

Friends of the Santa Cruz Public Libraries

Board of Directors Meeting

Tuesday, March 28, 2023

5:00 p.m. Virtual Meeting

Conducted via Zoom Meeting

Board Members: Janis O'Driscoll, Cindy Jackson, Keith Gudger, Lynn Marcus-Wyner, Nora Brink, Michele Mosher, Robin Holland, Debby Peronto, Marc Winqvist, Monica Parikh, Elbina Rafizadeh.

Ex-Officio: Yolande Wilburn, Eric Howard

Staff: Bruce Cotter

Guests: Gale Farthing, Amanda Rotella

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

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

3. **Report of Secretary** – Lynn Marcus-Wyner

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

b. **Motion** – Approval of the Minutes from the February 21, 2023 Board Meeting.
M/S Gudger/Holland. Motion passed unanimously with a minor change to the language of the Finance Committee Report.

4. **Library Director's Report** – Yolande Wilburn

a. Branch libraries update:

Branciforte –

Punch walk-thru has completed. Staff getting ready to put books and materials on the shelves.

Save the date for opening on May 6th**. Amanda is working on signage and promotional material for the opening.

Live Oak Annex –

There is a walk-thru schedule for later in the week with the Live Oak Annex team. There have been some work progress delays.

Aptos –

Construction is on schedule. In mid to late April a site-tour for major donors is being planned.

Friends volunteers (Cindy, Connie, Tricia) are working on the donor wall.

The children's garden mosaic donor wall agreement has been signed, the artist is on board and the installer is coordinating with the architect.

Aptos History Museum pieces will go into the Aptos library as long-term loans. An agreement has been reached with John Hibble (Director of Aptos Chamber of Commerce) concerning the pieces. In addition, John and Karen Hibble would like to be responsible for the library historical display cases. Library staff and Damen (Project Manager) are working to get the big pieces moved to the library.

La Selva Beach –

Potential restriking the parking lot is being looked into.

b. Information Library Services (ILS) – Library has successfully migrated to a hosted environment for ILS.

5. Recover & Thrive – Eric Howard

Eric gave a brief but comprehensive update of the Friends supported Recover & Thrive Library initiative program which has a goal of raising \$50K for enhanced learning in 2023. The program will start in June.

In brief:

The pilot program is focused on kids going into 3rd grade at Del Mar school in Live Oak. This has been a collaborative process between the SCPL, community relations and the Live Oak Superintendent. The program will last 6 weeks. A teacher coach and a number of instructors are currently being recruited.

Eric emphasized that there are 4 major dimensions to the program.

1. 1 to 1 instruction with 10 students with a total of 40 students being addressed in this manner.
2. Scholarships will be provided to students who cannot make it to the Live Oak program. This includes an on-line learning platform with hot spots and provision of laptops. This aspect is not exclusive to Del Mar (Live Oak).
3. Learning hot spots may be provided in the community for example at the libraries and various museums for students beyond Del Mar (Live Oak).
4. The learning coach will work with credited teachers thru out the system to support reading comprehension and expansion to include reading readiness.

Students (from both in-person and virtual participation) will be tested at the beginning and at the end of the program to see how successful the program is and if changes should be made for next year.

Board members engaged in a fair amount of discussion on how the pre- and post-assessment of the program would be analyzed.

6. Library Marketing – Amanda Rotella (SCPL Community Relations Specialist)

Amanda provided an overview of what is happening in the library communications team and discussed how the Friends can work with the team with respect to marketing and promotion. She shared preliminary and broad communications and marketing work plans and tools that she developed which focuses on being proactive and strategic with external and internal communications.

A detailed strategic communications plan will go before the LAC in April and then the JPA in May for feedback and approval. Once approved she will share the strategic plan with the Board.

Amanda also discussed how SCPL can work with the Friends to increase marketing. She outlined a two-tier approach:

Tier 1 - OCR was used as an example.

Tier 2 - Book drives, author talks and community events as examples.

See the slide deck provided with the March Board packet with representative examples for marketing and communications.

Goal is that all materials have a similar design so there is a level of brand recognition and consistency. Also it was emphasized that all materials include the SCPL, Friends and Chapter logos.

Keith volunteered to help get some of the materials Amanda is promoting (for example videos) on community calendar and further to help with better video sound quality. Also complemented her on the marketing currently being done because classes in Capitola are filling up very quickly.

Monica focused on the importance of using a DEI lens (gender, body types, disability, etc.) on marketing materials.

Bruce and Amanda will be meeting with the Chapter Presidents in April.

7. President's Report – Janis O'Driscoll

a. Downtown library is a real project and has been approved by the SC City Council. Permits have been granted for demolition, design, and special use.

b. Invitation from Heather Norquist of Library Youth Services to share a table on April 29th (1 – 4 pm) for the upcoming Kids Day presented by Downtown Santa Cruz. Janis requested Board members to send her an email if interested in 1 hour shifts.

c. Retreat Next Steps

On-going work in committees (Advocacy, Finance and Development) towards developing goals to accomplish by 2024.

Comments/updates were made by:

Robin (Advocacy)– gave an overview on the work being done as a group on the focus of the strategic plan. Some highlights that have been discuss include: desire to continue adding diversity to the Board and looking at adding FSCPL staff. Possibilities include a Capital Campaign Manager, administrative staff or contract employees. Still looking at increased community engagement piece and 1:1 relationship with Branches.

Cindy (Development) - Meeting with Bruce on the development calendar to go over quarterly events.

8. Executive Director's Report – Bruce Cotter

See written report in Board packet.

Based on Jennifer's recommendation the Friends applied for the IRS Employee Tax Relief Program. We have received a total net amount of about \$42K in tax credits that will go into our unrestricted funds.

Santa Cruz County Bank (SCCB) has reimbursed the Friends for about \$2,400 that was scammed from our SCCB account.

Based on our By-laws, the Board is required to formally approve Committee Membership. To comply with this policy, a list of Committee Members, Committee Chairpersons and DEI Representatives have been provided in the Board packet. In the future, the Board will review and approve the Committee Membership at the annual June meeting.

Motion - Approve the current Board Committee Memberships as itemized in document 7.0 FSCPL Committee Memberships.

M/S Winqvist/Marcus-Wyner

Membership of the Development Committee amended to include Elbina Rafizadeh

Motion passed unanimously.

Motion – Approve the expenditure \$50K budgeted for Recover & Thrive to the library by the Executive Director.

Said funds coming from donations directly to Recover & Thrive (\$32K), the pay out of the Utter Fund (SC Community Foundation)(\$11K), and the \$7K balance from the employee tax credit already in Unrestricted Funds.

M/S Winqvist/Brinks - Motion passed unanimously.

9. Chapter Reports - Written reports included in the Board packet.

10. Committee Reports – Written reports included in the Board packet

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

Schwab account open and working with Bruce on transfer.

Website moved to a new place – up and working on new site

b. *Advocacy Committee* – Robin Holland

Working on website updates.

c. *Policy and Procedures* - Michele Mosher

Committee plans to bring Motions forward to add language from the By-Laws to the P&P Manual for the June meeting.

Bruce brought up that there is a discrepancy between some of the procedures as listed in the Orientation slides and the Policy and Procedures Manual which is causing confusion. Michele asked him to provide written feedback and said the committee will review.

d. *Development Committee* – Cindy Jackson

May 6th is the date for the Branciforte branch opening and planning a donor party on May 5th. ** Anyone interested in volunteering should contact Cindy.

Downtown group is starting discussions.

e. *DEI Ad Hoc Representative Committee* – Representatives appointed.

11. Agenda Building for Tuesday, April 18, 2023 (5:00 PM)

Revisit the way volunteer hours are recorded and what hours should be recorded.

12. Closed Session

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

**** NOTE: A few days after the Board meeting, the grand opening date was moved to May 13, 2023 with the Friends Donor event scheduled for May 12, 2023.**

Meeting adjourned at 6:44 PM

Minutes were taken by Lynn Marcus-Wyner.

Approved: Lynn Marcus-Wyner

Date: 04/18/2023

Title: Secretary