

Friends of the Santa Cruz Public Libraries, Inc
Board of Directors Meeting
Tuesday, December 13, 2022
5:00 p.m. Virtual Meeting
Conducted via Zoom Meeting

Board Members: Janis O'Driscoll, Cindy Jackson, Keith Gudger, Lynn Marcus-Wyner, Marín Gómez (until 5:50), Robin Holland, Debby Peronto, Marc Winquist, Sarah Clark, Monica Parikh.

Staff: Bruce Cotter.

Guests: Yolande Wilburn, Heather Norquist, Gale Farthing.

1. Call to Order – President O'Driscoll called the meeting to order at 5:00 PM.

2. Roll Call & Establish a Quorum - Roll was completed and a quorum established for the Board of Director's Meeting as of 5:01 PM.

3. Report of Secretary – Lynn Marcus-Wyner

a. **Motion** - Adopt the Agenda – M/S Holland/Gómez to adopt the agenda as presented.

The order of agenda items was changed, and item IX (Board Retreat) was moved to follow V.

Motion to adopt the agenda with the minor change passed unanimously.

b. **Motion** – Approval of the Minutes from the November 15, Board Meeting. M/S Winquist/Clark to approve the Minutes.

The website to send information about Friends news was corrected to news@fscpl.org as opposed to Friends@fscpl.org

Motion passed unanimously.

4. Library Director's Report – Yolande Wilburn

Reported that the appeal to preserve the heritage trees slated for removal on Lot 4 (where the multi-use library will be built) was denied at the Monday (12/12) Parks and Recreation meeting.

A professional company that Keith is a member of in partnership with a private company are providing funding for STEM Kids. To get this funding a form needs to be filled out which Keith will send to Yolande.

5. Recover & Thrive Discussion – Heather Norquist

Heather summarize the written overview provided in our Board packet by the SCPL staff which included a proposed budget for the 2023 summer reading program.

Some highlights:

R&T will support hundreds of students throughout the school districts with a target of directly supporting at least 100 students. A target pilot program for the summer reading program will be led from the Live Oak branch Library. The Live Oak schools will identify one elementary school for the pilot program to track 1st and 2nd graders. The library will work with the County Office of Education to track data on the student's learning to better guide how the library program impacts level reading. In addition, the COE has sent out a survey to teachers to see what teachers would be interested in this program.

Strategies being developed include tutoring, both 1:1 and group work to help boost reading abilities. In addition, scholarships for online learning programs may be provided and learning hotspots and tablets to students with transportation challenges may be provided to incentivize students. There are plans to work with parents to give tools to help them be successful with their kids.

A consultant specialist will be hired to support the program and work with staff, Read teachers and UCSC graduate students instructors.

There was a lot of discussion generated by Board members. Yolande clarified that the real focus is the pilot program and ability to track the classrooms. Trained READ instructors would include those in the pilot program as well as tutors at the other libraries.

When asked about how the level of need would be assessed for students that are remote, Heather indicated teachers will recommend students and then would determine who has a need. Monica indicated she has some connections with UCSC graduate education students and administration that might be interested in this program and Heather welcomed her involvement in making contacts.

Yolande discussed the role of the library in coordination with the schools and the summer reading program. Depending on the data obtained, this might be a program that can provide long term advantage for students. It is hoped that the data will suggest what role the library can fill in this collaboration.

There was a query about 1st graders vs original thought of 3rd grade Latin American boys in the pilot. Yolande indicated they took a step back from this position and decided not to target specific students of ethnic origin but to look across the board at a class and this would be easier to track,

Keith highlighted that Beach Flats is frequently forgotten and maybe we could partner with a non-profit with a facility in the Beach Flats community to help students in this location. This was a welcome idea.

6. Board Retreat – Martín Gómez

Martín summarized the notes from the December 6th Retreat Planning meeting and recommendations from the group. The notes were included in the Board packet.

It was agreed:

a. The retreat would take place on Saturday February 4th; ideally indoors at a venue TBD and after the JPA Board meeting in early February. Both the Felton Library community room and a space at the UCSC arboretum were mentioned as potential venues. Monica and Bruce are going to follow up.

b. We should engage an outside facilitator. Bruce was following up with the individual recommended by Eric.

c. 21 – 25 invitees would include Board members, chapter Presidents, and SCPL Leadership/Staff (Yolande and tentatively Jessica, Heather, and Eric).

d. If there are other items to add to the agenda for the retreat let both Janis and Bruce know hopefully by end of the month. Each FSCPL committee is also asked to forward any issues that they would like to cover at the retreat.

To further develop the retreat agenda it was agreed there would be one more meeting with interested Board members and the outcome of the meeting would be presented at the January Board meeting Bruce and Martín.

7. President's Report – Janis O'Driscoll

Janis reported she is getting lots of good support from the community on Measure O results.

8. Executive Director's Report - Bruce Cotter

Bruce briefly went over the 2023 final budget numbers as presented in his handout. The budget was modified to include \$4K for retreat expenses and \$36K was added to the special campaign fund.

Motion – Approval of the 2023 operating budget. M/S Jackson/Gudger motion to approve the budget as presented in our Board packet. Motion passed unanimously.

Bruce indicated that our fundraising efforts have paid off and that the Friends are above goal targets. He also reported on the status of our letter writing efforts over the last couple of months. He felt the response rate was very positive.

There was clarification that funds given to Santa Cruz Gives goes to Recover & Thrive and, unless otherwise indicated or restricted, donations that come in directly to FSCPL go to the general fund.

Both Bruce and Janis are connecting with one or two potential new Board Members, including a potential candidate recommended by Robin. Monica expressed her interest in having coffee and being invited to any meeting that might take place with a potential Board member. Janis invited any other Board member that might be interested in an initial meet and greet to let her know.

Bruce provided in the Board packet a report from Mary on the Friends social media marketing stats for performance and impact on Instagram, Facebook and Twitter.

9. Chapter Reports

There were no written chapter reports provided in the board packet for this meeting.

Scotts Valley – Marc informed the group that a new exhibit of art by Jim Bourne (Aptos chapter Friends) has been hung. Also there is a new exhibit of historical photographs by a previous Sentinel staff photographer.

Aptos – Gale informed the group that the Aptos chapter delivered holiday baskets and treats to the Downtown library and Headquarter's building.

10. Committee Reports

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

A written report was provided.

In addition

1. Keith addressed our progress with Charity Navigator –

a) we sent our latest 990 and

b) Charity Navigator needs to be advised of our whistleblower policy.

2. The CDs have rolled over to an account with a higher interest rate

3. Looking into doubling our reserve fund.

b. Advocacy Committee Report - Robin Holland

A written report was included for the Board highlighting December support for Recover & Thrive, website updates and additional on-line reading relevant to learning loss during Covid.

- c. *Policy and Procedures* – Michele Mosher – no written report this month. Committee will meet in January
- d. *Development Committee* – Cindy Jackson - no written report this month. Committee will next meet in January. Cindy thanked everyone who helped with getting thank you letters and donation request letters out to the Friends community.
- e. *DEI Ad Hoc Committee* – no written report this month.

12. Agenda Building for Tuesday, January 17, 2023 (5:00 PM)

- a. Retreat Agenda
- b. Year-end report on budget
- c. Potential Board candidates

13. Closed Session

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

Meeting was adjourned at 6:27 PM

Minutes were taken by Lynn Marcus-Wyner.

Approved: Lynn Marcus-Wyner
Title: Secretary

Date: 01/18/2023