

## LA COUNTY LIBRARY COMMISSION VIRTUAL MEETING

DATE: Wednesday, March 17, 2021

**TIME:** 10:00 am – 12:00 pm

**To participate:** To attend the virtual meeting using a laptop or desktop computer, click <u>Virtual Meeting Link</u> to join at the time of the meeting.

Mobile device users will need to install and use the Cisco Webex Meetings application to access the meeting.

Event Number: 133 096 0858, Attendance Password: m83pJr5Bd95

To listen only via telephone: Call (213) 306-3065, Access Code: 133 096 0858

## AGENDA

## 1. Call to Order, Pledge of Allegiance, and Roll Call

#### 2. Minutes

Approval of minutes from the regular meeting on February 17, 2021.

## 3. LA County Library Presentation

Yolanda De Ramus, LA County Library Chief Deputy Director, will provide a brief update on Library activity.

## 4. LA County Library Budget Report

Grace Reyes, Administrative Deputy for LA County Library, will share and discuss the Library's budget and impacts from COVID-19.

## 5. Focus 2020-21 Subcommittee Reports

Each of the Commission's *Focus* 2020-21 Subcommittees will provide an update on their progress towards their respective goals.

- a. Subcommittee: Tax/Board Measures and Library Financing Chair: Corey Calaycay
- **b.** Subcommittee: Education/Center of Learning Chair: Nancy Lyons
- c. Subcommittee: Philanthropic & Corporate Relations Chair: Lisa Cleri Reale

## 6. Bylaw Revision Report

The Bylaw Revision Ad Hoc Committee will provide an update on efforts to revise the Library Commission Bylaws.

## 7. Library Commission 2020-21 Annual Report

Discussion of the 2020-21 Library Commission Annual Report and formation of the Annual Report Ad Hoc Committee.

## 8. Commissioner Comments/Announcements

Matters not posted on the agenda, to be discussed and (if requested), placed on the agenda for action at a future meeting of the Commission, or matters requiring immediate action because of an emergency situation or when need to take action arose subsequent to the posting of the agenda.

## 9. Public Comment (Limited to 3 minutes per speaker.)

Opportunity for members of the public to address the Library Commission items of interest within the jurisdiction of the Library Commission.

For those who wish to provide live public comment, you must join the virtual Webex meeting as a participant. You may also provide written public comment via email to <u>librarycommission@library.lacounty.gov</u>. Deadline to submit written public comment is Tuesday, March 16, 2021 by 5:00 pm. Please include the agenda item and meeting date in your correspondence. All correspondence received shall become part of the official record.

## 10. Adjournment

**Upcoming Meetings:** 

Wednesday, May 19, 2021 10:00 am – 12:00 pm Wednesday, July 21, 2021 10:00 am – 12:00 pm

**Accommodations:** For ADA accommodations, such as a sign language interpreter for the virtual meeting or materials in an alternative format, call (562) 940-8462 (voice) or (562) 940-8477 (TTY), Monday - Thursday, 8 am - 5 pm, at least 6 days prior to the meeting date.

**Supporting Documentation:** Documents distributed to the Commission for this meeting can be made available for public inspection. Supporting documentation is available by appointment at LA County Library Headquarters located at 7400 Imperial Hwy, Downey, California 90242, and may also be accessible on the LA County Library Commission website at <u>lacountylibrary.org/library-commission</u>. To make arrangements, please contact <u>librarycommission@library.lacounty.gov</u>.



March 17, 2021 LA County Library Commission Virtual Regular Meeting Minutes



## Welcome and Pledge

Due to some technical difficulties experienced by Chair Corey Calaycay, the meeting was called to order at 10:05 a.m. by Vice Chair Jim Allen, who then led attendees in the Pledge of Allegiance.

## Roll Call

Quorum was met.

**Commissioners in Attendance**: (16) Corey Calaycay, Denise Diaz, Jose Luis Solache, Jim Dear, Karen Farrer, Mary Mendoza, Steve Croft, Nancy Lyons, Chin Ho Liao, Reve Gipson, Nancy Kuechle, Lisa Cleri Reale, Joy Williams, Jay Chen, Angelita Medina, James Allen

**Library Staff in Attendance:** (9) Yolanda De Ramus, Grace Reyes, Jesse Walker-Lanz, Debbie Anderson, Heather Firchow, Samangi Skinner, Claudia Angel, Alex Pelayo, Jaclyn Morales

Library Foundation in Attendance: (1) Andrea Carroll

## Approval of Minutes

Vice Chair Allen requested the minutes be amended to reference the "Bylaw Revision Ad Hoc Committee" as the "Bylaws and Ordinance Revision Ad Hoc Committee" to memorialize the intent of the subcommittee. Commissioner Croft presented a motion to approve the minutes from the regular meeting on February 17, 2021, as amended. Commissioner Dear seconded the motion. A roll call vote was held, and the motion was carried unanimously.

## LA County Library Presentation

Yolanda De Ramus, LA County Library Chief Deputy Director, shared a brief update on Library activities in Director Skye Patrick's absence. Following is a summary:

- EDI in Storytime: Library is working with a national nonprofit called Pollyanna to support the Library's equity, diversity, and inclusion (EDI) goals. The nonprofit will be training children's librarians how to integrate more culturally reflective materials into Storytime. Also working to re-write Storytime training manual to include how to introduce equity themes into Storytime and how to talk to children and parents about racial equity.
- Sidewalk Service: Lloyd Taber Marina del Rey Library (SD4) opened for Sidewalk Service on March 2<sup>nd</sup> after deferred maintenance and improvements. Sidewalk Service is now at 81 of 85 libraries.

- **County Employee COVID-19 Testing Sites:** There are currently six locations continuing to serve as testing sites. The site that was located at East LA Library was moved to City Terrace Library to make room for a vaccination site at the East LA Civic Center.
- **Disaster Service Workers (DSWs):** There are still nearly 570 Library employees, or about 41% of the workforce, who continue to be deployed on DSW assignments. The majority are involved in the Contact Tracing assignment or actively participating in food distribution events with other departments, as well as being deployed to vaccination sites. Library continues to look at DSW levels and may have to make adjustments to these levels as they prepare for an eventual re-opening in upcoming months.
- Reopening of Libraries: The County entered into the red tier on March 15<sup>th</sup> and Library is seeing that LAUSD and other school districts are looking to reopen schools for in-person instruction by mid-April. As libraries support schools and education, expect to reopen County libraries to the public soon to support communities and school-age youth. The Los Angeles County Department of Public Health informed the Board of Supervisors that Libraries may open at 50% in the red tier. While Library has not received any official direction to reopen, they are going to make a presentation to the Board to discuss and review their plans at the April 6 Board Hearing. After that, they will have more definitive date and details. In the meantime, Library is reviewing the reconstitution plans that they submitted in June 2020. With several locations and staff still being utilized for recovery efforts, Library will still need to strategize a tiered reopening for the public and are also evaluating whether to implement outdoor programming and where and when.
- **Bylaw Revision:** Library provided notice to the Board Offices of Library's intent to file a Board Letter regarding the Library Commission Bylaws Ordinance. Library was asked by the 4<sup>th</sup> District to hold on filing until each of the Board Offices have a chance to review and understand what the implications are in terms of codifying the Commission, its impact on the sunset date, and perpetuity of the Commission. At this time, Library did not receive any final decision on the sunset review leading to some conflict in terms of where to go with the ordinance and the bylaws. Library will keep the Commission informed but on hold for the moment until they can convene or get some feedback from the Board Offices.

## LA County Library Budget Report

Grace Reyes, LA County Library Administrative Deputy, shared and discussed the Library's budget and the impact of COVID-19. Reyes also shared that there are not too many updates since the February Commission meeting. The most significant highlight involved some cancellations with the Auditor-Controller that resulted in \$1 million in prior year savings that assisted with the bottom line. The result of this is that only \$1 million is being used out of the reserves instead of \$2 million, or \$51 million in reserves instead of \$50 million by end of fiscal year. Reyes reminded Commissioners that forecasting shows reserves will be depleted, if there is no reduction of expenditures or increase in revenue, by end of 2024/25. Reyes explained that the Library's recommended budget was submitted in January and they have received feedback from the County CEO. The books and materials request has been deferred to the supplemental budget in July. Library expects CEO to suggest some curtailments in future budget phases.

Vice Chair Allen asked if Library had a sense of how the American Rescue Plan could support libraries as it comes through the CEO and Board. Reyes responded that, based on the CEO report, the County is still evaluating the requirements.

Deputy Director De Ramus added that property tax receipts were not as dire as anticipated and also that there was a favorable increase in some of the sales tax receipts generated by a boost in e-commerce transactions. De Ramus wrapped up the report by stating that it looks like there will be a good conversation with the CEO in terms of revenue, despite the pending structural deficit.

Due to Chair Calaycay's continued technical difficulties, Vice Chair Allen stepped in to facilitate the remainder of the meeting.

## Focus 2020-21 Subcommittee Reports

Each of the Commission's Focus 2020-21 Subcommittees provided an update on their progress towards their respective goals. Vice Chair Allen moved up the Education/Center of Learning Subcommittee in the order of reports.

## Subcommittee: Education/Center of Learning

- Subcommittee Chair Lyons shared their report, a copy of which is attached to these minutes. She stated that their focus was to conduct research on the creative economy and re-think how a library can become a "public university."
- Commissioner Cleri Reale commended the subcommittee and pointed out that all of their recommended ideas are highly fundable.
- Vice Chair Allen also thanked the subcommittee and stated that he is personally supportive of 100% of the recommendations.
- Deputy Director De Ramus thanked everyone on the subcommittee, commenting that the work was submitted early on and included lots of detail that was well thought out. Thanks to the Library liaison, Heather Firchow, who assisted the subcommittee. She stated that Library staff will go through it and circle back on what is executable in the short term, midterm, and long term. Executive Team will review all reports and provide feedback.
- Deputy Director De Ramus also liked the idea of the Commissioners actively being involved and serving as the liaisons with the school superintendents; would like to see everyone involved with their respective areas as well as beyond those borders.
- Commissioner Solache stated that, as a former school board member, he knows how critical it is to open up this type of communication and attend the meetings. He stated that he loved the social media ideas and could collaborate with Commissioner Diaz to do something for Districts 1 and 2 for the Commission.

#### Subcommittee: Tax/Bond Measures and Library Financing

- Subcommittee Chair Corey Calaycay, who at this point was able to resolve his technical difficulties, thanked all the subcommittee members for their work. He acknowledged Vice Chair Allen for his assistance and making the slides look nice. He then proceeded to present their report, a copy of which is attached to these minutes.
- Vice Chair Allen added that it is great to receive input from Altadena because they succeeded in this. However, he also clarified that there is a difference in size and scale between Altadena and LA County, and the latter will take a great deal of support and effort.
- Commissioner Croft stated that the needs assessment is critical to the process.
- Chair Calaycay reiterated that in the last election, 33 ballot initiatives were approved which was better than the prior election reflecting that this is still a possible option.
- Commissioner Solache stated that he is okay with doing this at the County level but not at the City level.
- Commissioners Diaz and Gipson thanked the Subcommittee and commended them on a great job.
- Commissioner Lyons also thanked the subcommittee and shared that Diamond Bar tried to get a tax passed and it went down in flames. They ran a library proposal 10 years prior and it failed. She reiterated that this option will be very difficult to implement and will involve a lot of planning.
- Commissioner Liao asked if, instead of a tax measure, we could consider using government obligation bonds, but he did admit that it would need time to figure out and a consultant would need to provide advice.
- Chair Calaycay reiterated that a needs assessment is really important. He also added that a general obligation bond is usually for infrastructure but not for staffing and other resources.
- Deputy Director De Ramus thanked the subcommittee for their work and added that this
  is very detailed work, and recognized many Commissioners are dealing with these issues
  in their everyday work but the there are numerous complications in the library world that
  the subcommittee has discovered through their research. She also pointed out that there
  is usually a significant cost to placing something on the ballot, as well as a cost for the
  needs assessment.
- De Ramus also stated that the Library will provide feedback on some of the specific items they've looked to and accomplished in the past, and where the Library wants to go in the future, to add to their report for the May presentation. Chair Calaycay said that in all fairness their subcommittee's Library liaison, Grace Reyes, did already share some of that but they did not include it here as they focused more on their case study, but they can definitely put in what Library's worked on and the cost.
- Commissioner Kuechle added that another good point for Countywide instead of cityspecific is that several people hop from one library to another, not necessarily going to their local library.

Due to some technical difficulties pulling up the last subcommittee's presentation, Chair Calaycay stated that the Commission will proceed with the next agenda items and return to the final subcommittee report once it is ready.

#### **Bylaws Revision Report**

The Bylaws and Ordinance Revision Ad Hoc Committee provided an update on efforts to revise the Library Commission Bylaws. Ad Hoc Committee Chair Allen shared that Yolanda's earlier report on this was accurate. Allen thanked his Ad Hoc Committee members and Library staff who provided support in finalizing a draft Board Letter, which included a modification to Bylaws and also a request for an ordinance submission to the Board of Supervisors. It's not unusual that the Board has questions when it comes to enacting an ordinance. So long as the Commission proceeds forward in support and collaboration with the Library's leadership team, Allen feels confident there will be a positive result in this opportunity. At this point, we are awaiting commentary from the Board Offices as to what their concerns or direction may be. Chair Calaycay stated that we definitely want to agendize this for May.

#### Library Commission 2020-21 Annual Report

Chair Calaycay also asked if anyone could serve on the Annual Report Ad Hoc Committee. Commissioner Reale agreed to lead it again. Vice Chair Allen and Chair Calaycay will support.

Chair Calaycay also raised the need for an Ad Hoc Nominating Committee and asked for volunteers. Commissioners Gipson and Medina agreed to volunteer and support Vice Chair Allen.

## Focus 2020-21 Subcommittee Reports (continued)

With the final Focus 2020-21 Subcommittee's presentation ready, Chair Calaycay returned to this agenda item for the final report.

## Subcommittee: Philanthropic & Corporate Relations

- Subcommittee Chair Cleri Reale shared their report with PowerPoint slides. She reminded the Commissioners that this effort is in coordination with the LA County Library Foundation. The focus of the report is to engage both the Library Commissioners and the Library Foundation Board to serve as Library Ambassadors, raise visibility, and raise funding. A specific goal of \$25,000 for the year is being recommended.
- Commissioner Medina also shared examples of how Commissioners can approach their peers, colleagues, and civic leaders to discuss the work of the Library.
- Commissioner Allen congratulated the subcommittee on a very thorough report and committed his support. He particularly liked the idea of Commissioners engaging in programs and shared a story about how he participated in three different virtual library programs in a few months. He encouraged the entire Commission to do the same.
- Deputy Director De Ramus thanked the entire subcommittee, stating that the report broke recommendations into micro-bites and is very clear and effective.
- Commissioner Dear commented that he would like to make a donation and also suggested the Watson Land Company as a potential donor. He also commented that the

local Lions Club is in the process of setting up donations for nonprofits and that he will check on a potential gift for Carson Library.

• Commissioner Calaycay suggested taking advantage of Commission alumni and suggested that a list be put together and if Commissioner Cleri Reale could assist in putting together a letter of what the Commission has been working on, they can send something out to all of them.

## Public Comment

There was no public comment.

#### **Commissioner Comments/Announcements**

Commissioner Lyons announced that their Diamond Bar Friends of the Library group is hosting its annual wine soiree fundraiser virtually for a cost of \$10. Everyone is invited. She will send the flyer to Library staff to send out.

Vice Chair Allen acknowledged that Commissioner Chen has returned to the Commission.

Chair Calaycay also congratulated all the Commissioners that have been reappointed and noted that there are still three open positions, including one from Supervisor Barger's office. Commissioner Allen shared that SD5 is currently interviewing somebody and hopefully they will have an appointee soon.

#### <u>Adjournment</u>

Chair Calaycay reminded the Commissioners that the next meeting will be on May 19. Chair Calaycay then adjourned the meeting at 11:52 a.m.



# Educational/Center of Learning Subcommittee

Chair: Nancy Lyons

Members:

Karen Farrer
 Nancy Kuechle
 Mary Mendoza
 Liz Reilly
 Joy Williams

Library Liaison: Heather Firchow

# Subcommittee Goals/Tasks

# Center of Learning:

- ➢ Focus on specific 2020 initiative and goals in the area of education
  - ➤Conduct research on the Creative Economy
  - ≻ Re-think how library can become a "public university".

Connections with learning institutions and "key" decision makers

# Creative Economy

Enhance/improve technology skills of adults and seniors

- ➤Teens Teaching Tech
- ➢ Drop in Tech Help Desk
- ➢Offer classes to adults/seniors
  - > Teach them how to take advantage of the Creative Economy
- Develop marketing kits for Commissioner/etc.
  - Spread the word about library opportunities

# Library as "Public" University

Library already providing public university opportunities

- Additional programs to explore for county-wide adoption
  - ➢Initiate Book Clubs in a Bag
  - Reinstitute literacy programs
  - Creative programs dependent on community interest
  - >Expand after school offerings for teens

# Connect with Learning Institutions

Forge stronger connections between K-12 school districts and Community Library Manager

- ➤Match up school districts with libraries
- Library Commissioners pave the way with superintendents/principals
- Library Manager attends school board meetings 3 X a year
- Encourage superintendents, etc. to join library listserv

# Connect with Learning Institutions

Library Commissioners make a video describing library resources
Video describes "Why I Support the Library"

- Interested Commissioners meet to decide what to highlight
- ➤Commissioners write a script
- Library Marketing has video closed captioned and dubbed in Spanish and Mandarin

Commissions push video out on social media/etc.

# Thank you

Questions?

# LOS ANGELES COUNTY LIBRARY COMMISSION

# FOCUS 2020-21

# TAX/BOND MEASURES & LIBRARY FINANCING SUBCOMMITTEE

**MEMBERS** 

JIM ALLEN

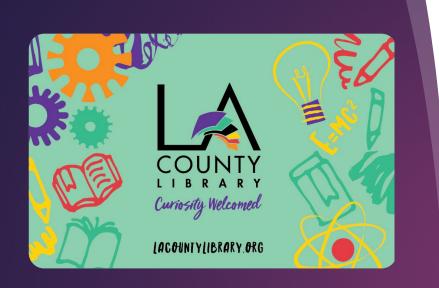
COREY CALAYCAY

DENISE DIAZ

LIBRARY LIASON

REVE GIPSON PARKS JOSE LUIS SOLACHE STEVE CROFT

GRACE REYES, ASSISTANT DIRECTOR, ADMINISTRATIVE SERVICES



# **NOVEMBER 2020 TAX MEASURES**

# ▶ 39 TAX MEASURES

- ► Altadena Library District Parcel Tax (Passed)
- ► State Measures 2 (split property tax roll for commercial failed/stem cell research passed)
- ►Local Sales Tax Increase 13 (12 passed, 1 failed in Diamond Bar)
- ► Cannabis Tax 4 (all passed)
- ►Utility Tax 4 (2 to increase failed/2 to continue existing tax passed)
- ► Occupancy Tax Increase 2 (1 passed/1 failed in Pico Rivera)
- ▶ Real Property Transfer Tax –2 (both passed)
- Mountains Recreation and Conservation Authority Parcel Tax (passed)
- ►Long Beach Oil Tax (passed)
- ►Lynwood Hospital Tax (failed)
- ► Catalina Island Cruise Ship Tax (passed)
- School Bond Measures 7 (all passed)

# ►IN SUMMARY: 33 passed/6 failed

# ALTADENA LIBRARY DISTRICT MEASURE Z PARCEL TAX



BETSY KAHN, FORMER MEMBER, ALTADENA LIBRARY DISTRICT, PRESENTED TO THE SUBCOMMITTEE

PARCEL TAX COST: 10 CENTS PER SQUARE FOOT OF RESIDENTIAL PROPERTY REQUIRED 2/3 VOTE TO PASS ALTADENA IS AN UNINCORPORATED AREA IN THE FIFTH SUPERVISORIAL DISTRICT OF LOS ANGELES COUNTY (KATHRYN BARGER) ALTADENA LIBRARY DISTRICT WAS CREATED IN 1926, AND ITS TWO LIBRARIES ARE A FOCAL POINT OF THE COMMUNITY AND SERVE AS COMMUNITY CENTERS THE ALTADENA TOWN COUNCIL HOLDS MEETINGS AT THE MAIN LIBRARY

# ALTADENA LIBRARY DISTRICT MEASURE Z PARCEL TAX

# Main Takeaways

- Timing of any tax/bond measure is critical
  - Six month process in Alta Dena
  - Definitely a multi-year process in LA County Library
- Use of Foundation 501c3 status for support
- Dedicated consultant support is extremely important at many stages within the process
  - Tax consultant
  - Bond sales
  - Public Polling

# RECOMMENDATIONS

✓ A Needs assessment must be completed



- Any tax should be countywide, not city by city
- ✓ The current time should be used to prepare for a future initiative (it takes18-24 months to properly prepare).
- Consider a system by which Cities can choose levels of service



# LA COUNTY LIBRARY COMMISSION

SUB-COMMITTEE REPORT MARCH 2021

# A ONE-YEAR FUNDRAISING PLAN



# GOALS OF THE PLAN



# BOARD AND COMMISSION LEADERSHIP

Develop board <u>leadership</u> for various components of this plan. Each Director and Library Commissioner agrees to <u>take on three actions</u> <u>detailed in this plan</u> to help achieve the board goal.

100% of Foundation Board and Library Commission provide <u>personal donations</u>.

Board/Commission members are the most effective <u>Ambassadors</u> and need to be knowledgeable about key data points and messaging.

Board/Commission members should be <u>active</u> <u>users</u> of the Library and encourage others to do so as well.

# MARKETING/OUTREACH

# BECOME A LIBRARY CHAMPION

Share your Library story for Create and/or update publication on Foundation collateral material for the website, Facebook, or Foundation – or secure pro Instagram. Encourage others bono support to do so. to share their Library stories. What Library program Share and post on the excites you? Create talking Foundation's Facebook and points about it that you can Instagram pages for at least share with others. one month to help build a following on social media. Know the Library! Help increase subscribers to Provide an interview or Foundation's monthly e-news content to a community by identifying and sharing it publication about the with community websites, Foundation and your role in homeowner or neighborhood supporting Library programs, services, and resources. groups.

# **KEY TALKING POINTS**

- LA County Library: Curiosity Welcomed!
  - One of the major libraries of our nation.
  - 86 libraries provide library service to over 3.4 million residents living in LA County.
  - Service area extends over 3,000 square miles.
  - 7.5 million volume book collection, magazines, newspapers, government publications and many specialized materials including online databases.
  - More than books: your Library strengthens community, develops literacy, nourishes knowledge, cultivates creativity, innovates with technology, builds cultural understanding and inclusion.
- LA County Library Foundation
  - Nonprofit LA County Library Foundation raises funds and creates partnerships that support LA County Library.
  - You might be surprised to learn that public dollars don't cover all the Library's costs.
  - That's where your donation to the Library Foundation comes in.
  - You help bridge that gap.

# FUNDRAISING

# COMMUNITY

# Objective:

• Outreach to local community organizations and businesses that can generate small funding and/or in-kind product for Library and its core programming.

Goal: \$5,000

**Responsible:** 

Foundation directors & Library Commissioners

- Target local Rotary Clubs/Chambers located in specific areas to fund their local Library, read-along books or other needs, Summer Discovery prizes for their district, or provide a match for a mini-campaign.
- Outreach to local business with Foundation one pager and a "Wish List" of Library funding needs.
- Look for opportunities where local businesses and community organizations can "adopt" a core program or Library.

# CORPORATE

#### **Objective:**

• Secure revenue from corporations and corporate foundations. Corporate funds would include both philanthropic and marketing dollars.

## Goal: \$5-\$15,000

## **Responsible:**

• Foundation directors & Library Commissioners.

- Using LA Business Journal *Book of Lists*, and other materials, identify and target a list of potential corporate donors.
- Find links to corporations that have communicated support of issues that align with Library programs or whose target audience may be Library users.
- Identify links between Board/Commission members and corporate leaders and engage them in identifying other prospects.
- Create a list of potential cross promotional opportunities for Foundation and certain corporations that will generate funding without diluting the integrity of the organization or other grant agreements. Corporation will receive strong association, reach, and target audience of 500K Library customers via email from Library (year end).
- Identify corporations contacts that might distribute Foundation/Library outreach material to their customers via billing or other collateral.

# FOUNDATION

# Objective:

• Secure funds from private, institutional, family and community foundations.

Goal: \$10,000

**Responsible:** 

Foundation directors & Library Commissioners

- Find links to foundations that have supported issues that align with Library programs.
- Identify links between Board/Commission members and foundation leaders/trustees and engage them in identifying other prospects.
- Strategize ways that Library Director and leadership staff can serve as panelists at philanthropic related events.

# INDIVIDUAL DONORS

## Objective:

• Funding from individuals – lovers of libraries, users of the County Library and other friends. Potential here is great.

Goal: Potential \$5,000

## Responsible:

• Foundation directors & Library Commissioners.

- Create a campaign modeled after Power of One peer to peer fundraising.
- Create target list of potential individual donors starting with recommendations from Board/Commission/Friends.
- Strengthen Donor Stewardship program beginning with personal phone calls/notes to thank individual donors, build relationships with current donors.
- Reach out to community-based organizations, including book clubs and local publications (digital and hard copy) to introduce the Foundation and encourage individuals to support and advocate for the Library.
- Identify and introduce potential board members to the Foundation.
- Create a virtual event (in consultation with Library) to build awareness about the Foundation and identify prospective donors.
- Host a friendraiser at your home or other location (post-COVID).

# GOVERNMENT

# Objective:

- Build relationships between the Foundation and local elected officials to be coordinated with Library staff.
- Goal: TBD

# Responsible:

• Foundation directors & Library Commissioners.

- Identify local elected officials who have Libraries in their district.
- Identify federal, state and local agency officials who would be interested in supporting the Library.
- Reach out to officials to educate them about Library programs/activities and impact on community.
- Encourage these officials to serve as supporters, Ambassadors, Library Champions.
- Suggest that they promote the Library in their regular newsletters to constituents.

# OTHER IDEAS

# Objective:

• Generate creative and innovative ideas that will generate new sources of revenue.

Goal: \$1,000

# Responsible:

• Foundation directors and Library Commissioners.

- Identify possible retail events that would generate funds for Foundation, i.e. Nordstrom's shopping days or Macy's community days.
- Sign up for and promote Library Foundation to others as charity of choice on Amazon Smile or host a Facebook birthday fundraiser.
- Create a personal challenge to your friends and colleagues on Giving Tuesday or International Literacy Day.
- Participate in **Library Giving Day on April 7** where a \$10,000 matching challenge will be offered to donors.



# THANK YOU!

- The only thing that you absolutely have to know is the location of the Library.
  - Albert Einstein