



Homer City Hall
491 E. Pioneer Avenue
Homer, Alaska 99603
www.cityofhomer-ak.gov

City of Homer Agenda

Library Advisory Board Regular Meeting
Tuesday, December 1, 2020 at 5:30 PM
City Hall Cowles Council Chambers via Zoom
Webinar ID: 991 8847 0047 Password: 125016

Dial: 346-248-7799 or 669-900-6833; (Toll Free) 888-788-0099 or 877-853-5247

CALL TO ORDER, 5:30 P.M.

APPROVAL OF AGENDA

PUBLIC COMMENTS REGARDING ITEMS ON THE AGENDA (3 minute time limit)

RECONSIDERATION

APPROVAL OF MINUTES

A. LAB November 3, 2020 Regular Meeting Minutes

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VISITORS/PRESENTATIONS

STAFF & COUNCIL REPORT/COMMITTEE REPORTS

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i. 2019 Statistical Report

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ii. 2020 Statistical Report (*laydown*)

PUBLIC HEARING

PENDING BUSINESS

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i. DRAFT Planned Giving Plan for Library Endowment Fund

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B. Planned Giving Program – Bookmark Design Contest

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NEW BUSINESS

A. LAB Goals and Priorities for 2021

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i. LAB Goals 2020 – Reviewed/Approved December 10, 2019

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COMMENTS OF THE AUDIENCE (3 minute time limit)

COMMENTS OF THE STAFF

COMMENTS OF THE COUNCILMEMBER (if present)

COMMENTS OF THE CHAIR

COMMENTS OF THE BOARD

ADJOURNMENT

Next Regular Meeting is **TUESDAY, FEBRUARY 2, 2021 at 5:30 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.

Session 20-07, a Regular Meeting of the Library Advisory Board was called to order by Chair Marcia Kuszmaul at 5:30 p.m. on November 3, 2020 at the City Hall Conference Room located at 491 E. Pioneer Avenue, Homer, Alaska via Zoom webinar.

PRESENT: BOARDMEMBERS KUSZMAUL, FINN, PETERSON, FAIR, VERNON, SPRINGER, DOLMA
STUDENT REPRESENTATIVE RENNER

STAFF: LIBRARY DIRECTOR BERRY
CITY CLERK TUSSEY

Chair Kuszmaul welcomed new boardmember Brenda Dolma to the Library Advisory Board.

APPROVAL OF THE AGENDA

Chair Kuszmaul asked for a motion to approve the agenda.

FAIR/FINN MOVED TO APPROVE THE AGENDA.

There was no discussion.

VOTE: NON OBJECTION: UNANIMOUS CONSENT.

Motion carried.

PUBLIC COMMENT REGARDING ITEMS ON THE AGENDA

RECONSIDERATION

APPROVAL OF MINUTES

A. LAB October 6, 2020 Regular Meeting Minutes

Chair Kuszmaul asked for a motion to approve the minutes.

FAIR/FINN MOVED TO APPROVE THE MINUTES FROM OCTOBER 6, 2020.

There was no discussion.

VOTE: NON OBJECTION: UNANIMOUS CONSENT.

Motion carried.

VISITORS/PRESENTATIONS

STAFF & COUNCIL REPORT/COMMITTEE REPORTS

- A. Library Director Report for October 29, 2020
- i. 2019 Statistical Report
 - ii. 2020 Statistical Report (laydown)

Library Director Berry provided his staff report, speaking to and facilitating discussion on the following:

- Library has closed to the public after the City moved to Code Orange due to COVID.
- A squiggle in the library statistics since this was another month they opened the library without reservations, and then went back to being closed.
- Special collections case is up on display, can be viewed once the library reopens.
- Library hosted four different webinar sessions with Kenai Peninsula Votes; recordings will be available online past election for review.
- Problems with face mask resistance, issues over leaving windows open, and general unhappiness with life; staff gave a sigh of relief when they closed to the public again.
- Test of fire alarms were ok.
- Grant funding for Friends of the Homer Library; using it for speakers in the lounge area and general upkeep/maintenance on the bookmobile.
- Wi-Fi outdoors in the parking lot is still up and running and they have laptops available for renting.
- Temporarily suspended subscriptions to some printed materials, like the Washington Post, but will resume when the library reopens.
- How the library is supporting schools while they're in remote learning; Food for Kids and Teens is still going on, services are still available via phone, email, and chat box on webpage, and Homework Help is still up and running. Understand it's not the same as in-person but staff is doing their best. Discussion on ways to support children and teen programs; messaging would be best through Instagram or other social media channels.

PUBLIC HEARING

PENDING BUSINESS

- A. Planned Giving Program – Case Statement Materials
- i. Rough Bookmark Designs
 - ii. Quotations About the Value of Libraries

Chair Kuszmaul introduced the item by reading the title and deferred to Library Director Berry to recap what was discussed at the last meeting.

Library Director Berry gave a breakdown of his suggested case statement ideas, broken into emotional appeal, practical appeal, and community value groups. Based on those quotations, he created a rough visual of the bookmarks for the board to review and use to start brainstorming.

Boardmember Fair opined that he would like the City of Homer designs on the back of the bookmarks with the quote and image on the front side. Contact info can include links to the endowment fund webpage.

Chair Kuszmaul commented that the images could be placeholders and instead use local photography for the bookmark imagery. Mr. Berry noted that some of the photos used in the samples were from the library's opening day celebration. Ms. Kuszmaul spoke to the Andrew Carnegie quote and how it speaks to library philanthropy. She also reminded the board that they need to find a case statement to identify their Planned Giving purpose.

Boardmember Finn voiced her support for all of the quotes that were used; she suggested they use quotes that could even be from fictional characters or actors that may resonate with various patrons. She asked Mr. Berry how they can help him with moving this forward. Mr. Berry recapped the board's request for more tangible things to look at and asked if there was anything they didn't like. Ms. Finn suggested for the back of the bookmarks it have a statement on how people can help with three bulleted suggestions. Mr. Berry responded that they can help by donating money, volunteer, and are encouraged to join the Friends of the Homer Library (FHL) or LAB. Boardmember Vernon supported that idea. He suggested they have a contest for the design.

Chair Kuszmaul voiced her concern with being too general and not doing what they need to do to launch their Planned Giving Program. Ms. Finn commented that the holiday season is coming up and perhaps that could be a chance to move into the donating arena.

Mr. Berry asked if there was direction on how the board would like to proceed. Boardmember Peterson recommended they use the bookmarks to focus on the endowment fund, and later could use them to promote other topics. She asked if the FHL will pay for the bookmarks. Mr. Berry stated the library has a budget for printing and wouldn't ask the FHL to print them. He noted that a matching challenge is a good way to kick things off. Ms. Peterson supported that idea.

Chair Kuszmaul felt the bookmark is a good start that uses the running statement they plan to use throughout all their materials, and that they could later create a flyer on the endowment fund. Mr. Berry summarized that it's the endowment's tagline or slogan. Mr. Fair voiced being in favor for having more than one catch phrase but all with the one goal of planned giving. He supports the bookmark idea and the matching challenge as starting points. Ms. Peterson spoke to what phrases she likes; one that leans more emotional and another that's more practical. Boardmember Dolma opined that a design contest would also bring awareness to the endowment fund. Student Representative Renner favored the idea of a bookmark. She also suggested having a message at the bottom of the receipt. Mr. Berry said there's already a message at the bottom of the receipts and was concerned with having too much at the end. Ms. Dolma and Chair Kuszmaul suggested that the receipt message about how much you saved could be adjusted to suggest it as a donation.

Boardmember Dolma asked if the printing expense account is already set up to order these bookmarks in time for the holidays. Mr. Berry said the expense account is already there, but they would need to make a decision at this meeting so staff can move forward with designing and ordering the bookmarks for printing. Ms. Finn asked if it was possible to do some soon, at least for about how many books they estimate to reserve out. Mr. Berry responded yes, they could throw together bookmarks based on the quotes provided. Mr. Fair requested the best quote goes with the local images, and then adjustments

can be made with later batches. Mr. Berry suggested they pick one quote and image to use for the first batch, and he will make an order based on that.

Discussion ensued on which images and quotes boardmembers preferred. The board agreed to leave the final selection of the library photo to Library Director Berry.

NEW BUSINESS

A. Library Giving Tree Program for December 2020

Chair Kuszmaul introduced the item by reading the title. Library Director Berry explained how he posed the question to library staff and the Friends of the Homer Library (FHL) on if they wanted to do a giving tree this year. The feedback he received was they shouldn't do it as usual given the amount of hardship this year. A tree would be put up but with a receptacle for people to donate to other charities.

Boardmember Dolma suggested there be a list of books online with The Homer Bookstore that can be purchased. The list would have an image of the book cover for easy reference. Ms. Dolma spoke to The Bookstore and they are open to doing that.

Boardmember Peterson is on board with doing the work on the tags and tree if library staff wants to put a list together, but she is also in support of donations to other charities. She noted she had over 100 tags last year and they can do it on a much smaller scale this year. Chair Kuszmaul commented that they've done it for three years now and it's possible some people have incorporated the Giving Tree into their holiday donating. Boardmember Fair supported doing it through the bookstore as it helps supports local businesses. He commented they could also have donations for other charities too, have it both ways. Ms. Peterson asked if putting the list together would be too much of a burden on staff and requested that the list include a variety of price points. Mr. Berry said on a smaller scale it could be manageable.

Boardmember Finn asked if they did collect donations to other charities, such as the Food Pantry and Haven House, were there any other needs that are more outside of the box. She would like to see money put towards homeless children or children food programs. Ms. Dolma commented that the school district works through those channels.

Discussion ensued on various organizations that could be donated to, including Haven House, the Food Pantry, or the Rec Room, and how people could make donations while the library is closed. It was suggested they list the donation options online and on a door poster directing people to the organizations' website.

Chair Kuszmaul recapped what they will have going out: Giving Tree online with The Homer Bookstore, the bookmark for the endowment fund, and a poster that advertises where donations can be made.

B. Library Advisory Board 2021 Meeting Schedule

i. DRAFT Resolution 20-XX Approving the 2021 Public Meeting Schedule

Chair Kuszmaul introduced the item by reading the title. She read out the regular meeting dates for the 2021 year and asked for a motion.

FAIR/PETERSON MOVED TO ACCEPT THE LIBRARY ADVISORY BOARD'S 2021 MEETING SCHEDULE AS-IS AND RECOMMEND TO CITY COUNCIL FOR APPROVAL.

There was no discussion.

VOTE: NON OBJECTION: UNANIMOUS CONSENT.

Motion carried.

INFORMATIONAL MATERIALS

- A. Memo 20-171 Appointment of Brenda Dolma to the Library Advisory Board
- B. LAB 2020 Calendar
- C. Boardmember Attendance at 2020 City Council Meetings

Chair Kuszmaul facilitated discussion on the informational materials. Boardmember Dolma provided a background on herself and shared her reasons for joining the LAB.

Chair Kuszmaul noted the December meeting is when they'll be setting their 2021 goals. She asked for boardmembers to come prepared to discuss their priorities and goals for 2021.

COMMENTS OF THE AUDIENCE

COMMENTS OF THE CITY STAFF

Library Director Berry commented that there will be an extra City Council meeting on November 9th if anyone wanted to give a LAB report. Boardmember Finn volunteered for the November 23rd meeting and Boardmember Vernon for the November 9th meeting. He also welcomed new boardmember Ms. Dolma.

Boardmember Springer left the meeting at 6:47 p.m.

COMMENTS OF THE COUNCILMEMBER

COMMENTS OF THE CHAIR

Chair Kuszmaul voiced her appreciation for the library staff and all they do during these hard times.

COMMENTS OF THE BOARD

Boardmember Finn echoed Ms. Kuszmaul's sentiments towards library staff. She spoke to the General Election that was going on that day and her efforts to put on a more tolerant, gentler hat as the results come in throughout the next week.

Boardmembers Peterson, Fair, Dolma, Vernon, and Student Representative Renner had no comments.

ADJOURN

There being no further business to come before the Board, the meeting adjourned at 6:49 p.m. A regular meeting is scheduled for Tuesday, December 1, 2020 at 5:30 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, DEPUTY CITY CLERK

Approved: _____

Director's Report, Homer Public Library
November 24, 2020

General Notes

On Nov. 16, the staff began working a staggered schedule to avoid physical overlap with colleagues. On November 22, the City moved to Code Red status in response to the surge in COVID cases. There is no change in the library's current services, but staff have begun preparing for the possibility of moving to 100% remote services and stopping all on-site operations.

The first piece of equipment for the RFID conversion has arrived.

Director's Meetings in November 2020					
Library Advisory Board (LAB)	Friends of Homer Library (FHL)	Staff	City Council	Department Heads	Other
1	5	4	2	4	Millions of meetings with COVID task forces, Rotary Club, Homer Foundation, SLED Advisory Group

Staff Notes

Throughout this month the building has been closed to the public, and Library Director Berry has been devoting much more time to Citywide COVID response. Staff are still in the building maintaining curbside services and responding to calls or emails. On Nov. 30, the City will provide de-escalation training for as many employees as possible.

Facility

Christmas lights are up in the fireplace lounge. Paul dropped by to demonstrate the operations of the air handler.

Library Advisory Board (LAB)

LAB has drafted a marketing plan for planned giving and will be debating it at the December meeting. The Giving Tree will still be held this year, in modified form—it's now simply a list at the Homer Bookstore.

Friends of the Homer Library (FHL)

FHL is in the process of hiring a new coordinator. Work is continuing on overhauling the FHL website, writing grants and developing a trail proposal for the western lot.

Events in November 2020		
Date	Time	Event
11/2	4:00-5:00	HPL Digital Adventures: Skills for Kids (via Zoom)
11/4	10:00-10:30	Little Makers Club (via Zoom)
11/8	1:00-5:00	Second Sunday Shakespeare (online): <i>King Lear</i>
11/11	All day	Library closed for Veterans' Day
11/26-11/27	All day	Library closed for Thanksgiving

Upcoming Events in December 2020		
Date	Time	Event
12/4	11:00-12:00	<i>Alice's Ordinary People</i> with filmmaker Craig Dudnick (via Zoom)
12/8	7:00-8:00	DIY Zines for Teens (via Zoom)
12/13	1:00-4:00	Second Sunday Shakespeare: <i>The Winter's Tale</i> (via Zoom)
12/14 to 12/31	All day	Makers2Mentors Kit: Janju Tets' (self-paced at home)

Upcoming Events in December 2020

12/24	10:00-1:00	Library open half day for Christmas Eve
12/25	All day	Library closed for Christmas Day
12/31	10:00-1:00	Library open half day for New Year's Eve

Ongoing Events

Date	Time	Event
Thursdays	10:00-11:00	Storytime on KBBI with Claudia Haines
First Tuesday	6:30-8:00	SPARC Radio Club (via Zoom)
First Thursday	1:00-3:00	Literary Ladies (via Zoom)
Fourth Tuesday	4:30-6:30	FHL Book Club (via Zoom)

Homer Public Library Statistical Summary for 2019

Date: 30-Jan-20

CIRCULATION	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Y.T.D.
Total # of Items	14,807	14,004	14,720	13,453	13,083	13,478	15,511	13,884	14,535	14,904	13,882	13167	169,428
INTERLIBRARY LOANS													
Incoming (Borrowed)	19	8	20	15	8	9	21	23	18	21	19	15	196
Outgoing (Lent)	52	15	41	34	30	33	35	45	34	24	28	16	387
STUDY ROOM USE													
# of groups	207	232	234	246	237	203	211	224	244	315	247	194	2,794
# of people	422	467	416	501	452	322	332	396	457	630	456	339	5,190
MEETING ROOM USE													
# of groups	37	27	35	24	22	26	35	23	33	32	28	27	349
ATTENDANCE													
TOTAL (*Included)	9,827	8,782	9,536	10,675	11,269	11,139	13,361	11,569	11,402	12,127	10,078	8711	128,476
*Story Hour & Lapsit	404	270	319	240	300	233	279	230	302	334	208	188	3,307
*School Classes	56	23	54	59	72	0	0	0	107	54	113	5	543
Internet sessions	3,165	3,083	3,550	3,913	4,014	4,231	4,954	4,670	4,345	3,394	3,191	2569	45,079
*Programs	358	650	144	575	1242	837	1319	287	875	844	588	276	7,995
OUTREACH													
# Visits	11	10	6	10	8	7	4	5	9	6	7	10	93
# People	339	213	49	139	352	100	10	19	220	140	67	72	1,720
NEW CARDS ISSUED													
City	36	42	31	26	47	40	34	26	47	32	47	26	434
Borough	30	23	26	20	32	42	37	32	59	41	34	12	388
Temporary	0	1	4	0	5	8	1	2	0	2	2	1	26
Reciprocal	1	0	1	0	2	3	6	6	0	2	0	0	21
VOLUNTEER HOURS													
# of people	88	83	89	20	32	32	90	70	78	93	90	80	845
# of hours	219	231.5	240	173.5	146	200	364	202.25	234.5	277.25	233.75	165.25	2,687
MATERIALS ADDED													
Books	303	177	295	187	297	356	238	317	261	403	286	369	3,489
Audio	39	12	4	0	9	11	7	12	37	21	3	22	177
Video	44	65	65	72	70	74	51	89	67	83	80	95	855
Serials	0	0	1	1	1	18	2	2	0	0	0	0	25
Electronic Resources	0	1	0	0	0	2	0	0	0	0	0	0	3
MATERIALS REMOVED													
Books	178	91	210	14	373	112	302	313	316	264	355	235	2,763
Audio	7	0	1	0	0	1	5	12	28	1	0	0	55
Video	64	8	79	23	32	196	28	1	11	14	4	93	553
Serials	0	3	0	0	0	0	0	4	0	0	0	0	7
Electronic Resources	0	0	0	0	0	14	0	0	0	0	0	0	14
REVENUES DEPOSITED													
Fines/Fees/Copies	2480.27	2316.46	2791.18	1350.85	3248.50	2783.69	2542.32	2589.16	2761.35	3422.92	1489.50	2047.59	29,823.79
Building Fund (151-)													0.00
Library Gifts (803-)													0.00
Grants			500.00		12550.00			7000.00			300.00		20,350.00
TOTALS	2,480.27	2,316.46	3,291.18	1,350.85	15,798.50	2,783.69	2,542.32	9,589.16	2,761.35	3,422.92	1,789.50	2,047.59	\$50,173.79

Incomplete

NASA/CH

Rasmuson

PLAG

*Oct. interne Google



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Memorandum

TO: LIBRARY ADVISORY BOARD
FROM: DAVID BERRY, LIBRARY DIRECTOR
DATE: NOVEMBER 25, 2020
SUBJECT: DRAFT PLANNED GIVING PLAN

Chair Kuszmaul has drafted a plan for promoting the Planned Giving program. Her draft includes a rough timeline for the following tasks:

- Identifying potential donors
- Developing a case statement explaining to those donors why they should donate
- Setting growth targets for the endowment principal
- Developing marketing materials
- Reaching out to potential donors through various media
- Launching the endowment campaign with a challenge grant

The draft also includes examples from other libraries and financial projections for the Homer library endowment fund.

Based on Chair Kuszmaul's Planned Giving Plan, the board needs to develop an actionable timeline for launching the endowment campaign and divide up the necessary tasks. It would be best to lay the groundwork for a campaign as soon as possible, so that it's ready for launch when circumstances allow.

RECOMMENDATION

Review the Planned Giving Plan; discuss/make a motion agreeing to an actionable timeline and division of the necessary tasks.

Attached: DRAFT Planned Giving Plan for Library Endowment Fund

DRAFT PLANNED GIVING PLAN for Library Endowment Fund

The draft plan below is an outline for the Library Advisory Board to consider to launch a planned giving program for the Library Endowment with The Homer Foundation. All ideas and suggestions are presented for discussion.

Background

In 2019, the Library Advisory Board (LAB), library director and City of Homer staff worked together to establish the Library Endowment Fund with The Homer Foundation. The library and the LAB now have the means to promote and accept gifts that can directly benefit core library operations.

Specifically, the LAB has set a goal to initiate a Planned Giving program as part of its role to “solicit donations of money and/or property for the benefit of the library.” By definition, a planned gift (or legacy gift) is any major gift, made in lifetime or at death as part of a donor’s overall financial and/or estate planning. These include gifts of equity, life insurance, real estate, personal property, or cash.

With the Library Endowment Fund in place, the LAB now turns its attention to soliciting those planned gifts.

Who Might Give

While we can’t predict who may be motivated and have the means to make a legacy gift, the most likely donor will be a person who already is a strong library supporter/enthusiast and/or frequent library user. These are individuals or families whose lives have benefited from library services, such as, but not limited to:

- Donors to campaign for new library building (lowest hanging fruit)
- Parents and grandparents whose children have benefited from library materials and programming such as storytime, tutoring, after-school activities and summer learning
- Business community/entrepreneurs who have used the library to start or expand their businesses
- Life-long learners who frequently have used the library to pursue personal interests, find a job, acquire new skills, complete a degree or certification

The LAB also can reach out to key local influencers -- local attorneys, financial planners and tax advisors – to provide information about the Library Endowment.

Why Give

A simple, compelling case statement can be a conversation starter about the Library Endowment and be the basis for print, online and in person communications. Below is a statement provided to The Homer Foundation for its Annual Report announcing the new fund and two draft statements adapted from what other libraries have said about planned giving.

"In the 1940s, the Homer Women's Club founded a library in a 600-square-foot cabin. Later generations renewed the commitment to their community and their library, investing in new buildings, inventing new programs, and adjusting to changing technologies. Now, we carry that

commitment forward again with a new endowment fund that will support local literacy and lifelong learning for generations to come."

-- Marcia Kuszmaul, Chair, Library Advisory Board & David Berry, Director, Homer Public Library

Draft case statements – freely borrowed from other libraries’ statement in the Appendix.

- Those who love the Homer Public Library and its integral role in our community have the power to strengthen and protect it -- today, tomorrow and into the future – by making a planned gift. Making a personally significant gift to the library speaks to your belief in the power of knowledge, made freely available to all. (See Samuels Public Library)
- The Homer Public Library has been an integral part of our community for nearly 80 years, even before the city’s incorporation. A planned gift to the Library Endowment Fund helps ensure that the library resources and services that we depend on and enjoy today are available for future generations. (See Free Library of Philadelphia)

Giving Goal

The current balance in the Library Endowment fund is approximately \$14,000. In the Appendix are projections Library Director Berry prepared to illustrate endowment growth and payout across low, medium and high giving scenarios. Ideally, the LAB would set and work toward a measureable, obtainable goal to jumpstart the Library Endowment and accelerate its benefit to the library.

Potential goals could be:

- \$50,000 in 5 years
- \$10,000 per year
- 3 pledged/planned gifts per year

How to Launch and Promote

Create Core Materials

At minimum, the LAB and library staff would collaborate to develop and produce a few basic materials that current and future LAB members and library staff can use over time to promote planned giving and the Library Endowment.

- Fact Sheet – a one-page tool that details the basic messaging and facts regarding the Library Endowment and how to give. The Fact Sheet could be posted online or used as the basis for print, online and in-person communications.
- FAQ – a one-page FAQ to address common questions that potential donors may have, such as how Library Endowment differs from Friends fund

Execute Breadth Communications

Tactics to reach out to the community broadly include:

- Planned giving opportunity information on Library online Donate page -- <https://www.cityofhomer-ak.gov/library/donate>
- Poster for Library bulletin board with matching bookmark for distribution (perhaps also timed for National Library Week or September Library Card Sign-up Month)
- Donation jar/box at circ desk – could be a 50/50 share between Friends/Library Endowment, or give folks choice or highlight fine-free with text something like “Your donation helps HPL stay fine-free”
- National Library Week editorial/PSAs (April 4-10,2021)
- Annual report to City Council

Plan and Execute Targeted Communications

Tactics to reach targeted individuals/groups:

- Develop prospect lists including community members who supported library building campaign, sympathetic local businesses and vendors, frequent library users, personal contacts, etc.
- Engage 1:1 with prospects.
- Work with The Homer Foundation to develop specific outreach to its Legacy Society.
- 1:1 informational meetings with local influencers – estate attorneys, financial advisors, etc.

Launch with a Challenge Grant Program

We can only launch once so we should consider how to maximize this opportunity. The Homer Foundation has suggested that a challenge/matching campaign could engage and motivate potential donors. To that end, we could work with The Homer Foundation to:

- Leverage initial investment from the city to challenge others to “match” the city’s investment.
- Identify individuals and/or businesses that may be willing to develop a challenge match to inspire others to give.

APPENDIX

Sample Planned Giving “case statements”:

- **Free Library of Philadelphia**

An Inspirational Legacy: Secure the Free Library’s Tomorrow—Make a Planned Gift Today

The Free Library of Philadelphia has been an integral part of our community for over 100 years. A planned gift to the Free Library of Philadelphia Foundation helps to ensure that the Library’s engaging programs, in-depth resources, and critical services will be available for future generations to depend on and enjoy.

- **The Library of Congress**

The reason for making a gift to the Library of Congress may be different for each donor — to honor a loved one, to support a tradition of excellence or to express gratitude for a service well-performed. Whatever the motivation for your gift, a planned gift can give you the assurance that you are being a good steward of your assets by increasing the benefits for yourself, family members, and the organization receiving the gift.

- **Samuels Public Library, Front Royal, VA**

Those who love Samuels Library have the power to strengthen and protect it—today, tomorrow, and into the future by making a planned gift. A Planned Gift to Samuels Library . . . Makes a personally significant gift that speaks to your belief in the power of knowledge, made freely available to all.

- **Ridgefield Library, Ridgefield, CT**

Planned giving allows donors to make a significant or long-term commitment to the Ridgefield Library while also considering their own financial planning goals.

- **New York Public Library**

. . . opportunity to make an impact, allowing us to continue to provide free and open access for all—as well as a place for people from all walks of life to come together to discuss, debate, and be inspired, now and well into the future.

- **Phoenixville Public Library, Phoenixville, PA**

Planned Giving is an effective way to have an impact on the future well-being of Phoenixville’s Public Library.

- **West Des Moines Public Library, West Des Moines, IA**

A planned gift to a charitable organization like The West Des Moines Public Library allows you to make a positive difference in our community while also making a wise financial decision.

If you want to be a supporter of the Library for years to come, planned giving may be a way to achieve that. When you honor your community by putting The Library in your will or estate plan, there are benefits to you and your family beyond just giving to a good cause.

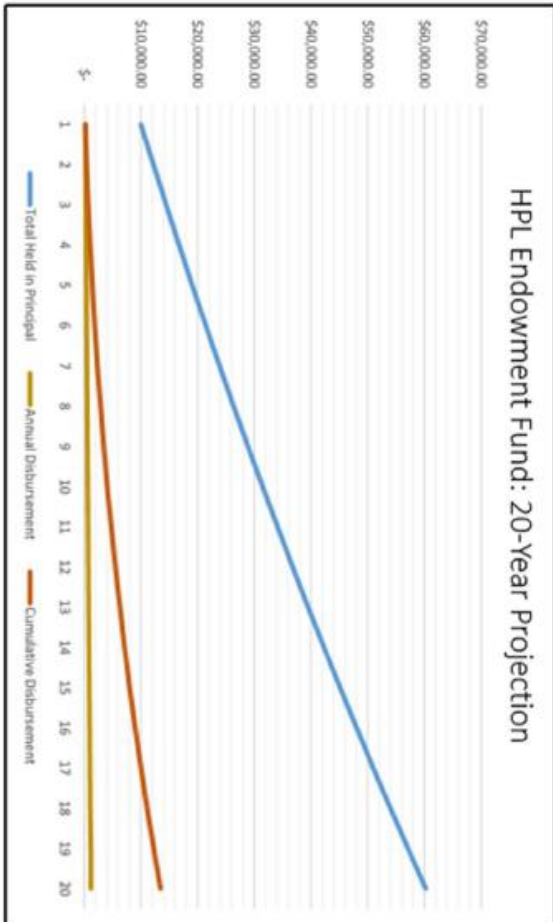
- **Calgary Public Library, Alberta, Canada**

A gift that keeps on giving . . . By leaving the Calgary Public Library a gift in your will, or committing your support in a number of other ways, you will provide the Library with a critical source of long-term funding – a gift that will help generations of Calgarians.

Starting contributions: \$ 10,000.00
 Annual contributions: \$ 2,000.00
 Market returns: 5.00%
 - Inflation proofing: 2.00%
 - Administration fees: 1.00%
 = Disbursement rate: 2.00%

Low Estimate (\$2k Annual Contributions, 5% Market Rate)

Years After Initial Contribution	Total Held in Principal	Annual Disbursement	Cumulative Disbursement
1	\$ 10,000.00	\$ 200.00	\$ 200.00
2	\$ 12,200.00	\$ 244.00	\$ 444.00
3	\$ 14,444.00	\$ 288.88	\$ 732.88
4	\$ 16,732.88	\$ 334.66	\$ 1,067.54
5	\$ 19,067.54	\$ 381.35	\$ 1,448.89
6	\$ 21,448.89	\$ 428.98	\$ 1,877.87
7	\$ 23,877.87	\$ 477.56	\$ 2,355.42
8	\$ 26,355.42	\$ 527.11	\$ 2,882.53
9	\$ 28,882.53	\$ 577.65	\$ 3,460.18
10	\$ 31,460.18	\$ 629.20	\$ 4,089.39
11	\$ 34,089.39	\$ 681.79	\$ 4,771.17
12	\$ 36,771.17	\$ 735.42	\$ 5,506.60
13	\$ 39,506.60	\$ 790.13	\$ 6,296.73
14	\$ 42,296.73	\$ 845.93	\$ 7,142.66
15	\$ 45,142.66	\$ 902.85	\$ 8,045.52
16	\$ 48,045.52	\$ 960.91	\$ 9,006.43
17	\$ 51,006.43	\$ 1,020.13	\$ 10,026.56
18	\$ 54,026.56	\$ 1,080.53	\$ 11,107.09
19	\$ 57,107.09	\$ 1,142.14	\$ 12,249.23
20	\$ 60,249.23	\$ 1,204.98	\$ 13,454.21

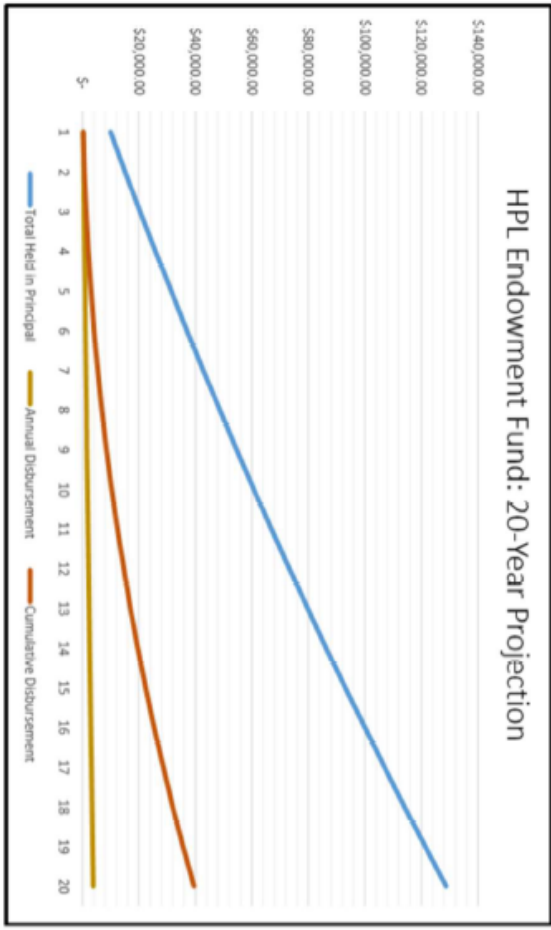


Compare with Wyoming Community Foundation's Endowment Calculator (<https://wycf.org/endowment-calculator>) and Investor.gov (<https://www.investor.gov/additional-resources/free-financial-planning-tools/compound-interest-calculator>)

Starting contribution: \$ 10,000.00
 Annual contributions: \$ 5,000.00
 Market return: 6.00%
 - Inflation proofing: 2.00%
 - Administration fees: 1.00%
 = Disbursement rate: 3.00%

Medium Estimate (\$5k Annual Contributions, 6% Market Rate)

Years After Initial Contribution	Total Held in Principal	Annual Disbursement	Cumulative Disbursement
1	\$ 10,000.00	\$ 300.00	\$ 300.00
2	\$ 15,200.00	\$ 456.00	\$ 756.00
3	\$ 20,504.00	\$ 615.12	\$ 1,371.12
4	\$ 25,914.08	\$ 777.42	\$ 2,148.54
5	\$ 31,432.36	\$ 942.97	\$ 3,091.51
6	\$ 37,061.01	\$ 1,111.83	\$ 4,203.34
7	\$ 42,802.23	\$ 1,284.07	\$ 5,487.41
8	\$ 48,658.27	\$ 1,459.75	\$ 6,947.16
9	\$ 54,631.44	\$ 1,638.94	\$ 8,586.10
10	\$ 60,724.07	\$ 1,821.72	\$ 10,407.82
11	\$ 66,938.55	\$ 2,008.16	\$ 12,415.98
12	\$ 73,277.32	\$ 2,198.32	\$ 14,614.30
13	\$ 79,742.87	\$ 2,392.29	\$ 17,006.59
14	\$ 86,337.72	\$ 2,590.13	\$ 19,596.72
15	\$ 93,064.48	\$ 2,791.93	\$ 22,388.65
16	\$ 99,925.77	\$ 2,997.77	\$ 25,386.42
17	\$ 106,924.28	\$ 3,207.73	\$ 28,594.15
18	\$ 114,062.77	\$ 3,421.88	\$ 32,016.04
19	\$ 121,344.02	\$ 3,640.32	\$ 35,656.36
20	\$ 128,770.90	\$ 3,863.13	\$ 39,519.48

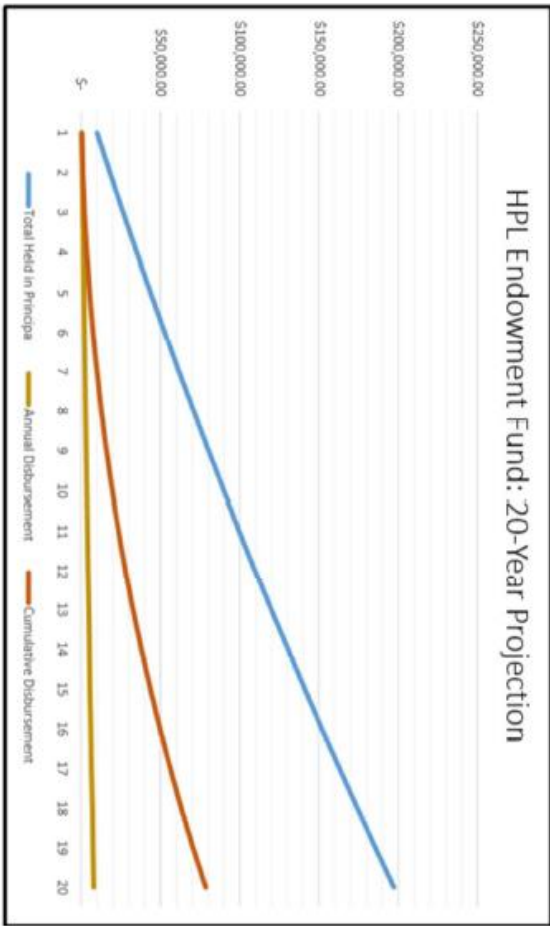


Compare with Wyoming Community Foundation's Endowment Calculator (<https://wycf.org/endowment-calculator>) and Investor.gov (<https://www.investor.gov/additional-resources/free-financial-planning-tools/compound-interest-calculator>)

Starting contribution:	\$ 10,000.00
Annual contributions:	\$ 8,000.00
Market return:	7.00%
- Inflation proofing:	2.00%
- Administration fees:	1.00%
= Disbursement rate:	4.00%

High Estimate (\$8k Annual Contributions, 7% Market Rate)

Years After Initial Contribution	Total Held in Principal	Annual Disbursement	Cumulative Disbursement
1	\$ 10,000.00	\$ 400.00	\$ 400.00
2	\$ 18,200.00	\$ 728.00	\$ 1,128.00
3	\$ 26,564.00	\$ 1,062.56	\$ 2,190.56
4	\$ 35,095.28	\$ 1,403.81	\$ 3,594.37
5	\$ 43,797.19	\$ 1,751.89	\$ 5,346.26
6	\$ 52,673.13	\$ 2,106.93	\$ 7,453.18
7	\$ 61,726.59	\$ 2,469.06	\$ 9,922.25
8	\$ 70,961.12	\$ 2,838.44	\$ 12,760.69
9	\$ 80,380.35	\$ 3,215.21	\$ 15,975.91
10	\$ 89,987.95	\$ 3,599.52	\$ 19,575.42
11	\$ 99,787.71	\$ 3,991.51	\$ 23,566.93
12	\$ 109,783.47	\$ 4,391.34	\$ 27,958.27
13	\$ 119,979.14	\$ 4,799.17	\$ 32,757.44
14	\$ 130,378.72	\$ 5,215.15	\$ 37,972.59
15	\$ 140,986.29	\$ 5,639.45	\$ 43,612.04
16	\$ 151,806.02	\$ 6,072.24	\$ 49,684.28
17	\$ 162,842.14	\$ 6,513.69	\$ 56,197.96
18	\$ 174,098.58	\$ 6,963.96	\$ 63,161.92
19	\$ 185,580.96	\$ 7,423.24	\$ 70,585.16
20	\$ 197,292.58	\$ 7,891.70	\$ 78,476.86



Compare with Wyoming Community Foundation's Endowment Calculator (<https://wycf.org/endowment-calculator>) and Investor.gov (<https://www.investor.gov/additional-resources/free-financial-planning-tools/compound-interest-calculator>)



City of Homer

www.cityofhomer-ak.gov

Homer Public Library

500 Hazel Avenue
Homer, AK 99603

library@cityofhomer-ak.gov

(p) (907)-235-3180

(f) (907)-235-3136

Memorandum

TO: LIBRARY ADVISORY BOARD
FROM: DAVID BERRY, LIBRARY DIRECTOR
DATE: NOVEMBER 9, 2020
SUBJECT: BOOKMARK DESIGN CONTEST

Boardmember Vernon has proposed creating a bookmark design contest, which would be open to all members of the public. The front of the bookmark would follow the design discussed at the Nov. 3 LAB meeting, while the back would be open to competitors.

Gordy Vernon has offered to contribute \$100 for a prize to the winner.

RECOMMENDATION

For discussion.

Attached: Bookmark designs based on input from October LAB Meeting



Help secure our future.

Homer Public Library Endowment Fund
<https://www.homerfoundation.org/give-now>

*The very existence of libraries
affords the best evidence
that we may yet have hope
for the future of man.*

T.S. Eliot



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Memorandum

TO: LIBRARY ADVISORY BOARD
FROM: DAVID BERRY, LIBRARY DIRECTOR
DATE: NOVEMBER 25, 2020
SUBJECT: LAB PRIORITIES FOR 2021

During the December meeting, the LAB traditionally discusses its priorities for the coming year. I would like to suggest the following priorities for 2021:

- Develop and initiate planned giving program for the library
- Advocate for library budget
- Improve services to remote parts of the library service area (Ninilchik, Voznesenka, south coast communities, etc.)
- Explore opportunities to increase library card registration and use by students

I am also open to other priorities that boardmembers wish to bring up.

RECOMMENDATION

For discussion.

**LIBRARY ADVISORY BOARD GOALS
2020**

Reviewed/Approved December 10, 2019

- 1. Finalize Revision of Library Gift Acceptance Policy**

- 2. Establish Library Endowment Fund**

- 3. Develop and Initiate Planned Giving Program for the Library**

- 4. Advocating for Library Budget**
 - a. Ensure the library has sufficient collection development budget to build and maintain a current and robust collection of materials relevant to the community.
 - b. Review needs for library physical plant upkeep and efficiencies.
 - c. Promote future funding of library technology needs.
 - i. Scheduled replacement of public use computers.
 - ii. Requests for new or updated technologies (printers, scanners, security, etc.)

- 5. Explore Opportunities to Increase Library Card Registration & Use by High School-Age Students**

COMPLETED MID-YEAR GOALS

- 1. Engage with & Support Library Director in a Strategic Planning Process**

DEFERRED GOALS

- 1. Continue to Develop Relationship with Other Kenai Peninsula Library Boards**
 - a. Investigate and promote board training opportunities
- 2. Student Card Pilot Project**
 - a. Formulate a formal policy to expand the student card pilot project, with possible expansion into communities across the bay

**LIBRARY ADVISORY BOARD
2020 Meeting Calendar**

MEETING	AGENDA DEADLINE	ANNUAL TOPICS/EVENTS	
JANUARY	No Meeting		
FEBRUARY	5:30 pm Tuesday, February 4	5:00 pm Wednesday, January 29	<ul style="list-style-type: none"> • Annual Review of Library Fees, Policies, Rules & Regs (Bylaws V.2) • Big Read
MARCH	5:30 pm Tuesday, March 3	5:00 pm Wednesday, February 26	
APRIL	5:30 pm Tuesday, April 7	5:00 pm Wednesday, April 1	<ul style="list-style-type: none"> • Election of LAB Officers (Bylaws IV.1) • National Library Week • National Library Workers Day • Celebration of Lifelong Learning
MAY	5:30 pm Tuesday, May 5	5:00 pm Wednesday, April 29	<ul style="list-style-type: none"> • End of Student Representative Term (Bylaws III.2) • Midyear Review of Annual LAB Priorities • National Library Legislative Day
JUNE	No meeting		
JULY	No meeting		
AUGUST	5:30 pm Tuesday, August 4	5:00 pm Wednesday, July 29	<ul style="list-style-type: none"> • Budget Meeting (Bylaws V.3) *may not be applicable during non-budget years
SEPTEMBER	5:30 pm Tuesday, September 1	5:00 pm Wednesday, August 26	<ul style="list-style-type: none"> • Budget Meeting (Bylaws V.3) *may not be applicable during non-budget years • Beginning of Student Representative Term (Bylaws III.2) • Library Card Sign-up Month
OCTOBER	5:30 pm Tuesday, October 6	5:00 pm Wednesday, September 25	<ul style="list-style-type: none"> • National Friends of Libraries Week
NOVEMBER	5:30 pm Tuesday, November 3	5:00 pm Wednesday, October 28	
DECEMBER	5:30 pm Tuesday, December 1	5:00 pm Wednesday, November 25	<ul style="list-style-type: none"> • Approve Annual LAB Priorities

**LIBRARY ADVISORY BOARD
2021 Meeting Calendar**

MEETING	AGENDA DEADLINE	ANNUAL TOPICS/EVENTS	
JANUARY	No Meeting		
FEBRUARY	5:30 pm Tuesday, February 2	5:00 pm Wednesday, January 27	<ul style="list-style-type: none"> • Annual Review of Library Fees, Policies, Rules & Regs (Bylaws V.2)
MARCH	5:30 pm Tuesday, March 2	5:00 pm Wednesday, February 24	
APRIL	5:30 pm Tuesday, April 6	5:00 pm Wednesday, March 31	<ul style="list-style-type: none"> • Election of LAB Officers (Bylaws IV.1) • National Library Week • National Library Workers Day • Celebration of Lifelong Learning • National Library Legislative Day
MAY	5:30 pm Tuesday, May 4	5:00 pm Wednesday, April 28	<ul style="list-style-type: none"> • End of Student Representative Term (Bylaws III.2) • Midyear Review of Annual LAB Priorities
JUNE	No meeting		
JULY	No meeting		
AUGUST	5:30 pm Tuesday, August 3	5:00 pm Wednesday, July 28	<ul style="list-style-type: none"> • Budget Meeting (Bylaws V.3) *may not be applicable during non-budget years
SEPTEMBER	5:30 pm Tuesday, September 7	5:00 pm Wednesday, September 1	<ul style="list-style-type: none"> • Budget Meeting (Bylaws V.3) *may not be applicable during non-budget years • Beginning of Student Representative Term (Bylaws III.2) • Library Card Sign-up Month
OCTOBER	5:30 pm Tuesday, October 5	5:00 pm Wednesday, September 29	<ul style="list-style-type: none"> • National Friends of Libraries Week
NOVEMBER	5:30 pm Tuesday, November 2	5:00 pm Wednesday, October 27	
DECEMBER	5:30 pm Tuesday, December 7	5:00 pm Wednesday, December 1	<ul style="list-style-type: none"> • Approve Annual LAB Priorities

**2020 HOMER CITY COUNCIL MEETINGS
ADVISORY COMMISSION/ BOARD ATTENDANCE**

Commissions are invited to report to the City Council at the Council’s regular meetings under Item 8 – Announcements/Presentations/Borough Report/Commission Reports. This is the Commission’s opportunity to give Council a brief update on their work. Generally the Commissioner who will be reporting will attend one of the two meetings for the month they are scheduled to attend.

The 2020 meeting dates for City Council is as follows:

January 13, 27	Kuszmaul
February 10, 24	Finn
March 9, 23*	Peterson
April 13, 27	Kuszmaul
May 11, 26*	
June 8, 22	
July 27**	Kuszmaul
August 10, 24	Finn
September 14, 28	
October 12, 26	
November 23**	
December 14, 21****	

City Council’s Regular Committee of the Whole Meeting at 5:00 pm to no later than 5:50 pm prior to every Regular Meeting which are held the second and fourth Monday of each month at 6:00 pm.

*Tuesday meeting due to Memorial Day/Seward’s Day.

** There will be no first regular meeting in July or November.

***Council traditionally reschedules regular meetings that fall on holidays or high school graduation days, for the following Tuesday.

****Council traditionally cancels the last regular meeting in December and holds the first regular meeting and one to two special meetings as needed. Generally the second special meeting the third week of December will not be held.

**2021 HOMER CITY COUNCIL MEETINGS
ADVISORY COMMISSION/ BOARD ATTENDANCE**

Commissions are invited to report to the City Council at the Council’s regular meetings under Item 8 – Announcements/Presentations/Borough Report/Commission Reports. This is the Commission’s opportunity to give Council a brief update on their work. Generally the Commissioner who will be reporting will attend one of the two meetings for the month they are scheduled to attend.

The 2021 meeting dates for City Council is as follows:

January 11, 25	_____
February 8, 22	_____
March 8, 22	_____
April 12, 26	_____
May 10, 24	_____
June 14, 28	_____
July 26*	_____
August 9, 23	_____
September 13, 27	_____
October 11, 25	_____
November 22*	_____
December 13, 20**	_____

City Council’s Regular Committee of the Whole Meeting at 5:00 pm to no later than 5:50 pm prior to every Regular Meeting which are held the second and fourth Monday of each month at 6:00 pm.

*There will be no First Regular Meeting in July or November.

** The City Council traditionally cancels the last regular meeting in December and holds the first regular meeting and one to two Special Meetings as needed; the second Special Meeting the third week of December will not be held.