

Session 21-02, a Regular Meeting of the Library Advisory Board was called to order by Chair Marcia Kuszmaul at 5:30 p.m. on March 2, 2021 at the City Hall Council Chambers located at 491 E. Pioneer Avenue, Homer, Alaska via Zoom Webinar.

PRESENT: BOARDMEMBERS KUSZMAUL, FINN, PETERSON, FAIR, DOLMA, VERNON (arrived 5:32 p.m.) AND STUDENT REPRESENTATIVE RENNER

ABSENT: BOARDMEMBER SPRINGER

STAFF: LIBRARY DIRECTOR BERRY
CITY CLERK TUSSEY

APPROVAL OF THE AGENDA

Chair Kuszmaul asked for a motion to approve the agenda.

FAIR/FINN MOVED TO APPROVE THE AGENDA AS AMENDED.

There was no discussion.

VOTE: NON OBJECTION: UNANIMOUS CONSENT.

Motion carried.

PUBLIC COMMENT REGARDING ITEMS ON THE AGENDA

RECONSIDERATION

APPROVAL OF MINUTES

A. February 2, 2021 Regular Meeting Minutes

Chair Kuszmaul asked for a motion to approve the minutes.

FAIR/FINN MOVED TO APPROVE THE MEETING MINUTES FROM FEBRUARY 2, 2021.

There was no discussion.

VOTE: NON OBJECTION: UNANIMOUS CONSENT.

Motion carried.

VISITORS/PRESENTATIONS

STAFF & COUNCIL REPORT/COMMITTEE REPORTS

- A. Library Director Reports dated February 24, 2021
- i. 2020 Statistical Report
 - ii. 2021 Statistical Report (laydown)

Library Director Berry spoke to his written staff report, noting the following:

- Plans for reopening the library and what that may look like; no timeline yet for when that will happen; provided a brief description of the City's guidance for downgrading from a code orange.
- A seed library is set up in the front entrance of the library; people are welcome to take what they'd like or leave donations; this is a community-run event by the Homer Garden Club and hosted by the library.
- Homer Foundation announced they're going to change their fee schedule to include a 1% administrative fee; will require City Council approval to amend the existing contract.
- Updates to the library including a new radio frequency tagging system, speaker system in the fireplace lounge, new metal shelves in the back offices, furniture changes, etc.
- LAB and Friends of the Homer Library (FHL) are working towards joint fundraising strategies.
- Outreach statistics, specifically what that stat comprises of; it includes homebound deliveries such as KBBI Storytime and much of what Claudia Haines does outside of the library.

In response to questions, Mr. Berry explained the details on the new tagging system. It uses a little underpowered radio transmitter that comes as a rectangular sticker, about size of a credit card, which goes inside the book. When you put it on top of the flat, metal checkout pad, even with a stack of five or six books, it will check them all in or out at once. It also sensitizes or desensitizes at the same time, so you don't have to worry about going through security data in a separate step. Another nice feature is that you can take the scanner along the shelves and it will read all the tags in order and beep if it reads something out of order, making shelf reading really fast. It will also let us have self-checkout stations for patrons so we're going to set up a few of those. For all of this to work, we have to actually insert all of the stickers in all 50,000-plus items so it's going to take a while.

B. Legislative Update

Boardmember Finn provided and spoke to her report on federal/state library funding legislation, highlighting the main points:

- U.S. Senate Bill S.127 Build America's Libraries Act (current 117th Congress) is currently in the Senate Committee on HELP (Health, Education, Labor and Pensions) since January 28th. Neither Lisa Murkowski nor Dan Sullivan are co-sponsors. Murkowski's office suggested that we contact Sen. Reed, the bill's sponsor, and ask him to outreach our Alaska Senators for Co-Sponsorship.
- No bill has been introduced in the U.S. House. They could create a bill now or wait for the Senate to forward the bill. Don Young was a co-sponsor in the 116th Congress, but has not yet sponsored a House equivalent of S.127. Boardmembers are encouraged to reach out to Rep. Young or others on the committee to advocate sponsorship/funding.
- In the Alaska legislation, SB 49 is a budget bill currently in the Finance/Education Committee, which includes library funding under Alaska State Libraries, Archives and Museums (known as

SLAM). According to committee member Lyman Hoffman, it's a good sign if the item is not being discussed because that shows there isn't a strong opinion to cut it from the budget. Sen. Steven's office noted that cuts are unlikely.

PUBLIC HEARING

PENDING BUSINESS

- A. Planned Giving Program – Policies for Donation Acceptance & Donor Recognition
- i. Report from Planned Giving Liaisons
 - ii. DRAFT Common Messaging Framework for Significant Gifts to Benefit HPL
 - iii. DRAFT Homer Public Library Donation Acceptance & Management Policy
 - iv. Suggestions for Recognizing Donors

Chair Kuszmaul introduced the item by reading the title and outlined the four Planned Giving topics she wanted the board to discuss: a Planned Giving LAB-FHL Liaison meeting, common messaging framework for gifts/donations, the draft Donation Acceptance and Management Policy, and suggestions for recognizing donors.

Chair Kuszmaul spoke to her written report from the Planned Giving liaison meeting between her and Joy Steward with the Friends of the Homer Library (FHL), highlighting the following:

- Relationship between the LAB and FHL, as noted by Resolution 06-06 that adopted a Memorandum of Understanding between the City, LAB, and FHL particularly in regards to funding and operations of the library.
- Ensuring that the endowment funds are supplemental, not substitutionary, as per Resolution 20-020 establishing the Library Endowment Fund.
- Any one speaking to a potential major donor should be able to speak to the value of donating to the Library and be able to present equally the two primary options of giving via the two endowments.
- The two endowment funds do not preclude a donor from giving a direct gift to either the Library or FHL. Any sizable gift made directly to the Library rather than the Library Endowment is accepted by City Council. Once accepted, it goes into a special holding account and the library can charge invoices directly to that account.
- Further discussion on how endowment funds can only be appropriated "based on the ability of the endowment to pay for the expenditure and the cost to maintain its purpose above the current adopted budget parameters", meaning the Library Endowment cannot be used to bypass the regular City budget process and create an ongoing burden on the City budget.
- LAB efforts are not focused on small gifts, such as a second coin jar at the circulation desk.

Chair Kuszmaul noted the FHL meets tomorrow yet they are unsure if they'll have their drafts reviewed then in time for the joint Worksession on March 16th. She reiterated what she'd like the LAB to discuss at this meeting to bring to that joint worksession.

Library Director Berry thanked Chair Kuszmaul for all her work on compiling this information, and that the resolution establishing the endowment fund does allow services. Ms. Kuszmaul gave examples of

what services entail. Boardmember Finn asked if that includes increases in personnel, which it does not. In response to Boardmember Vernon, it was clarified that there's essentially two long term and two short term ways to donate. For long term donating, you can either give to the endowment fund to support the library directly or you can give to the FHL endowment fund. In the short term, you can make a direct cash gift to either organization for immediate spending.

Boardmember Fair requested clarification on endowment fund spending. Chair Kuszmaul and Mr. Berry explained how the endowment fund cannot be spent in a way that sets the City up for ongoing budget items without going through the budget process. It was reiterated that the endowment fund is supplemental to the City budget.

Chair Kuszmaul directed the discussion to the next topic and explained how it's important that the LAB uses consistent messaging. She referenced the common messaging framework draft in the packet for significant gifts to benefit the library and spoke to each section including the short/extended message, the target audience and its needs, the Homer Public Library (HPL) and FHL's mission/purpose, core scenarios, and how to give to either fund. She requested feedback from the board on the spreadsheet and if there were any areas that could be worked or improved on before their next worksession.

Boardmember Dolma thanked Chair Kuszmaul for putting this together; it was very clean and helpful. In response to Ms. Finn's question, Chair Kuszmaul explained how this could be a messaging tool to ensure everyone stays on the same page, and the framework for having conversations about donating to the library and/or FHL. She also feels this would be a good legacy tool to leave for future LAB members. Mr. Fair commented that this is a great place to start, and that Ms. Kuszmaul did a great job. There were no other comments or suggestions for changes to the spreadsheet.

Library Director Berry spoke to the draft Donation Acceptance and Management Policy and the work the LAB had previously done, what information was added to reference FHL relations/collaborations, and next steps the board needs to take at the March 16th worksession. He requested boardmembers provide their feedback or changes recommendations to this document.

Boardmember Finn voiced her appreciation for all of Chair Kuszmaul and Mr. Berry's work, and plans to fully work through the materials in time for the worksession. Mr. Berry said that if they wanted to have a few more weeks to look the materials over, they could, and then bring their recommended changes to the March 16th Worksession. His goal is to walk out of that worksession with a nearly complete plan that's ready for final approval at their April 6th regular meeting.

Chair Kuszmaul commented on suggestions for recognizing donors and opened the floor for discussion on what items the LAB can do, what FHL can do separately, things both groups can do collaboratively, things either group can do alone, and things that would require approval from City Council or other city agencies.

Discussion ensued on the following ideas:

- Continuing with adding large donor names to the metal fish wall; its original purpose was to recognize the donors who helped fund the new library, with artwork being done by Moose Run Metalsmiths. The overall consensus of the board is to continue showcasing names of large

donors in some fashion, even on a temporary basis. Chair Kuszmaul agreed to look into it further and see if that was an option.

- An upscale appreciation night for donors, similar to the Celebration of Lifelong Learning event, where tickets are purchased and there is a catered dinner. Would likely be held in a different location other than the library.
- Concept of finding various forms of recognition that speaks to an individual donor based on their preference, potentially based on a tiered-level; not everyone feels appreciated the same way.
- Everyone should at least get a thank you note. Mr. Berry pointed out that Boardmember Vernon had already volunteered to write custom thank you notes. Chair Kuszmaul suggested that artwork of historical libraries be used to make customized thank you cards.
- Listing donors on the library website; updating it once a year.
- Having the name of your favorite book, your name, or in honor of someone else and have their name placed on the spine of the book decals that are on the sides of the FHL bookmobile.
- Glass mobile: different colored prisms for different levels of donation. Boardmember Finn voiced her full support for this concept, but would like to see if the fish wall will work out first.
- Utilizing bookplates and what they are; some of the library's collection still has bookplates in them from the 1990's library fundraiser. Library staff is not a huge fan of them due to the work it adds. Boardmember Peterson would be interested to see if any local artists would be willing to donate or be commissioned to do the bookplate artwork.
- Swag for major donors: whether they should hand them out or not.

To summarize the discussion on donor recognition, Chair Kuszmaul noted the fish wall is the preferred method for large donations, customized thank you cards for smaller donations, and a dinner event for everyone.

NEW BUSINESS

- A. Promotion of National Library Week
- i. Sample Proclamation
 - ii. Sample News Release
 - iii. Homepage of the National Library Week Website

Chair Kuszmaul introduced the item by reading the title and gave a background of National Library Week, which is the week of April 4 – 10th with the theme "Welcome to Your Library". She asked the board if they'd like to do anything special to celebrate it, or not.

Library Director Berry commented that he surveyed the library staff and no one could remember doing anything special for it, except for the spring of 2019 when they offered tea as you came in to the library.

There was discussion between staff and boardmembers on various ways to recognize the week, including asking Mayor Castner to make an announcement at the City Council meeting if he did not wish to do a proclamation, submitting a Point of View or Letter to the Editor to the newspaper, or having a poster in the school libraries. Ms. Kuszmaul noted that April 6th is National Library Workers Appreciation Day and that it would be nice to bring something to the staff on that day.

INFORMATIONAL MATERIALS

- A. Quarterly Report from Homer Foundation, October – December 2020
- B. LAB 2021 Calendar

Chair Kuszmaul referenced the informational items in the packet. She commented on the current endowment fund balance in the Homer Foundation report. Library Director Berry noted that amount has gone up since the end of the year, with their first distribution of funds to be about \$1,900.

Boardmember Vernon volunteered to give the LAB report at the March 8th City Council meeting.

COMMENTS OF THE AUDIENCE

COMMENTS OF THE CITY STAFF

Deputy City clerk Tussey thanked Boardmember Peterson for her service and to have been able to work with her. Ms. Tussey reported that term expiration notices and reappointment applications were sent out to Boardmembers Vernon and Springer, and the Clerk's Office has started advertising for seat vacancies. One seat can be for a nonresident.

Library Director Berry had no additional comments.

COMMENTS OF THE COUNCILMEMBER

COMMENTS OF THE CHAIR

Chair Kuszmaul thanked Boardmember Peterson for her service and spoke to all the work she had done while serving on the LAB. She presented Ms. Peterson a book as a gift for her service.

COMMENTS OF THE BOARD

Boardmember Peterson thanked everyone.

Boardmember Finn requested that boardmembers reach out to representatives regarding legislative bills for library budget funding. She thanked Ms. Peterson for her work.

Boardmember Dolma thanked Ms. Peterson for her wisdom and service.

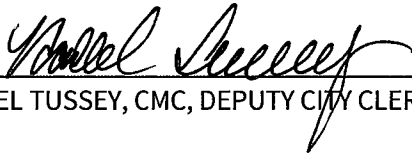
Boardmember Vernon thanked Ms. Peterson.

Boardmember Fair and Student Representative Renner had no additional comments.

Deputy City Clerk Tussey provided clarification on the two worksessions scheduled and how the April 6th one is a training worksession. Chair Kuszmaul recapped what the group will discuss at the March 16th Worksession.

ADJOURN

There being no further business to come before the Board, the meeting adjourned at 7:20 p.m. The next regular meeting is Tuesday, March 2, 2021 at 5:30 p.m. A Worksession is scheduled for Tuesday, March 16, 2021 at 5:30 p.m. and for Tuesday, April 6, 2021 at 5:00 p.m. All meetings scheduled to be held via Zoom Webinar in the City Hall Cowles Council Chambers located at 491 E. Pioneer Avenue, Homer, Alaska.



RACHEL TUSSEY, CMC, DEPUTY CITY CLERK I

Approved: April 6, 2021