



## Homer City Hall

491 E. Pioneer Avenue

Homer, Alaska 99603

[www.cityofhomer-ak.gov](http://www.cityofhomer-ak.gov)

# City of Homer Agenda

## Library Advisory Board Regular Meeting

Tuesday, March 2, 2021 at 5:30 PM

City Hall Cowles Council Chambers

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. February 2, 2021 Regular Meeting Minutes

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**VISITORS/PRESENTATIONS**

**STAFF & COUNCIL REPORT/COMMITTEE REPORTS**

A. Library Director Reports dated February 24, 2021

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i. 2020 Statistical Report

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ii. 2021 Statistical Report (*laydown*)

B. Legislative Update

**PUBLIC HEARING**

**PENDING BUSINESS**

A. Planned Giving Program – Policies for Donation Acceptance & Donor Recognition **Page 14**

i. Report from Planned Giving Liaisons

**Page 15**

ii. DRAFT Common Messaging Framework for Significant Gifts to Benefit HPL

**Page 18**

iii. DRAFT Homer Public Library Donation Acceptance & Management Policy

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iv. Suggestions for Recognizing Donors

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**NEW BUSINESS**

A. Promotion of National Library Week

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i. Sample Proclamation

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- ii. Sample News Release
- iii. Homepage of the National Library Week Website

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## **INFORMATIONAL MATERIALS**

[A.](#) Quarterly Report from Homer Foundation, October – December 2020 **Page 28**

[B.](#) LAB 2021 Calendar

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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, APRIL 6, 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.

Session 21-01, a Regular Meeting of the Library Advisory Board was called to order by Chair Marcia Kuszmaul at 5:30 p.m. on February 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 at 5:35 p.m.) AND STUDENT REPRESENTATIVE RENNER

**ABSENT:** BOARDMEMBER SPRINGER

**STAFF:** LIBRARY DIRECTOR BERRY  
CITY CLERK TUSSEY

A joint Worksession was held with Friends of the Homer Library on January 26, 2021 at 5:30 p.m. to discuss Planned Giving Action Items.

### **APPROVAL OF THE AGENDA**

Chair Kuszmaul asked for a motion to approve the agenda with the addition of Item B. Budget Update under Staff & Council Report/Committee Reports.

FINN/FAIR 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. LAB December 1, 2020 Regular Meeting Minutes

Chair Kuszmaul asked for a motion to approve the minutes.

FAIR/FINN MOVED TO APPROVE THE DECEMBER 1, 2020 REGULAR MEETING MINUTES.

There was no discussion.

VOTE: NON OBJECTION: UNANIMOUS CONSENT.

Motion carried.

## **VISITORS/PRESENTATIONS**

### **STAFF & COUNCIL REPORT/COMMITTEE REPORTS**

- A. Library Director Reports dated December 31, 2020 and January 27, 2021
- i. 2020 Statistical Report
  - ii. 2021 Statistical Report (laydown)

Library Director Berry provided his two staff reports, highlighting the following topics:

- Success of the Matching Endowment Fund Challenge; the library received \$8,114 in donations and an anonymous match donation of \$10,000 by the end of the year.
- The City's Code Red status changing to Code Orange as of February 1<sup>st</sup>; library is now open to the public by reservation.
- Claudia Haines' collaboration with other librarians and MIT Media Lab to design new media resources, and her winning an admission to a competitive course in podcasting.
- Hiring of the new Friends of the Homer Library (FHL) coordinator Cheryl Illg, other upcoming FHL events, and the joint worksession with FHL covering joint fundraising.
- Overview of library statistics; there's a significant correlation between low circulation numbers and when the library is only available via curbside pick-up; it reflects a sizeable portion of Homer relies on the doors being open for library use.
- Library staff's interactions with a "semi-permanent" resident of the library and their attempts to find the person assistance.
- Success of the extended internet service and that it will remain even after the pandemic.
- Upcoming budget changes for FY 2021-2022 such as upgrading computers.

- B. Budget Updates

Boardmember Finn provided a legislative budget update and her outreach efforts to Alaska's elected officials. She also reported on Senate Bill 49 that talks about giving a large amount of money to libraries statewide. There are hold-ups in the State House preventing the Senate Finance Committee from continuing to do their work, but once that has been accomplished they can move forward on that bill. Ms. Finn highly recommended the boardmembers reach out to our local elected officials to ensure it goes through.

There was brief discussion on the OWL program after its budget was cut by Governor Dunleavy, partially brought back by State Legislators, and is now operating in a revised version through Zoom.

## **PUBLIC HEARING**

### **PENDING BUSINESS**

- A. Planned Giving Program – Planned Giving Joint Fundraising with FHL
- i. Advertising Materials Developed To-Date
  - ii. Resolution 06-06 Adoption of LAB & FHL Memo of Understanding

Chair Kuszmaul introduced the item by reading the title. She noted the board's combined work in the packet, how the LAB agreed to move forward with Friends of the Homer Library (FHL) on completing their respective Planned Giving plans, and opened the floor for discussion on the current draft and work done at the January 26<sup>th</sup> worksession.

In response to questions from Boardmembers Finn and Fair, Library Director Berry explained how the draft donor recognition policy was from the LAB's previous work in September 2019 that was tabled when they agreed to develop an endowment fund first. Since the donor recognition policy will have to be approved by City Council, he wanted to make sure language was included that reflected their collaboration with FHL. FHL is their own entity that does not require any Council approval, but according to Resolution 06-06, approving a memorandum of understanding between the two groups, it states that neither the FHL nor the LAB will develop a donor recognition policy without approval from Council. That is not a legally binding document, but it does represent the sense of FHL at that time. Mr. Fair clarified that the LAB then needs to get FHL's approval on the policy before sending it to Council for final approval.

Chair Kuszmaul suggested that donation acceptance and donor recognition be separated into two different policies so they can be dealt with individually. Discussion ensued on how the two are linked but where they vary, and where the two policies could be rewritten.

There was further discussion on the following:

- Additional feedback and recommended changes to verbiage in the draft policy and forms
- The mechanics of accepting donations even though the policy is not finished; what policy currently exists
- Whether the policy meets the library's mission statement
- City Council's role in accepting high-valued donations
- Various ways to recognize donors; interest in recognition through art concepts
- Suggested revisions to the case statement
- Adding questions and verbiage suggestions to the Planned Giving FAQ list
- Having a financial "Giving Goal"; the Homer Foundation quarterly reports show how much is in the endowment fund and what future payouts would look like with certain donation amounts
- Rolling over/reinvesting disbursements versus using the funds every year
- Mechanism/process for matching funds with the Homer Foundation

In addition to this meeting's discussion points, boardmembers agreed to submit additional materials, ideas, and feedback to Library Director Berry, who was then instructed to compile their revisions into another draft for the March 2, 2021 regular meeting. Mr. Berry requested that boardmembers have their items to him no later than Monday, February 22<sup>nd</sup> in time for packet deadline. The FHL will be working on their plan at their February 3<sup>rd</sup> meeting, with the overall goal that both groups will bring their final plans to the March 16<sup>th</sup> joint worksession for review.

Discussion ensued on selecting a volunteer to assist with various FHL/LAB capacities. Chair Kuszmaul accepted the role as she does not intend to continue as LAB chair. Boardmember Vernon agreed to assist with writing "thank you" notes.

**NEW BUSINESS**

- A. Library Fines & Fees Policy – Charges for Printing & Photocopying  
i. Library Fines and Fees Schedule

Chair Kuszmaul introduced the item by reading the title and deferred to Library Director Berry to discuss the proposed changes.

Mr. Berry provided background on the last fee schedule update and how at that time the board considered increasing the copy fees. He explained how Boardmember Vernon has requested an increase to the printing and photocopying fees so as to avoid undercutting private industry. Deputy City Clerk Tussey commented on how much the copy fees are at City Hall and in other departments.

There was discussion on the justifications for keeping the fees low and not wishing to create a financial barrier, such as for students or low-income persons. The counter-argument was to not undercut local printing businesses that are in town. Boardmembers conferred with staff on the overall paper/printer costs, the history of fee increases and decreases, and the levels of use for printing services.

VERNON/DOLMA MOVED TO RAISE THE RATE TO \$0.20 FOR BLACK AND WHITE COPIES, AND \$0.60 FOR COLOR COPIES.

Boardmember Dolma commented that the increase seems reasonable but inquired to staff if there was something she was missing on the history of rate increases. Mr. Berry responded; library staff in general commonly oppose any fee increases but he understands not wanting to undercut local businesses. He noted that in his time as library director he has not heard of any opposition from the public or from the local printing business regarding the copy rates.

Boardmember Finn voiced her opposition for any increases, but she does not feel this increase is unobtainable for most people. Chair Kuszmaul posed the question if now is a good time to be increasing fees in terms of our current economic climate. Boardmember Fair commented that he thinks they should wait on this change. He felt it's a good idea but not sure if it's a good time.

Ms. Tussey commented that fee schedule changes do require City Council approval. She suggested the board consider that when deciding if they want to go through that for this specific change, or hold off and make any other adjustments they are considering at a later time. Chair Kuszmaul agreed that it may be best to hold off on any changes. At the request of Ms. Dolma, Student Representative Renner opined that it may be best to hold off on any changes for now, especially due to the pandemic, unless there was a significant push to have it done right now. There was general agreement.

VOTE: YES: VERNON

NO: FINN, DOLMA, KUSZMAUL, PETERSON, FAIR

Motion failed.

### **INFORMATIONAL MATERIALS**

- A. Memo from City Clerk to City Advisory Bodies Re: Reports to Council
- B. LAB 2021 Calendar

Chair Kuszmaul noted the informational materials in the packet. Deputy City Clerk Tussey spoke to the Clerk's Office memo regarding City Council reports and the changes to the LAB calendar. Chair Kuszmaul agreed to provide the report at the February 8<sup>th</sup> meeting but encouraged others to do the next reports.

### **COMMENTS OF THE AUDIENCE**

### **COMMENTS OF THE CITY STAFF**

Library Director Berry pointed out a typo in the LAB calendar.

Deputy City Clerk Tussey reported that the Clerk's Office has started advertising for the upcoming vacant LAB seats. She also spoke to the training worksession they have planned for all boards and commissions, with the LAB's training scheduled a half hour before their April regular meeting.

### **COMMENTS OF THE COUNCILMEMBER**

### **COMMENTS OF THE CHAIR**

Chair Kuszmaul shared a few announcements. This year's Caldecott Medal was won by an Alaskan, Michaela Goade, who illustrated *We Are Water Protectors*. It is awarded annually by the American Library Association to the artist of the most distinguished American picture book for children. An upcoming exhibit called Familiar Faces: Portraits of Community will be showing at the Pratt Museum February 5 – May 29. Ms. Kuszmaul also recognized Boardmember Peterson's work over the years with the library, the LAB, and Friends of the Homer Library.

### **COMMENTS OF THE BOARD**

Boardmember Finn thanked boardmember Peterson for all of her work and institutional knowledge. She noted the board should start reaching out to anyone that may be interested in serving. Ms. Finn suggested they advertise National Library Week in the newspaper, and thanked everyone for their time and work.

Boardmember Vernon commented that he will be writing thank you notes at the bungalow. He welcomed boardmembers to come join him there to assist with thank you notes or for free cookies.

Boardmember Peterson thanked everyone.

Boardmembers Dolma, Fair, and Student Representative Renner did not have any additional comments.

**ADJOURN**

There being no further business to come before the Board, the meeting adjourned at 7:27 p.m. The next regular meeting is Tuesday, March 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.

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RACHEL TUSSEY, DEPUTY CITY CLERK

Approved: \_\_\_\_\_



## **Director's Report, Homer Public Library**

**February 24, 2021**

### **General Notes**

The City remains at Code Orange status, although planning has begun for further reopening.

A set of card catalog drawers has been placed near the front entrance, and we will be hosting a seed library as soon as the Homer Garden Club fills the drawers. HGC is also exploring the possibility of building a community garden on the library grounds, although this idea is still at an early stage.

The Homer Foundation will begin charging a 1% administrative fee in the coming year. In the near term, disbursements from the Library Endowment Fund will remain at 4%, but the change could potentially reduce disbursements in future.

<b>Director's Meetings in February 2021</b>					
Library Advisory Board (LAB)	Friends of Homer Library (FHL)	Staff	City Council	Department Heads	Other
1	4	4	2	4	Numerous City meetings

### **Staff Notes**

Staff have been working hard at inserting RFID tags into materials. The checkin/checkout equipment is up and running at the front and back desks. Kevin is testing one of the self-checkout stations, and it will be ready to set up as soon as we have enough tags in the collection to make it worthwhile. So far, the record for tagging and scanning items is about 150 books/hour, and nearly all the new books, Lit Lineup, Alaskana biography, large print, office collection, Russian books and board books have been done.

### **Facility**

New shelves have been installed by the back door, to expand the storage capacity for the booksale books. The coat hooks that were in that space have been moved over next to the compact shelving. A new cabinet was installed over the FHL desk, taking the place of the sagging shelves.

### **Library Advisory Board (LAB)**

The LAB and FHL have been discussing a fundraising partnership for the last couple of months. At the LAB meeting on Feb. 2 Marcia Kuszmaul was designated as the liaison to FHL, with an eye towards working out an approach that both allows for cooperation and maintains the distinct roles of each body. At the upcoming meeting on March 2 the LAB will be considering a revised fundraising strategy and a new Donation Acceptance Policy that reflect this broader focus. The LAB will also discuss ideas for donor recognition.

### **Friends of the Homer Library (FHL)**

As mentioned above, FHL and the LAB are working on plans for joint fundraising. The topic was discussed at the FHL board meeting on Feb. 3 and Joy Steward was designated as the liaison to the LAB. She and Marcia Kuszmaul conducted extensive discussions throughout the month and have come up with a plan for moving forward.

FHL is nearly done with their application for the RTCA grant. At the regular meeting on Feb. 22, City Council passed a resolution supporting the application.

In future, FHL will be hosting the recordings of Storytime for Grownups on their website, and Coordinator Illg has already uploaded a half-dozen or so onto the site.

Events in February 2021		
Date	Time	Event
Thursdays 1/28-4/1	2:00-3:00	Making Tax Filing Easier (via Facebook); program offered by Anchorage Public Library
Tuesdays 2/2-2/23	6:00-7:00	Mothers of Black History (via Zoom)
2/3	11:00-11:30	World Read Aloud Day with Nadia Salomon (via Zoom)
Wednesdays 2/10-3/3	10:00-10:30	Little Makers Winter (via Zoom)
2/14	1:00-4:00	Second Sunday Shakespeare: <i>Romeo and Juliet</i> (via Zoom)
2/15	All day	Library closed for Presidents' Day

Events in February 2021		
Thursdays 2/18-3/11	12:00-1:30	Story of Climate Change Reading Group (via Zoom)
2/25	6:00-7:30	Stamped: Book Discussion for Teens (via Zoom)

Upcoming Events in March 2021		
Date	Time	Event
Thursdays 1/28-4/1	2:00-3:00	Making Tax Filing Easier (via Facebook); program offered by Anchorage Public Library
Wednesdays 2/10-3/3	10:00-10:30	Little Makers Winter (via Zoom)
Thursdays 2/18-3/11	12:00-1:30	Story of Climate Change Reading Group (via Zoom)
3/5	All day	Deadline for nominations for Celebration of Lifelong Learning
3/14	1:00-4:00	Second Sunday Shakespeare: <i>Henry V</i> (via Zoom)

Ongoing Events		
Date	Time	Event
Thursdays	10:00-11:00	Storytime on KBBI with Claudia Haines
Fridays	5:00-6:00	Storytime for Grownups (via Zoom)
First Tuesday	6:30-8:00	SPARC Radio Club (via Zoom)
First Thursday	1:00-3:00	Literary Ladies (via Zoom)

Ongoing Events		
Second and Fourth Thursdays	3:00-4:00	Kids Book Club (via Zoom)
Fourth Tuesday	4:30-6:30	FHL Book Club (via Zoom)

## Homer Public Library Statistical Summary for 2020

Date: 27-Jan-21

CIRCULATION	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Y.T.D.
Total # of Items	14,449	13,454	8,751	3,205	4,478	4,975	6,044	6,633	6,910	7,836	5,749	5964	88,448
INTERLIBRARY LOANS													
Incoming (Borrowed)	13	16	11	0	0	0	0	0	0	0	0	0	40
Outgoing (Lent)	50	25	4	0	0	0	0	0	0	0	0	0	79
STUDY ROOM USE													
# of groups	297	274	111	0	0	0	0	10	10	6	0	0	708
# of people	566	487	195	0	0	0	0	11	12	10	0	0	1281
MEETING ROOM USE													
# of groups	34	32	12	0	0	0	0	0	0	0	0	0	78
ATTENDANCE													
TOTAL (*Included)	10,966	9,892	4,338	1,310	905	897	4,328	3,808	4,049	5,561	2,723	4772	53549
*Story Hour & Lapsit	273	237	134	0	0	0	0	0	0	0	0	0	644
*School Classes	24	12	0	0	0	0	0	0	0	0	0	0	36
Internet sessions	3,310	3,227	1,387	63	203	461	533	529	734	919	910	859	13135
*Programs	715	487	207	44	216	151	185	178	217	315	138	253	3106
OUTREACH													
# Visits	6	6	3	12	28	13	12	10	14	14	9	6	133
# People	54	59	25	1266	668	719	4096	3059	2722	3889	2588	4519	23664
NEW CARDS ISSUED													
City	24	18	11	0	8	5	8	14	20	21	6	7	142
Borough	33	30	10	4	4	2	3	14	10	9	3	4	126
Temporary	0	1	2	0	0	0	0	2	0	1	0	0	6
Reciprocal	1	0	1	0	0	1	0	1	1	1	0	0	6
VOLUNTEER HOURS													
# of people	79	69	44	6	2	7	12	19	20	16	16	14	304
# of hours	178.5	185	111.5	62.5	8.5	92	138.5	177.5	250	166.5	159.5	172	1702
MATERIALS ADDED													
Books	316	393	120	421	135	83	120	54	191	318	141	162	2454
Audio	19	9	0	0	7	0	0	7	13	19	9	0	83
Video	64	144	0	46	31	114	27	31	2	72	61	29	621
Serials	0	0	0	0	0	0	0	0	0	0	0	0	0
Electronic Resources	0	0	0	0	11	0	0	0	0	0	0	0	11
MATERIALS REMOVED													
Books	231	218	96	18	71	185	304	204	105	81	76	27	1616
Audio	76	41	0	0	0	0	0	0	2	1	0	0	120
Video	26		6	0	201	3	0	0	1	75	0	205	517
Serials	1	2	0	0	0	0	1	1	0	0	0	0	5
Electronic Resources	0		0	0	0	0	0	0	0	0	0	0	0
REVENUES DEPOSITED													
Fines/Fees/Copies	2338.21	2250.40	1335.91	0.00	0.00	0.00	4.36	795.86	0.00	543.21	50.20	30.00	7,348.15
Building Fund (151-)													0.00
Library Gifts (803-)						5000.00							5,000.00
Grants		700.00						7000.00	79492.00				87,192.00
TOTALS	2,338.21	2,950.40	1,335.91	0.00	0.00	5,000.00	4.36	7,795.86	79,492.00	543.21	50.20	30.00	\$99,540.15

Data not available yet or incomplete

\*HPL closed to the public March 14.

\*HPL began curbside pickup circulation April 29.

\*HPL began admitting small groups of people to the building May 20.

\*HPL began admitting people without reservations on October 5.

\*Building closed to the public October 29.



## City of Homer

[www.cityofhomer-ak.gov](http://www.cityofhomer-ak.gov)

## Homer Public Library

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### Memorandum

TO: LIBRARY ADVISORY BOARD  
FROM: DAVID BERRY, LIBRARY DIRECTOR  
DATE: FEBRUARY 24, 2021  
SUBJECT: POLICIES FOR DONATION ACCEPTANCE AND DONOR RECOGNITION

The LAB has previously agreed to modify the Donation Acceptance Policy to clarify the distinct options available to donors: donating directly to the library, directly to the Friends of Homer Library (FHL), or to one of the two endowment funds held by the Homer Foundation (the Library Endowment Fund and the FHL Endowment Fund). Director Berry has revised the Donation Acceptance Policy, in consultation with Chair Kuszmaul and Joy Steward of the FHL board.

Boardmembers have also offered a list of suggestions for donor recognition. There is currently no official policy for donor recognition, and the available options may be limited by City rules and actions already taken by FHL. Still, the LAB should discuss choices and work towards drafting an official policy, in consultation with FHL.

Also related to the Planned Giving Program and LAB's coordinated work with FHL, the board should establish their goals for the March 16<sup>th</sup> joint worksession.

#### RECOMMENDATION

Discuss the Donation Acceptance Policy and settle on a draft for the Friends of Homer Library board to review. Agree on the basic outline of a policy for donor recognition, to be developed further in future.

Discuss/agree on the goals for the LAB/FHL Joint Worksession scheduled for March 16, 2021.

## REPORT FROM PLANNED GIVING LIAISONS

Result of phone conversation February 10, 2021

### General discussion –

- Recommendation to promote open communication between the two groups via named liaisons and points of contact within each group to ensure ongoing alignment on fund raising efforts toward planned giving.
- Planned giving includes major/significant gifts, whether coming through future legacy donation or current major gifts (such as the recent matching gift to the Library Endowment) as all donations of significant size are by definition outcomes of financial planning on the part of the donor.
- Library and Friends should have individual donation acceptance and management policies or written practices developed in tandem and in collaboration that are internally consistent.
- Resolution 06-06 adopted 9 January 2006, approving and adopting a MOU between the City, the LAB and the Friends regarding funding and operations of the library, is still a valid guide for current and future collaboration and does a good job of defining roles and responsibilities.
  - Article 3.C is clear that the City budget is responsible for "maintenance and operations costs" of the Library.
  - Article 4 confirms the roll of Friends to help raise "funds, donations, endowments, and bequests for the Library" and specifically notes that Friends' funds cannot be transferred to the City for "ordinary operational costs".
  - Article 4.F affirms that Friends can make capital contributions to the Library in prior consultation with the City staff and LAB.
  - Article 5.B affirms LAB bylaws, which includes the ability to "solicit donations for the benefit of the library".
- Resolution 20-020 adopted 23 March 2020 establishing the Library Endowment Fund affirms LAB ability to solicit donations and specifically states that Endowment funds are supplemental to the City budget and that 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". The Library Endowment cannot be used to bypass the regular City budget process and create an ongoing burden on the City budget. This again establishes the City's responsibility for the Library's budget and ensures the Library Endowment funds are supplemental, not substitutionary.

- 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.
  - LAB and FHL planned giving liaisons agree there is value in representatives making joint visits to potential donors to demonstrate solidarity to benefit the Library. Joint visits are not mandatory, but the focus of any visit must be on benefiting the Library with the options to give through the Library or the Friends clearly communicated and differentiated.
  - Donor choice must guide direction of gifts. Representatives should not recommend that donors spilt their gifts unless donors ask for input on how best to implement their intents.
- The endowments do not preclude a donor from giving a direct gift to either the Library or the Friends (see Ordinance 20-27 accepting and appropriating donation from Arnold Wallace for the Children's Room). 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. For example, in the case of the Arnold C. Wallace donation, all the funds spent to date have been for purchases of children's materials--mostly books, but also some apps for the children's iPads. Dave has a spreadsheet where he tracks every invoice individually.
- LAB efforts are not focused on small gifts. LAB will not hold fund raisers for the Library. It will accept individual gifts and promote and publicize significant funding opportunities like the matching gift opportunity during December 2020 but fund raisers like “bake-sale”-type events or raffles are outside the scope of LAB activities. To this end, for example, there is no need for a second coin jar at the circulation desk for contributions to the Library Endowment.

#### **Next steps:**

- Create a common messaging framework that both groups would use to build marketing/communications tools. Marcia will draft with feedback from Joy and Dave. Target completion for draft: March meetings of LAB 3/2 and Friends 3/3. (LAB packet deadline 2/24)
- Create a donation "decision tree" that can be used by both Library and Friends to create donation acceptance policies that are internally consistent. Marcia will draft with feedback from Joy and Dave. Target completion for draft: March meetings of LAB 3/2 and Friends 3/3. (LAB packet deadline 2/24)
- Create donation acceptance policies for Library and Friends that are internally consistent. Dave and Joy (?) will draft for next combined work session March 16.

***Joy: I can help draft, but until FHL board has reviewed I am not comfortable sharing them at the work session. Not sure if this can happen by our March 3<sup>rd</sup> FHL meeting.***



**Of note:**

- Feeling is that face-to-face interactions with potential donors is optimal and not advised until pandemic has subsided. That said, potential for getting input and advice from potential donors is a strategy that could be implemented now and lay groundwork.
- Friends Board will review the Planned Giving Blueprint from Miranda Weiss at its March 3 meeting. In general, the Board is not yet ready put into action.
- Miranda Weiss' work is complete with the production of the blueprint.
- Planned giving content on both Library and Friends web sites can be updated as needed once we have internal consistency and messaging framework. Content on Library site has evolved as we have gotten the Library Endowment in place. Planned giving content on Friends site was developed under deadline and can be updated.
- Donor treatment must be sustainable for both groups. The Homer Foundation has an efficient donor acknowledgement process. Need to think carefully about what to do above and beyond.
- Did not discuss donor acknowledgement to any depth.

## DRAFT Common Messaging Framework for Significant Gifts to Benefit HPL

<b>Short Message</b>	If you care about access to information, literacy and life-long learning in this unique community we call home, a gift to benefit the Homer Public Library is a smart choice.			
<b>Extended Message</b>	If you care about access to information, literacy and life-long learning in this unique community we call home, a gift to benefit the Homer Public Library is a smart choice. In the 1940s, the Homer Women's Club founded our first library in a 600-square-foot log cabin. Later generations invested in new buildings, invented new services and programs, adopted innovative technologies, and found creative ways to meet our community's needs. Now it's our turn. A significant gift for the Library will help ensure the Homer Public Library is for everyone and forever.			
<b>Target Audiences</b>	Individuals who are strong library supporters, enthusiasts, and frequent library users. Individuals who care about quality of life and opportunity in the local community. Local influencers who are helping individuals in their financial and estate planning.			
<b>Top Audience Needs</b>	Individuals: To use their capacity to give to benefit the causes they believe in and the community they love. To express appreciation for the significance of libraries and literacy in their lives and pass forward the promise of libraries to future generations. Influencers: To provide meaningful and relevant giving options in their financial and estate planning advice.			
<b>Mission / Purpose</b>	<b>Homer Public Library</b>		<b>Friends of the Homer Library</b>	
	The Homer Public Library serves the diverse needs of our community members by providing access to information, promoting literacy, and facilitating lifelong learning. We foster education, personal well-being, cultural creativity, community engagement, and economic development. Our resources are offered without charge to people of all ages and abilities within our service area.		Our mission is to provide support for the Homer Public Library programs and services, to raise funds that enrich the library experience, and to promote the use and enjoyment of the library.	
<b>Core Scenarios</b>	<b>Access to Information</b>	<b>Literacy</b>	<b>Life-long Learning</b>	<b>Community Center</b>
<b>Gifts to the library or the Library Endowment Fund supplement:</b>	Library Collection <ul style="list-style-type: none"> <li>Free access to an up-to-date collection of more than 86,000 fiction, nonfiction and reference resources in a variety of formats.</li> <li>Special collections of local authors and Alaskana.</li> </ul> Core Services <ul style="list-style-type: none"> <li>Free use of in-library computers and circulating laptops; wireless Internet in and outside the library.</li> <li>Reference services.</li> </ul>	Resources for All Ages <ul style="list-style-type: none"> <li>Children's Room and collection.</li> <li>Computer and computational literacy</li> <li>Annual Lit Lineup reading list</li> <li>Storytimes for all ages</li> </ul>	Resources for All Stages <ul style="list-style-type: none"> <li>Homework help</li> <li>Entrepreneurial resources</li> <li>Language learning</li> <li>Tax prep resources</li> <li>Homebound services</li> <li>Accessible materials</li> </ul>	Library Facilities <ul style="list-style-type: none"> <li>Community meeting room.</li> <li>Study rooms.</li> <li>Photocopying and printing.</li> <li>Community art.</li> <li>Public-use computers, wifi.</li> </ul>
<b>Gifts to the Friends of Homer Library (FHL) or the FHL Endowment Fund support:</b>		Programs for All Ages <ul style="list-style-type: none"> <li>Summer Reading Program</li> <li>Bob the Bookmobile</li> <li>FHL Book Club</li> <li>Radio book reviews</li> </ul>	Promoting Lifelong Learning <ul style="list-style-type: none"> <li>Celebration of Lifelong Learning to honor community members who prioritize learning and share their passion for knowledge with others.</li> <li>Publicizing Library resources.</li> </ul>	Creating Rich Experiences <ul style="list-style-type: none"> <li>Planning and maintenance of Library gardens.</li> <li>Storywalk.</li> <li>Book and plant sales.</li> <li>Outreach and advocacy.</li> </ul>

How to Give	Homer Public Library	Friends of the Homer Library
	<ul style="list-style-type: none"> <li>• To make a gift to the Library for immediate or specific use, contact the Library Director at 907-435-3151 or <a href="mailto:dberry@ci.homer.ak.us">dberry@ci.homer.ak.us</a></li> <li>• To make a gift to the Library Endowment Fund for sustained funding over time, visit The Homer Foundation (<a href="https://www.homerfoundation.org/give-now/">https://www.homerfoundation.org/give-now/</a>) and select Library Endowment Fund.</li> <li>• See the Library Donation Acceptance Policy (URL) for full information about giving to the Library.</li> </ul>	<ul style="list-style-type: none"> <li>• To make a gift to the Friends of the Homer Library for immediate or specific use, visit the Friends' donate page (<a href="https://friendsofthehomerpubliclibrary.wildapricot.org/Donate">https://friendsofthehomerpubliclibrary.wildapricot.org/Donate</a>).</li> <li>• To make a gift to the Friends of the Homer Library Endowment Fund for sustained funding over time, visit The Homer Foundation (<a href="https://www.homerfoundation.org/give-now/">https://www.homerfoundation.org/give-now/</a>) and select Friends of the Homer Public Library Endowment Fund.</li> <li>• You also can support Friends through volunteer activities and fund-raisers such as book and plant sales throughout the year.</li> </ul>

**HOMER PUBLIC LIBRARY**  
**DONATION ACCEPTANCE AND MANAGEMENT POLICY**  
**FEBRUARY 22, 2021**

The library welcomes donations of materials, funds and other real property, **provided such donations align with the library's mission**. Donations will be managed differently depending on the type of donation and its uses. **As a general rule, the library and Friends of Homer Library cannot accept restrictions for specific purposes, such as particular collections or programs. Donors who wish to make a gift for a specific purpose should contact the Library Director to discuss options.**

**MATERIALS**

The Library Director shall be authorized to accept gifts of materials on behalf of the library. The library adds gift materials to the collection with the understanding that such material is an integral part of the collection. The library will not set up special collections and will not permit circulation restrictions or stipulations for future use. Books and other materials not deemed appropriate for inclusion in the library collection may be offered to other libraries or institutions or offered for sale.

**ARTWORK**

All donations of artwork are referred to the Parks, Art, Recreation and Culture Advisory Commission (PARCAC), which evaluates donations in accordance with their policies.

**EQUIPMENT AND OTHER PHYSICAL ITEMS**

When considering any gift, the Library Director may solicit the recommendation of a gift acceptance committee, a group made up of advisors knowledgeable about financial, legal, and community matters, to be chosen by the Library Director. Authority for accepting or rejecting gifts resides with the Library Director, although **high-value gifts** may require further approval of the Library Advisory Board and/or the Homer City Council. Gifts that may require an opinion from the gift acceptance committee include, but are not limited to, the following:

- Any gift with recognition requirements other than those ordinarily provided by the library or Friends of Homer Library.
- Gifts of valuables that will encumber the library either financially or administratively.
- Large or highly specialized equipment, which requires operator expertise beyond that normally held by library staff.

Because of limited space, as a general rule the library is unable to accept donations of furnishings or other tangible personal property given on condition that they be retained by or displayed at the library.

## **FUNDS**

Financial donations to benefit the library can be made in two ways: **directly** to the library **or** to **the Friends of Homer Library (FHL)**, an independent, nonprofit 501(c)3 organization.

Donations to the library supplement the library budget and will be spent on materials for the library's collection, purchases or upgrades for library equipment, and improvements or repairs to library facilities and services. Donations to FHL benefit the organization's mission: to support library programs and services, enrich the library experience, and promote use and enjoyment of the library.

To make a gift to the library or FHL for immediate or specific use, contact the Library Director or visit the Friends' donate page (<https://friendsofthehomerpubliclibrary.wildapricot.org/Donate>).

To make a significant gift or planned gift for sustained support over time, visit the Homer Foundation (<https://www.homerfoundation.org/give-now>). Homer Public Library benefits from two separate endowment funds, both managed by the Homer Foundation. The Library Endowment Fund (LEF) supplements the library budget in the same manner as a direct donation to the library. The Friends of the Homer Library Endowment Fund (FHLEF) supports FHL's mission and long-term success.

Donations to the endowments should comply with the Homer Foundation's gift-acceptance policy.

## **SECURITIES, REAL ESTATE AND OTHER NON-CASH DONATIONS**

On behalf of the two endowment funds, The Homer Foundation can accept donations in all of the following categories, with the understanding that such donations will **usually** be liquidated and the resulting monies deposited in the **designated fund**. All gifts should be considered in the context of

preserving the Foundation's public support test and avoiding exposure to any significant monetary obligation or any legal or ethical problems.

- Marketable securities and bonds
- Cash and cash equivalents (including estate remainders)
- Gifts of usable furniture and equipment
- Gifts of precious metals, where the value is easily established
- Insurance policies, where the donor pays any annual premium, and Individual Retirement Accounts that name the Homer Foundation as the beneficiary. Donors should specify that they wish funds to go to the Friends of Homer Library Endowment Fund (FHLEF) or the Library Endowment Fund (LEF).

The Homer Foundation also can accept the following types of donations, although such gifts may require review by the Foundation's Gift Acceptance Committee:

- Real estate. Every proposed gift of real estate must be examined on its individual merits, including, but not limited to, the title to the property and its insurability, the results of environmental investigations, and marketability. The donor must provide an appraisal by a qualified appraiser, completed within the previous 12 months.
- Gift annuities.
- Charitable Remainder or Lead trusts.
- Named endowment funds.

## OTHER INFORMATION

The library does not accept donations that are not outright gifts. The library and the Friends of Homer Library reserve the right to decline any gift that interferes with the library's ability to fulfill its mission or that unduly encumbers either the library or the City of Homer.

The library cannot legally appraise gifts for tax purposes. Upon request, donors will be provided a signed and dated gift statement as a receipt.

## **Suggestions for Recognizing Donors**

### **Things the LAB could do alone:**

- Glass mobile: different-colored prisms for different levels of donation
- List donors on library website (unless prefer anonymity)
- Copy/printer cards

### **Things the Friends could do alone:**

- Celebration of Lifelong Learning
- Other special events
- Bookmobile decorations
- Rockets/flowers to sponsor summer reading program
- List donors in FHL newsletter
- Swag for major donors (mugs, totes, coupons for book sale books or coffee shops)

### **Things both groups could do in cooperation:**

- Grand soiree (no health food!)
- Establish a “Donors Club” in partnership with the Homer Foundation

### **Things either group could do alone:**

- Thank-you cards
- Bookplates

### **Things that would require approval from City Council or other City agency:**

- Naming rights for buildings or other features
- Acceptance or dedication of artwork
- Adding to the Fish Wall



## City of Homer

[www.cityofhomer-ak.gov](http://www.cityofhomer-ak.gov)

## Homer Public Library

500 Hazel Avenue  
Homer, AK 99603

[library@cityofhomer-ak.gov](mailto:library@cityofhomer-ak.gov)

(p) (907)-235-3180

(f) (907)-235-3136

### Memorandum

TO: LIBRARY ADVISORY BOARD  
FROM: DAVID BERRY, LIBRARY DIRECTOR  
DATE: FEBRUARY 24, 2021  
SUBJECT: PROMOTION OF NATIONAL LIBRARY WEEK

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This year, National Library Week falls on April 4-10. Historically, the library hasn't done much to recognize the week, especially as it occurs at the same time as the Celebration of Lifelong Learning (which will be April 7 this year).

Chair Kuszmaul has proposed that the week should be more highly recognized this year, possibly by a letter to the editor or a proclamation by the mayor. Other ideas are also welcome.

#### RECOMMENDATION

Adopt a strategy to recognize and promote National Library Week.



## **National Library Week 2021 Proclamation**

**WHEREAS**, libraries of all types are at the heart of their cities, towns, schools, and campuses, serving their communities;

**WHEREAS**, libraries are accessible and inclusive places that foster a sense of belonging and community;

**WHEREAS**, today's libraries and their services extend far beyond the four walls of a building and everyone is welcome to use their resources;

**WHEREAS**, for people lacking broadband at home, libraries provide access to computers and wi-fi, even checking out internet hotspots and laptops;

**WHEREAS**, libraries strive to develop and maintain programs and collections that are as diverse as the populations they serve and ensure equity of access for all;

**WHEREAS**, libraries offer opportunities for everyone to explore new worlds and become their best selves through access to technology, multimedia content, and educational programs;

**WHEREAS**, in times of crisis, libraries, librarians, and library workers play an invaluable role in supporting their communities both in person and virtually;

**WHEREAS**, to adapt to our changing world, libraries are expanding their resources and continuing to meet the needs of their patrons;

**WHEREAS**, libraries are cornerstones of democracy, promoting the free exchange of information and ideas for all;

**WHEREAS**, libraries have long served as trusted and treasured institutions for all members of the community regardless of race, ethnicity, creed, ability, sexual orientation, gender identity, or socio-economic status;

**WHEREAS**, libraries, librarians, and library workers are joining library supporters and advocates across the nation to celebrate National Library Week;

**NOW, THEREFORE**, be it resolved that I [*name, title of official*] proclaim National Library Week, April 4-10, 2021. During this week, I encourage all residents to visit their library online to access resources and services. Because of you, Libraries Transform lives and communities.

## **National Library Week 2021**

### **Sample News Release**

*Edit copy as needed.*

For Immediate Release:

[Date]

Contact: [name, title, phone number, email]

### **During National Library Week April 4-10, check out your library online**

(CITY, STATE) – This week, [name of library] encourages all community members to visit their website to explore and access virtual services and programs. [Name of library] offers a wide array of online resources that are available from the comfort of home, including [add your library's resources].

April 4-10, 2021 is National Library Week, a time to highlight the essential role libraries, librarians and library workers play in transforming lives and strengthening communities. The theme for this year's National Library Week is "Welcome to your library," which promotes the idea that libraries extend far beyond the four walls of a building and that everyone is welcome to use their services. Whether people visit virtually or in person, libraries are accessible and inclusive places that foster a sense of belonging and community through learning, discovery and exploration.

During these challenging times, libraries of all types have been going above and beyond to adapt to our changing world by expanding their resources and continuing to meet the needs of their patrons. Libraries across the country are making a difference in people's lives by providing electronic learning resources like online homework help and wi-fi access for students and workers who may lack internet access at home. [Name of library] is supporting the community with virtual services such as [add your library's programs].

This National Library Week, the public can show their appreciation and support for libraries by visiting their library's website, following them on social media and using the hashtag #NationalLibraryWeek.

First sponsored in 1958, National Library Week is a national observance sponsored by the American Library Association and libraries of all types across the country each April.

For more information, visit the library's website at [provide URL and include library boilerplate].



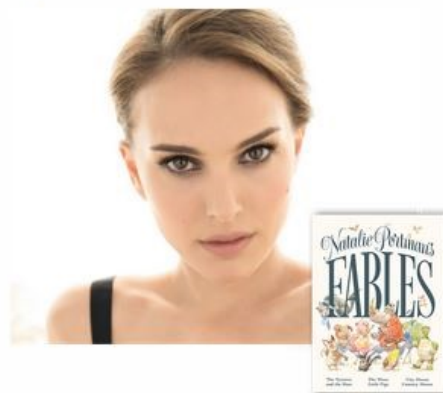
## National Library Week 2021: Welcome to Your Library

The theme for National Library Week (April 4-10, 2021), "Welcome to Your Library," promotes the idea that libraries extend far beyond the four walls of a building – and that everyone is welcome to use their services. During the pandemic libraries have been going above and beyond to adapt to our changing world by expanding their resources and continuing to meet the needs of their users. Whether people visit in person or virtually, libraries offer opportunities for everyone to explore new worlds and become their best selves through access to technology, multimedia content, and educational programs.

### Natalie Portman to Serve as 2021 National Library Week Honorary Chair

Actress, author, and activist Natalie Portman will lend her star power to shine a spotlight on our nation's libraries as the honorary chair of National Library Week 2021. She will help highlight the essential role libraries, librarians, and library workers play in serving their communities, especially during challenging times.

Portman is an Academy Award-winning actress, director, producer, and activist whose credits include "Black Swan," "Jackie," and the upcoming "Thor: Love and Thunder." A lifelong fan of books, she shares the books she's reading on her Instagram feed, as part of Natalie Portman's Book Club, using the hashtag #whatnatreads. Born in Jerusalem, Israel, she is a graduate of Harvard University, and now lives with her family in Los Angeles. Natalie Portman's "Fables" is her debut picture book.



Follow ALA and I Love Libraries on social media and use the hashtags: [#NationalLibraryWeek](#) | [#LibrariesTransform](#)

ALA accounts: Twitter: [@ALALibrary](#) | Facebook: [@AmericanLibraryAssociation](#) | Instagram: [@americanlibraryassociation](#)

I Love Libraries: Twitter: [@IloveLibraries](#) | Facebook [@IloveLibraries](#)

### Celebrations during National Library Week

- Monday, April 5: State of America's Libraries Report released, including Top Ten Frequently Challenged Books of 2020.
- Tuesday, April 6: [National Library Workers Day](#), a day for library staff, users, administrators and Friends groups to recognize the valuable contributions made by all library workers.
- Wednesday, April 7: [National Library Outreach Day](#), a day to celebrate library outreach and the dedicated library professionals who are meeting their patrons where they are
- Thursday, April 8: Take Action for Libraries Day, a day to rally advocates to support libraries.

## HOMER FOUNDATION

### Quarterly Report to Fund Advisors

*Homer Foundation Fund Activity - October through December 2020*

Fund Holder    City of Homer: Library Advisory Board  
Fund            **Library Endowment Fund**

Fund Type:    **AGENCY ENDOWMENT**  
Fund Code:    1332

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#### PORTFOLIO SHARE (Corpus)

Beginning Balance	12,326.08
Contributions/Donations	18,236.91
Fund Decreases	-
Quarterly Portfolio Change	1,317.29
<b>Ending Balance</b>	<b>31,880.28</b>

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#### AMOUNT AVAILABLE TO SPEND (ATS)

Beginning Balance	483.87
Increases	-
Grants Awarded	-
<b>Ending Balance</b>	<b>483.87</b>

## LIBRARY ADVISORY BOARD 2021 Calendar

	MEETING	AGENDA DEADLINE	CITY COUNCIL MEETING FOR REPORT*	ANNUAL TOPICS/EVENTS
<b>JANUARY</b>	No Regular Meeting			
<b>FEBRUARY</b>	Tuesday 2/2 5:30 p.m.	Wednesday 1/27 5:00 p.m.	Monday 2/8 6:00 p.m.	<ul style="list-style-type: none"> <li>• Annual Review of Library Fees, Policies, Rules &amp; Regulations (Bylaws V.2)</li> </ul>
<b>MARCH</b>	Tuesday 3/2 5:30 p.m.	Wednesday 2/24 5:00 p.m.	Monday 3/8 6:00 p.m.	<ul style="list-style-type: none"> <li>• Reappointment Notices</li> </ul>
<b>APRIL</b>	Tuesday 4/6 5:30 p.m.	Wednesday 3/31 5:00 p.m.	Monday 4/12 6:00 p.m.	<ul style="list-style-type: none"> <li>• Terms Expire April 1<sup>st</sup></li> <li>• Advisory Body Training Worksession</li> <li>• Election of Officers (Bylaws IV.1)</li> <li>• Celebration of Lifelong Learning; National Library Week, Library Workers Day, &amp; Library Legislative Day</li> </ul>
<b>MAY</b>	Tuesday 5/4 5:30 p.m.	Wednesday 4/28 5:00 p.m.	Monday 5/10 6:00 p.m.	<ul style="list-style-type: none"> <li>• End of Student Representative Term (Bylaws III.2)</li> </ul>
<b>JUNE</b>	No Regular Meeting			
<b>JULY</b>	No Regular Meeting			
<b>AUGUST</b>	Tuesday 8/3 5:30 p.m.	Wednesday 7/28 5:00 p.m.	Monday 8/9 6:00 p.m.	
<b>SEPTEMBER</b>	Tuesday 9/7 5:30 p.m.	Wednesday 9/1 5:00 p.m.	Monday 9/13 6:00 p.m.	
<b>OCTOBER</b>	Tuesday 10/5 5:30 p.m.	Wednesday 9/29 5:00 p.m.	Monday 10/11 6:00 p.m.	<ul style="list-style-type: none"> <li>• Beginning of Student Representative Term (Bylaws III.2)</li> <li>• Library Card Sign-up Month</li> </ul>
<b>NOVEMBER</b>	Tuesday 11/2 5:30 p.m.	Wednesday 10/27 5:00 p.m.	Monday 11/22 6:00 p.m.	<ul style="list-style-type: none"> <li>• National Friends of Libraries Week</li> </ul>
<b>DECEMBER</b>	Tuesday 12/7 5:00 p.m.	Wednesday 12/1 5:00 p.m.	Monday 12/13 6:00 p.m.	<ul style="list-style-type: none"> <li>• Approve Annual LAB Priorities</li> <li>• Budget Meeting (Bylaws V.3) *may not be applicable during non-budget years</li> </ul>

\*The Board's opportunity to give their report to City Council is scheduled for the Council's regular meeting following the Board's regular meeting, under Agenda Item 8 – Announcements/ Presentations/ Borough Report/Commission Reports. Reports are the Board's opportunity to give Council a brief update on their work.