

**Friends of the Santa Cruz Public Libraries
Board of Directors Meeting**

Tuesday,

August 15, 2023

5:00 p.m. Virtual Meeting

Conducted via Zoom Meeting

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

Staff: Bruce Cotter

Guests: Gale Farthing, Aptos Chapter President; Eric Howard, Assistant Director SCPL; Travis Carley, Principal CCS Fundraising; Bonnie Lipscomb, Director of Economic Development; Fred Keeley, Mayor Santa Cruz City; Brian Borguno, Santa Cruz Development Director; and Downtown Planning Committee Guests: Cynthia Matthews and Beverly Grova.

1. Call to Order - President O'Driscoll called the meeting to order at 5:02 PM.

2. Roll Call & Establish a Quorum - Roll was completed and a quorum established for the Board of Director's Meeting as of 5:03 PM.

3. Adopt the Agenda

- a. **Motion** - Adopt the Agenda as presented – M/S Gudger/Holland moved to approve the agenda as presented. Motion passed unanimously.

4. CCS Fundraising Presentation - *Travis Carley, Principal CCS Community Counseling Service Co (CCS) has submitted a proposal to support the preparation and initiation of the Capital Campaign for the downtown (DTN) branch. Travis presented background information about CCS and reference to the website is provided for more information. <https://www.ccsfundraising.com/>*

Travis also presented an overview of the scope of work and services CCS would be providing to the Friends and the Downtown Library Planning Committee (collectively Campaign Committee). He briefly covered the four pillars of a successful fundraising campaign and the ten (10) service bullet points provided in the CCS Agreement. A copy of the Agreement was provided in the Board packet.

Specific comments/questions about the contract and engagement which were addressed by Travis included:

- a) Acknowledging that some of the points in the Agreement covered standard CCS contract language and would not necessarily be relevant to our specific Agreement

(for example Pt 5 bullet point 7 referring to "Supply office facilities, administrative support, and transportation of CCS personnel).

b) Tempo of meetings – it is anticipated that there would be a combination of Zoom and in-person meetings with bi-weekly check-ins during the engagement. There may also be 4 in-person meetings spread out over the 6-month contract period.

c) Training of the Campaign Committee would most likely take place in January/February, but this is flexible.

d) Board training might include: i) Orientation (campaign plan, explanation of the case narrative, timeline and the like) and ii) Donor engagement (what should we expect in engaging community members and how to follow-up with a specific proposal for community members).

e) Bruce explained that the contract with CCS has been extended to March 2024 to allow sufficient time for end of the year activities including Santa Cruz Gives and final budgeting accounting for 2023.

f) Plan for conducting donor research would include but not be limited to a combination of those currently engaged with the Library, those that have expressed interest with the Friends, past donors, and foundation and institution donors/contacts.

g) Timeline of the "silent" phase of the campaign project will be decided by the Downtown Library Planning Committee, the Board and CCS. This will be worked out and balanced once CCS starts the engagement and begins working on the campaign plan.

Beverly expressed excitement for the campaign and mentioned that we are raising about 5% of the budget that is needed for the DTN Library.

5. Update on Library Affordable Housing Project - Brian Borguno (City Project Manager)

Acknowledged support of the Friends.

Aiming for Fall 2024 to break ground on the project.

The team is working on writing and applying for grants from the State. Hoping to hear about some of the affordable housing grants in the next week or so. There is a total potential of \$45M in state grant funding for the entire multiuse project. There would also be further construction and related grants that could be applied for.

6. Comments by Mayor Keelely and Bonnie Lipscomb

Acknowledged the hard and important work of the Friends and how important and exciting the DTN Library project is.

After the above presentation, updates and comments of the special session, a number of guests left the meeting and the Board proceeded with our routine business meeting.

7. Secretary report - Lynn Marcus-Wyner

Motion – Approval of the June 20, 2023 Board meeting Minutes.
M/S Winqvist/Holland. Meeting minutes approved (9 Board members/4 abstentions).

8. Library Director's Report – Eric Howard

No written report provided.

Would like Heather and Jessica to give a report on the summer reading program at the October 17th FSCPL Board of Directors meeting. A large number of readers participated, and it is believed some of that success was due to Amanda's marketing techniques (for example posters about the summer reading program on local buses). Eric would also like Amanda to attend the October meeting and further he will report on Recover and Thrive.

Keith requested that library budget numbers are provided for the September Board meeting.

9. President's Report - Janis O'Driscoll

No formal written report – time was used to discuss the CCS proposal.

Friends sent out 16 requests for proposals, and Bruce talked with 5 or 6 people. At the end of the day CCS was the only formal proposal that we received.

Elbina reported on how great the CCS website is and how good their track record is on supporting fundraising.

Bruce followed up on references and all good reports.

There was a fair amount of discussion on whether or not the Board should vote on the 08/14/2023 revised CCS proposal during the present meeting. It was agreed that while the majority of Board members were in favor of supporting the proposal, Janis/Bruce would send out an email ballot to be completed next Tuesday 8/22/2023 to allow Board members more time to read the revised proposal.

10. Executive Director's Report - Bruce Cotter

See written report in Board packet.

Some highlights from the report

a. A potential focus for Santa Cruz Gives is support for the Library's work with the incarcerated. This could include continues support for the Rising Scholars Program at Cabrillo; a collaboration of Cabrillo College, SCPL, and Rountree Correctional Facility where funding is provided for free books for past or currently incarcerated students. Jesse Silva from the SCPL gave a presentation on this program a number of months ago.

b. Youth Poet Laureate Program – Farnaz Fatemi, Santa Cruz County Poet Laurate, has asked FSCPL to support the Youth Poet Laureate program by raising and directing funds

towards already established SCPL programming for young poets. Bruce felt this would be acceptable because the Youth Poet Laurate program is part of the SCPL.

c. All Board members have signed the Board Commitment Pledge.

11. DTN Library Planning Committee - meeting notes 8/3/23 were provided in the Board packet

12. Chapter Reports

Written Reports by Aptos, Boulder Creek, Capitola, Felton, Garfield Park, La Selva Beach and Scotts Valley were provided but inadvertently not included in the Board packet. They will be included in the September Board packet.

There were no oral reports.

Capitola Chapter - August 26th 10:00 am meeting at the Capitola Branch. Keith has been asked to give a report on the Friends' current activities and requested Board members to attend if possible.

13. Committee Reports

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

Written report provided.

In discussions with the SC County Bank to get a higher interest rate on our accounts.

Future discussion (maybe first with Policy and Procedure Committee) handling the different Chapter's accounts.

Motion - To approve and file the 990 2022 tax return. M/S Gudger/Marcus-Wyner
There was some discussion on the number of hours listed for each Member, the double entry for Bruce as Director and Officer (page 7), and fees for services for non-employees (Page 10 (11a)) of the form.

Approved Form 990 and file as amended - Approved unanimously

Because the Friends received a refund of ~\$45K from the IRS we need to amend our 2021 and 2020 990 Forms.

b) *Advocacy Committee Report* – Robin Holland, Written report provided.

c) *Policy and Procedures* - Michele Mosher, No written report provided.

d) *Development Committee* – Cindy Jackson, Written report provided.

e) *DEI Representatives Committee – Monica Parikh*, Written report provided and picture of the FREE TO READ T-shirts.

T-Shirts should be available around 8/22. For each donation of \$50 or more to the SCPL LGBTQ book collection, the donor will receive a T-shirt.

14. Agenda Building for Tuesday, September 19, 2023 (5:00 PM).

1. The Advocacy Committee will discuss its outreach to county officials
2. For the October 17, 2023 meeting, there will be library presentations on the 2023 Summer Reading Program and Recover & Thrive.

Motion to Adjourn M/S Winquist/Holland - Motion to adjourn unanimous.

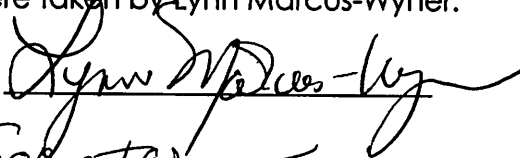
15. Closed Session

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

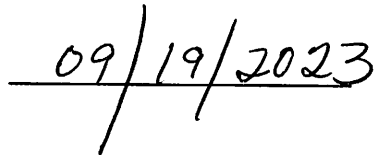
Meeting was adjourned at 6:36 PM

Minutes were taken by Lynn Marcus-Wyner.

Approved: _____



Date: _____



Title: _____

