

LARKSPUR LIBRARY BOARD
Minutes of Regular Meeting- October 14, 2013

Roll Call: Present: Chair Noel Shumway, Jeff Gunderson,
Daniel Kunstler, Michelle Melka

Absent: Joan Foley

Staff: Library Director Frances Gordon

Chair Shumway called the meeting to order at 6:18 p.m.

Approval of Consent Calendar

The Library Director certifies that this Agenda has been posted in accordance with the requirements of the Government Code

Approval of Minutes as Submitted: Regular Meeting September 9, 2013

M/s, Melka-Kunstler and approved 4-0 (Foley absent) to approve the Consent Calendar with a correction to the September 9, 2013 minutes.

PUBLIC COMMENT

There were no comments.

BOARDMEMBERS REPORTS AND COMMENTS

There were no reports.

LIBRARY DIRECTOR'S REPORT

Library Director Gordon reported on the following: 1) Library and City Hall Facility; 2) Library Programs; 3) MARINet Library Consortium Update; 4) Miscellaneous.

Library Director Gordon referred to the list of Library events and asked the Board to help get the word out about the Saturday, November 9th fundraising event at Book Passages. She stated she received an email from Group Four, the consulting group that prepared the Community Facilities Master Plan, asking how things were going. She told them that things were a bit dormant for the time being. Boardmember Kunstler stated a lot of people are talking about it. Chair Shumway asked about the attendance for the Saturday, October 12th Teen/Parent Event, "How to Craft a Winning College Essay".

Library Director Gordon stated they did not get a huge turnout. It was suggested that perhaps offering it right after school might ensure higher attendance. Chair Shumway stated it might be a good idea to do it at Redwood High School on Wednesday (early release day).

UNFINISHED BUSINESS ITEMS

1. Discussion with Ann Morrison

Chair Shumway thanked Councilmember Morrison for meeting with the Board. He asked her how the Library Board could assist in moving forward with the planning of a new a library/community facility.

Library Director Gordon asked if the CEO of The New Homes Company has offered to contribute to the community facility. Councilmember Morrison stated “no” but they are willing to work with the City and allow development to occur sooner than originally anticipated.

Councilmember Morrison stated she was ready to proceed with a discussion about a fundraising campaign but they need materials that are more presentable to potential donors. Boardmember Kunstler stated the “pitch” would come from the Board. Councilmember Morrison had questions about the Friends and the Foundation and their potential roles. Boardmember Kunstler stated the Friends consists of three individuals who support Library programs- the Foundation’s role would be more capital campaign oriented.

Councilmember Morrison stated she would like to host a meeting of the Board, the Friends, and the Foundation at her home sometime in January. They could discuss the “pitch” and the materials that would be needed to begin the fundraising campaign. She would like to start the “bidding” for naming rights to the building. Library Director Gordon had questions about how a capital campaign process works and felt that an experienced fundraising individual would be needed.

Boardmember Melka stated they need to figure out the total amount that needs to be raised before they give up naming rights. Councilmember Morrison stated the figure would probably be somewhere between \$10 million to \$18 million. Boardmember Melka asked who would decide exactly what would be built. Library Director Gordon stated the Community Facilities Master Plan recommended a building footprint between 20,000 to 24,000 square feet. Boardmember Kunstler stated they need to raise some funds to hire an architect. Boardmember Melka stated they could put out a bid to architectural firms in the form of a contest. This could also serve as a publicity piece for the new library. Councilmember Morrison noted the design would ultimately be approved by the Council.

Councilmember Morrison displayed the two proposed site plans from the Master Plan

developed by Group Four.

Library Director Gordon stated the community facility Ad Hoc Library and Recreation Planning Committee (LARC) visited new libraries in the spring and she spoke to directors who received incredible endowments. Boardmember Kunstler stated the Belvedere/Tiburon and Mill Valley libraries received major donations. Library Director Gordon stated Group Four recently worked on several new libraries in the Bay Area. Councilmember Morrison stated she would call Group Four.

Chair Shumway stated they are looking for direction. Boardmember Kunstler stated the work product would come from the Board and not the Foundation. Library Director Gordon stated they would need to identify budget needs for marketing. Boardmember Kunstler agreed and stated it should not cost as much as the needs assessment.

Chair Shumway asked if the Council choose one of the two Group Four options. Councilmember Morrison stated “no”.

Councilmember Morrison asked if the Board could meet at her house for a “brainstorming session” on Sunday, January 26th around 4:00 p.m. She is ready to jump on the bandwagon. She asked the Board to start working on the “pitch”. She asked Library Director Gordon to email a list of the Friends and Foundation members.

Councilmember Morrison asked Library Director Gordon to make sure each Boardmember has a copy of the Community Facilities Parcel Master Plan. She noted it was posted on the City Website.

Boardmember Gunderson stated he was very encouraged. The Board agreed.

2. Report on any updates re: the Rose Garden Community Facilities Parcel Master Plan

Library Director Gordon stated she attended the recent invitation only Open House and toured two model homes at the Rose Garden Project. They are very beautiful. Boardmember Kunstler stated that construction on the site makes the 2.5 acres more “tangible”.

3. Communication Plan for Generating Support for a New Library

Boardmember Melka stated she would like to see growing support for the library. She discussed distributing bookmarks to promote the library events. She stated she would put something together for Library Director Gordon to review. She thought distributing a new bookmark every quarter would work well. Library Director Gordon stated she would show Boardmember Melka what they already have.

NEW BUSINESS ITEMS

No new business.

Status Reports

1. Reports from the Library's Support Groups (Friends, Foundation, and Steering Committee)

There were no reports.

FUTURE AGENDA ITEMS

Chair Shumway stated the following items would be on the next agenda: 1) Update on the Rose Garden Community Facility Parcel Master Plan; 2) Q&A on Rose Garden Community Facility Parcel Master Plan; 3) Invitation to Foundation President Lanctot to attend a Library Board Meeting.

NEXT MEETING DATE

Chair Shumway stated the next meeting would be held on Monday, November 18, 2013. He noted Monday, November 11th was a holiday.

ADJOURNMENT

Chair Shumway adjourned the meeting at 7:08 p.m.

Respectfully submitted

Toni DeFrancis
Recording Secretary