

Special Meeting of the Board of Library Trustees
Tuesday, February 03, 2004 - Library Board Room
01:30 PM - 03:45 PM

Minutes of Actions and Decisions of the Board of Library Trustees of the Bellingham Public Library as Authorized by RCW 27.12.210 and SEC. 7.02 Charter of the City of Bellingham.

Board Members Present: Alan Kemble, H.A. Barney Goltz, David Edelstein, Tim Douglas

Board Members Absent: Judith Wiseman

Library Staff: Julie Carterson; Margaret Ziegler; Gladys Fullford

Others: Leslie Johnson Stay, Jo Zeimet, Velma Wendt

Report: Leslie Johnson Stay presented the private fundraising study conducted by the Alford Group, which looked at local, regional and national possibilities. The Alford Group was hired to see if part of the money to augment a library ballot measure could be raised within the community and determine whether that support was soft or firm.

The study was commissioned because earlier it was learned from the Centennial Project Study, commissioned by the Public Facilities District, that the library was of interest to many private citizens. That study evolved from a planning process to create a cultural district; the library was envisioned as a key project anchor. People are interested in the comprehensive plan as a legacy project and a positive response to growth.

In the complimentary study the library emerged as a beloved institution. People are not yet clear why a new library is needed but are willing to be persuaded. People want to see attention paid to how it will benefit children and young people.

The integrated set of projects visualized by the Centennial Project needs to reflect the love of outdoors and nature. Citizens want to see an interesting, coherence of design unique to Bellingham. The public would like to know that institutions representing the Centennial Project are working cooperatively to achieve mutually beneficial goals while retaining their unique institutional identities.

People likely to contribute will contribute to the library, whether it is a part of the Centennial Project or not. The study suggests it would be possible for the library to raise \$1,500,000 to \$2,000,000 independently of the \$10 million projected for Phase I of the Centennial project. Large foundations often look favorably on projects that are collaborative and jointly submitted that enhance the greater good.

Support for a new library hinges on need. The message needs to be delivered about space needs and how to fix that need for the future. People need to know the stories and numbers. They need examples of how librarians impact lives. They recognize children need guidance and adults need help with technology. How will a new library with new technology make it a viable and cost effective institution?

Specific recommendations included creating a Public Relations Task Force including both PR professionals and prospective contributors. They would help get the most powerful information out, and plant seeds for a ballot issue. The planning process should be thorough and professional. The variable is the timing of the measure. Cost of professional fundraisers ranges from 10% to 25% of gross depending on the size of the campaign and the strength of the volunteer program.

Director Recruitment: Alan Kemble initiated conversations with Human Resources to start the process of recruitment of a Library Director. Jo Zeimet, Human Resources Director, said they could offer support with the preparation work, advertising and screening. A committee consisting of Alan Kemble and Barney Goltz will work with Human Resources. They will look at materials used for the last

advertisement, and determine what needs to be added. A timeline will be written before the next board meeting.

Discussion: The agenda for the next meeting will include the election of board officers. Agenda items may be called in prior to the packet mailing.

Staff feels it would be inappropriate for a full staff/board meeting at this time. They suggested going forward with a March meeting in a truncated form.

The Board had previously formally adopted a Mission Statement. David Edelstein suggested the Board have a long range planning workshop that would include writing a Vision Statement. The meeting for the long range planning will be March 2nd, 8:30a.m. at the library.

Next Regular Meeting – February 17, 2004 will begin at 4:00 p.m.

Next Special Meeting – March 2, 2004 will begin at 8:30 a.m.

Meeting adjourned at 3:45 p.m.

Chair, Library Board of Trustees

ATTEST

Secretary, Library Board of Trustees