

Friends of the Santa Cruz Public Libraries
Board of Directors Meeting
Tuesday, November 15, 2022
5:00 p.m. Virtual Meeting
Conducted via Zoom Meeting

Board Members: Janis O'Driscoll, Cindy Jackson, Keith Gudger, Lynn Marcus-Wyner, Martín Gómez, Nora Brink, Michele Mosher, Robin Holland, Debby Peronto, Marc Winkvist, Sarah Clark, Monica Parikh.

Staff: Bruce Cotter.

Guests: Yolande Wilburn (until 5:36), Laura Albrecht (until 5:17)

1. **Call to Order** – President O'Driscoll called the meeting to order at 5:04 PM.
2. **Roll Call & Establish a Quorum** - Roll was completed and a quorum established for the Board of Director's Meeting as of 5:04 PM.

3. Report of Secretary – Lynn Marcus-Wyner

- a. **Motion** - Adopt the Agenda – M/S Jackson/Holland to adopt the agenda as presented.
Slight changes were made to the agenda including adding time for Laura Albrecht to address the Board regarding her new SCPL appointment and tabling two outstanding matters from the October minutes agenda building.
Motion to adopt the agenda with minor changes passed unanimously.
- b. **Motion** – Approval of the Minutes from the October 18, 2022 Board Meeting. M/S Winkvist/Brink to approve the Minutes. Motion passed unanimously.

4. Laura Albrecht –

Laura gave her notice of resignation. She shared with the Board information on her new position as Library Assistant at SCPL. Board members congratulated her on the new position and thanked her for all her hard work. Everyone agreed that the Board would miss Laura's enthusiasm and positive spirit and that the library was lucky to have her.

5. Library Director's Report – Yolande Wilburn

Yolande gave a number of updates including:

- a) information on the change of project manager for Jason Architects. Katy Stewart has taken on a new position and JJ will serve as the project manager for the downtown library.

b) status on the opening of the Branciforte library which is now tentatively scheduled for late spring 2023.

c) status of the RFP for the ILS migration.

d) progress of hiring and interviewing for various SCPL permanent fulltime and parttime staffing positions. This process is moving along and some positions have been filled or are close to being filled (such as IT positions, community relations specialist, community volunteer coordinator, and others)

e) piloting outreach programs; surveys to be sent out to track students and gauge progress made with 3rd grade Latino boys.

Yolande briefly discussed various budget and funding requests from the Friends (including funds for the summer reading programs and a request to set aside funds in an account for programs that come up during the year that the library can use as opposed to coming to the Friends for every request. There would be quarterly updates on money spent and if money is left over from this account the library will not ask for extra funds for the next year.

6. General Discussion Measure O – Bruce Cotter

As of our meeting it appears Measure O will be defeated. While final numbers are not yet in at this time there appears to be 59% of voters in favor of No on O.

Bruce emphasized that the Friends need to be proactive to reach out to supporters and the community to bring them back into the fold and heal wounds because a large block of voters (over 7800) cast a yes vote for Measure O.

Thoughts on things we can do to heal the rupture in the community about this measure and reincorporate those with a different vision about the library include; repeated messages, emphasizing that the mission of the Friends is to support the Library and its programs. We are not a political group. We can encourage healing with a focus on the Recover and Thrive initiative now and put off the Downtown capital campaign until the summertime.

7. President's Report – Janis O'Driscoll

There was no written report this month.

Janis expressed gratitude to the group for all the work that has been accomplished over the last month.

Friends raised over \$15,500 as part of the SC Gives challenge grant.

With Laura and Jill resigning from the Board, Janis emphasized the need to think about recruiting new Board members and how to reach out to community people that are

not currently represented on the Board. She suggested all members should think about this because we have lots of work and fund raising to accomplish this coming year (think about age, experiences, perspectives). We potentially could recruit 6 more Board members.

Also looking for members interested in the DEI ad hoc Committee and Advocacy Committee. Members were interested in these committees and asked to be informed as to meeting dates/times. Historically members were not apprised of meetings unless they were on the committee. Bruce will send out notices to all Board members if he is informed about the meeting.

8. Executive Director's Report - Bruce Cotter

Sending out a communication note which emphasizes that voters voted for a modern new library and without any mention of Measure O. Then sending a second communication to our mailing list with an ask for a donation to support the great new library with a link. Newsletter to go out next week to try to bring people/community together.

As part of this discussion, Martin raised the idea of having a Board retreat at the beginning of 2023 to help us prioritize and focus on activities for next year. This idea had a positive response from the Board and a number of members volunteer to help in a planning meeting to help coordinate an agenda for the retreat.

The budget including revenue and expenses was provided in Bruce's handout. Bruce went over the finalized 2023 budget in detail, and the Board will vote to affirm the budget at the next Board meeting.

There was a discussion about FSCPL Reserves and Unrestricted Funds. The Finance Committee will review the current status and bring its conclusions to the next Board meeting.

Bruce indicated that October was one of our most successful fundraising month this year, with a total of over \$25,000 in gifts.

There was a long discussion on book sales
Currently book sales include Scotts Valley semi-quarterly (this might change), Aptos quarterly, Capitola bookstore, lobby of Felton and Scotts Valley libraries and book cart in Pacific Coffee Roasting in Aptos. Money that is made goes to the host branch with a 6% management fee that goes to the Friends. Monica indicated that she might coordinate with Robin and Keith to see if anything should be added to the Friends website. All agreed that we might look more closely into this in the future.

Our FSCPL office space is moving to a smaller space on the same floor within the Union St. building in late January or early February. Bruce is already boxing up our records to prepare and will be asking for volunteers to help with the move in the early part of next year.

The LAC and JPA both met this month and Bruce's notes were attached with the Board handouts.

9. Chapter Reports

Written Reports were provided to the Board for their information.

Michele acknowledged the work of the Aptos Our Community Reads (OCR) volunteers program.

Reminder to send news to Keith at news@fscpl.org

10. Committee Reports

a. *Finance/Treasurer's Report* – Keith Gudger

Information was mostly covered in Bruce's report and the Committee's written report on the budget.

Keith has set up a CD at Live Oak Bank and now an on-line saving acct at First Internet Bank.

b. *Advocacy Committee Report* - Robin Holland

A written report was included for the Board.

Robin showed the Board the R&T 3x5 card with English on one side and eventually Spanish on the other side telling the story that the Friends are raising funds to help students in 2023 (K-12) to "catch-up" after the loss of learning opportunities in the last couple of years.

Martin brought up the idea of introducing the Friends to some of our locally elected new officials.

c. *Policy and Procedures* – Michele Mosher – no report this month.

The committee will meet in the new year and review the By-laws to see if they should be amended.

d. *Development Committee* – Cindy Jackson

A written report was included for the Board.

A request was made that Board members come into the Friends Office and help address and send end of the year letters.

e. *DEI Ad Hoc Committee* – No report this month.

11. Miscellaneous –

Motion to move the Board meeting from 12/21 to 12/13. M/S Winkvist/Clark. All agreed.

12. Agenda Building for Tuesday, December 13, 2022 (5:00 PM)

- a. Final 2023 Budget for approval
- b. Board Minutes – timing of distribution and what should be included with respect to reports.
- c. Statistics on the social media and Website activity.
- d. Retreat Planning

13. Closed Session

There was no closed session as there were no items needing to be discussed.

Meeting was adjourned at 6:50 PM

Minutes were taken by Lynn Marcus-Wyner.

Approved: Lynn Marcus-Wyner

Date: 12/14/2022

Title: Secretary