends of the SCPL. The Board is committed to making DEI a core strength of the FSCPL. We intend to foster in all our endeavors, internally and with our partners, an environment that reflects our community and to promote inclusion in building our teams and serving our partners. We will strive to build a culture of equity in which every person can contribute their different ideas, express their opinions and have a voice. We aim to support diversity in all forms including but not limited to age, sexual orientation, gender, gender identity, race, religion, economic circumstances and different abilities.”

Lastly Lynn was looking to clarify where this mission statement is being posted. A discussion was held and it was determined that the statement should be a part of the values and then a link to the actual statement will be included on the website.

9. Agenda Building for Tuesday, December 21, 2021 (5:00 pm)

1. 2022 Budget final approval
2. New CPA and Financial Review Quote
3. Updates on the status of the Downtown mixed-use project

10. Closed Session

There was not closed session as there were no items needing to be discussed.

Meeting was adjourned at 6:42 PM.

Minutes were taken by Nora Brink.

Approved: _____

Date: _____

Title: _____