

Friends of the Santa Cruz Public Libraries
Minutes Board of Directors Meeting
Tuesday, August 16, 2022
5:00 p.m. Virtual Meeting
Conducted via Zoom Meeting

Board Members: Janis O'Driscoll, Cindy Jackson, Lynn Marcus-Wyner, Keith Gudger, Nora Brink, Martín Gómez, Michele Mosher, Laura Albrecht, Robin Holland, Debby Peronto, Marc Winqvist, Jill Mitsch, Monica Parikh.

Staff: Bruce Cotter.

Guests: None Present.

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 5:05 PM.
3. **Report of Secretary** – Lynn Marcus-Wyner
 - a. **Motion** - Adopt the Agenda – M/S Holland/Jackson to adopt the agenda as presented. Motion to adopt the agenda passed unanimously.
 - b. **Motion** – Approval of the Minutes from the July 19, 2022 Board Meeting. M/S Albrecht/Holland to approve the minutes as presented. Motion passed unanimously.
4. **Library Director's Report** – Yolande Wilburn
Yolande was not present.

Various reports were distributed to the Board prior to the meeting including: SC for Real Solutions report; ED report; and Chapter and Committee reports.

5. **Report on SC for Real Solutions for Libraries and Affordable Housing** – Martín Gómez

The ballot measure by "Our Downtown, Our Future" (ODOF) has been assigned Measure O.

The website for the campaign opposing Measure O is up and running. The website will continuously be updated with new material. The website lists individual/business/community endorsements, and Board members were asked to endorse the campaign if they felt comfortable doing so. In addition it was asked that the FSCPL chapters endorse the campaign if they had not done so already.

Martin reported on two groups that have formed: a steering committee which meets every Friday and a campaign committee which meets every other Monday. The committees include many individuals and community groups (including Don Lane, Cynthia Matthews, Matt Farrell). The campaign is expensive and donations are needed. The current focus is on tabling at Farmers Markets. (see Martin's Update to the Board dated August 11, 2022).

The use of various available fact sheets on the "new library" were briefly discussed. It was indicated that the Friends could/should use these fact sheets at tabling events (City provided fact sheets: side by side comparison of the renovation and mix used approaches and quotes from Jayson architects and fact sheets provided on the SC for Real Solutions website.

Janis added a number of points:

City Council report on library comes out end of September.

A simple majority vote on Measure O wins

Would be great to get more visibility on "successes" such as branch library openings.

6. President's Report – Janis O'Driscoll

Summarized email from Stephen Kessler directed to Bruce (ED) and Janis.

Communications between parties were included in materials prior to the meeting.

7. Executive Director's Report - Bruce Cotter

SC County Bank System issue prevented finalization of July financials. An update will be provided in September.

JPA - working with the library on a new MOU that addresses a number of issues including after hours liability. Waiting on final legal review and approval.

8. Chapter Reports

Oral reports

- a) Scotts Valley - Marc informed us that almost 700 people showed up for the library grand reopening on August 6th.

9. Committee Reports

- a. *Finance/Treasurer's Report* – Keith Gudger (no report this month)

- b. *Advocacy Committee Report* – Robin Holland

1. The proposed new Mission Statement has been placed on hold while other messaging is focused on.
2. The Committee has put a pause on moving forward with purchasing materials and equipment for tabling.
3. The Advocacy Committee will help with creating communications once the ideas for year-end fundraising and the Big Idea for Santa Cruz Gives are more fully developed.

c. *Policy and Procedures* – Michele Mosher (No written report – the Committee did not meet this month)

Bruce will send a link to Chapter Presidents to the Orientation Slide deck and the updated P&P Manual.

A short discussion took place on where the P&P Manual , Policy Procedure and Orientation Materials will be housed. Right now they are in the P&P committee folder in Google docs. Agreed they should be moved so that Board members will have clear and straight forward access. Agreed to take this discussion off line (Michele, Keith and Bruce) and will come back to the Board at the September meeting with a recommendation.

d. *Development Committee* – Cindy Jackson

The brainstorming session on August 1st agreed to focus on two campaigns:

- a) the end of the year campaign and
- b) SC Gives. This campaign maybe focused on Santa Cruz kids to "Catch Up" with schooling due to COVID related remote learning.

e. *DEI Ad Hoc Committee Notes* – Laura Albrecht

Complete results from the skills and demographic surveys were provided prior to the meeting.

1. Key findings from the skills survey – the Board was strong in many skills including but not limited to fundraising, leadership, marketing and communications. Going forward the Board could benefit from new members having experience in the financial, legal and human resources sectors. It would also be of value to have a representative on the Board from the corporate sector in Santa Cruz.
2. Key findings from the demographic survey were not unexpected regarding age, gender, and race. It was positive to see that 4 of the 13 respondents are under 55. Also the Board members are not concentrated in one or two geographic locations. They represent a large area of the county.

It was emphasized that future activities of the Board should be viewed with a DEI lens.

The Ad Hoc Committee is moving to quarterly meetings. The next meeting is scheduled for November and other Board members have been invite to join.

9. Other Matters

10. Agenda Building for Tuesday, September 20th, 2022 (5:00 PM)

- a. Fundraising update
- b. Budget update

Meeting was adjourned at 6:50 PM

11. Closed Session – No action was taken.

Minutes were taken by Lynn Marcus-Wyner.

Approved: Lynn Marcus-Wyner
Title: Secretary

Date: 10/18/2022