

LIBRARY ADVISORY BOARD

Minutes of October 23, 2003

Present: Marilynne Allen, Sheridan Beuving, Peg Bowen, Dave Lopez, Sandy McDowell, Randee Stidham, Nancy van Overbeek, Vanessa Czopek, Susan Lilly, Maree Hawkins, Judy Ferreira

I) Call to Order

The meeting was called to order at 4:35 p.m. by Library Advisory Board President Marilynne Allen.

II) Approval of Minutes

The minutes were approved as written.

III) Old Business

Susan Lilly reported that she has been talking with the Department of Education about the possibility of getting an art exhibit by area high school students at the library.

IV) Public Comment Period – None.

V) New Business

A.) County Librarian's Report – Vanessa Czopek

- Vanessa reported that the Board of Supervisors voted 5-0 to place the 1/8 cent sales tax measure on the March 2004 ballot. Maree Hawkins, from the Library Foundation, and Peg Bowen spoke in favor of the measure.
- Vanessa encouraged the Library Advisory Board to contact various groups, such as city councils and FOL groups, to talk about the library.
- Vanessa reported that the library has spent 23% of the budget and is doing well so far. The general fund might sustain some cuts due to the vehicle license fee transfer.

B.) Library Foundation Activities – Maree Hawkins

Maree Hawkins gave a brief background of the Library Foundation and about its activities. The Foundation is a 501(c)(3) nonprofit corporation and is organized exclusively for charitable purposes. The purpose of the Foundation is:

- to raise funds for the library and to foster the library and its many diverse programs.
- to educate the residents of the county as to the fiscal plight of the library.
- to pursue charitable endeavors that support the interests of the library.

- to act as fiscal agent for donors who wish to sponsor specific projects at or make contributions to the library.

The Foundation currently has \$55,000 – 80% of the funds go into an endowment fund and 20% toward projects. The Foundation organized the grand opening of the Salida Regional Library. It supports scholarships for staff to go to library school. The Foundation has a link on its website, stanislauslibraryfoundation.org, to Amazon and Barnes and Noble and receives a percentage from items purchased through this link. The Foundation would like to establish an annual recognition award. There are currently fourteen members on the Foundation Board, but there can be up to twenty-five, so please give names of potential members to Maree Hawkins or Vanessa Czopek.

C.) Election Information – Judy Ferreira

Judy gave a brief election update. If Measure P, the 1/8 cent sales tax measure, passes by 2/3 of the voters, the tax will be extended for 8 years, until 2013. A fact sheet had been drafted. The campaign will start January 1; Craig Lewis and John Evans are the Yes on Measure P campaign chairs. \$23,000 has been raised so far and the poll will cost \$15,000. Endorsements to support Measure P are being sought. Information tables, staffed by volunteers, will be placed in front of each library, and there will be phone banks in Modesto and Turlock . Four campaign fundraisers will be held: January 14 in Modesto , January 21 in Patterson, January 22 in Newman, and January 30 in Oakdale.

D.) Public Relations Opportunities – Susan Lilly

Susan Lilly discussed opportunities for the Library Advisory Board to promote the library, including writing Letters to the Editor at the Modesto Bee and outlying newspapers and visiting city councils. Prior to 1995, both the county and cities contributed to the library's budget in order to maintain minimal services. The 1/8 cent sales tax revenue provides 75% of the library's budget, which is dedicated for the library only, and has been a consistent source of funding. The county's contribution to the library's budget is subject to fluctuations in the state budget.

VI) Next Meeting Scheduled for January 29, 4:30 p.m. , at the Modesto Library.