



## REGULAR MEETING MINUTES

**Date:** 4/15/2019  
**Time:** 6:30 p.m.  
**Belle Haven Branch Library**  
**413 Ivy Dr., Menlo Park, CA 94025**

**A.** Chair Leep called the meeting to order at 6:34 p.m.

**B. Roll Call**

**Present:** Cohen, Hadrovic, Leep, Pandey  
**Absent:** Bugna, Chambers, Lemons  
**Staff:** Interim Library Services Director Reinhart, Assistant Library Services Director Szegda

**C. Public Comment**

The following public comments were received during the meeting:

- Jim Lewis asked that the library review its services to seniors and homebound citizens, and that the issue be placed on a future agenda so that the Commission can discuss.
- Pam Jones commented that the Commission's recent policy of taking all public comment at the beginning of the meeting limits public participation and is anti-democratic. She also urged the Commission to develop a list of all City owned property in Belle Haven – this would help the public during the upcoming discussions about siting the new branch library. Willow Village should be excluded as a site.
- Lynne Bramlett asked that the all City development efforts in Belle Haven be coordinated and resident driven. She urged the Commission to ask the Foundation to create a Belle Haven branch library fund. She asked that the City's outreach efforts shift from inform and consult to collaborate and empower.

**D. Regular Business**

D1. Approve the minutes from the March 18, 2019 Library Commission Special Meeting

**ACTION:** Motion/second (Cohen, Pandey) to approve the minutes passed unanimously.

D2. Library affiliate presentation: Library Foundation

Elyse Stein, president of the Library Foundation, gave a brief presentation on the Foundation's mission, goals, and recent accomplishments (presentation included as Attachment A). The Foundation's mission is to raise funds for large, capital library projects. The Foundation also advocates on behalf of the library. The Foundation has sponsored two recent library initiatives: the Little Free Libraries program (with the Friends of the Library), and the Youth poetry contest. The Foundation has a new website: [menlolibrary.org](http://menlolibrary.org). She asked that the Commissioners visit the site and share their library story, and that the Commission make a similar informational presentation to the Foundation board.

- Commissioner Cohen commented that small donations to the Foundation from a large number of community donors could be a powerful tool for building support for new libraries.
- Commissioner Hadrovic asked about the composition of the Foundation board, and suggested that a board member from the Belle Haven neighborhood would be useful to their fundraising efforts.

## **NO ACTION TAKEN**

### **D3. Library affiliate presentation: Friends of the Library**

Steve Haas, president of the Friends of the Library, gave a brief presentation on the Friends' mission, goals, and recent accomplishments (presentation included as Attachment B). The Friends receive (mostly) book donations from the community, then sort, process and sell those donated items to raise money for the Library's operational needs. The bulk of their sales are done online through an Amazon store, but they also sell a significant amount of items through their physical store in the Library lobby, through their larger, quarterly book sales, and through sales to antiquarian book sellers.

## **NO ACTION TAKEN**

### **D4. Discuss and Approve: Updates to Library Commission Two Year Work Plan**

Commissioners agreed that their top two priorities from their current work plan (new Belle Haven branch library and updated Main library) will carry over into their new work plan. The Commission discussed their role in evaluating and advising the library about programs. Chair Leep will work with staff to create a draft work plan that she will bring back to the full Commission for approval.

## **NO ACTION TAKEN**

### **D5. Review and update: Library Commission agenda calendar**

By acclamation the following items were added to the Commission's agenda calendar:

- Review and approve draft Commission work plan (May)
- Evaluate and discuss library services to seniors and the homebound (October)
- Discussion: how should Commission interact with outside Foundations/businesses/community stakeholders as new facilities are being planned for and funds are being raised (undetermined)

Reinhart noted that the election of a new Commission Chair and Vice Chair is scheduled for the May meeting. The Commission asked that staff prepare a report that discussed and recommended methods for Commission elections.

## **E. Informational Items**

### **E1. Memo on the City Council Work plan and the Capital Improvement Program update.**

Assistant Director Szegda reported that this memo is distributed to all City Commissions annually. It outlines the Council's priorities for the coming year and the projects that are currently on the City's Capital Improvement Plan – a plan for larger City infrastructure projects.

### **E2. Library staff updates**

- Interim Director Reinhart reported that the BHNLC Council subcommittee met for the second time to discuss possible future iterations of BHNLC. Nothing as yet to report.
- The Commissioners' Training and Appreciation event will take place on May 14. Training to begin at 4:30 PM at the City Council Chambers, with a reception to follow at 5:30. All Commissioners are invited to attend.
- The final Belle Haven Space Needs Assessment report will be presented to the City Council on April 16. The full report can be found at the Library System Improvements Project page: <http://menlopark.org/mylibrary>
- The reception and presentation for the Poetry Contest winners will be held on May 7 beginning at 4:30PM at the main library. The Council presentation/recognition will begin at 5:30.

**F. Commissioner Reports**

**F1. Individual commissioner reports**

Commissioner Hadrovic attended the April 4 Parks and Rec Master Plan Outreach and Oversight Committee meeting. Staff and consultants there were trying to make sure they were accurately reflecting the input from the community they had received to date. She asked the Outreach group if the lawn between the main library and the Child Care Center was analyzed as part of the study. She sees that location as an area for potential programming, and thinks it would be great to see it integrated with the library in some fashion.

**G. Adjournment**

Chair Leep adjourned the meeting at 8:04 p.m.

**Attachments:**

- A. Informational presentation by Elyse Stein, Library Foundation
- B. Information presentation by Steve Haas, Friends of the Library

Minutes amended and approved at the Library Commission's 5/20/2019 meeting



# LIBRARY FOUNDATION

Presentation to the Library Commission 04-15-2019





# GOALS

## WHAT ARE THE FOUNDATION'S GOALS?

- Raise funds for capital expenses for the Belle Haven branch and the Main library
- Support and advocate for the library



# STRATEGIC PLAN



## DOES THE FOUNDATION HAVE A STRATEGIC PLAN?



- Currently recruiting a professional consultant to help draft a strategic plan
- Plan will outline opportunities to raise awareness in the community
- Plan will outline fundraising and outreach strategy for donors

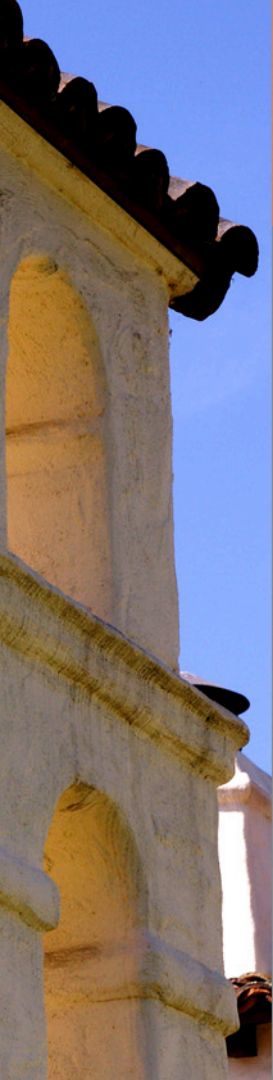


# RESOURCES – ASSETS BUDGET

## RESOURCES – ASSETS - BUDGET

- All-volunteer board of seven members
- Funding budget flexes with the needs of the library
  - \$90k for Main Space Needs Study in 2016
  - \$5k for Little Free Libraries in 2019
  - Led the \$500k drive for renovation of Children's room in 2010

# PROGRESS



## PROGRESS SINCE LAST UPDATE TO THE COMMISSION IN SEPTEMBER 2018



- Contributed \$5000 toward Little Free Libraries project
- Created Poetry Writing Contest (May 7 at Council )
- Met with Council members individually
- Launched new website
  - Share your story section
- Attend and present at Council meetings
  - Advocated for Belle Haven branch as Council top 5



## HOW ARE YOU REACHING OUT TO THE COMMUNITY?

- Council meeting attendance and advocacy
- Meetings with individual Councilmembers
- Poetry contest and Little Free Libraries
- Attend quarterly meetings and communicate with the Friends of the Library
- New Foundation website: [menlolibrary.org](https://menlolibrary.org)
  - Email communications
  - Share your story



## WHAT CAN THE LIBRARY COMMISSION DO TO HELP YOU?



- Present Commission work plan and Council update to Foundation board
- Keep inviting us – routine communications
- Share your story – add testimonials to the Foundation web page
- Support and champion the efforts to build new facilities
  - New Belle Haven Branch Library top 5 Council priority



**THANK YOU**



# FRIENDS OF THE LIBRARY

Information Sharing with the Library Commission 04-15-2019



# GOALS



## FROM THE BYLAWS OF THE FRIENDS OF THE LIBRARY



- To maintain an association of people interested in enriching the resources of the Menlo Park Library as a constantly growing source of education and culture;
- To raise funds to support the Menlo Park Library and its projects through the sale and recirculation of donated books and other related items;
- To act as a conduit for donations and memorial gifts that provide materials for the library and support a program of activities open to the community; and
- To foster community awareness of Menlo Park Library activities and of the needs and activities of this organization.

# RESOURCES – ASSETS BUDGET

## RESOURCES – ASSETS

- Volunteers
- Library-provided space for bookstore
- Library-provided workspace in basement
- Use of meeting room and upstairs space for quarterly sales



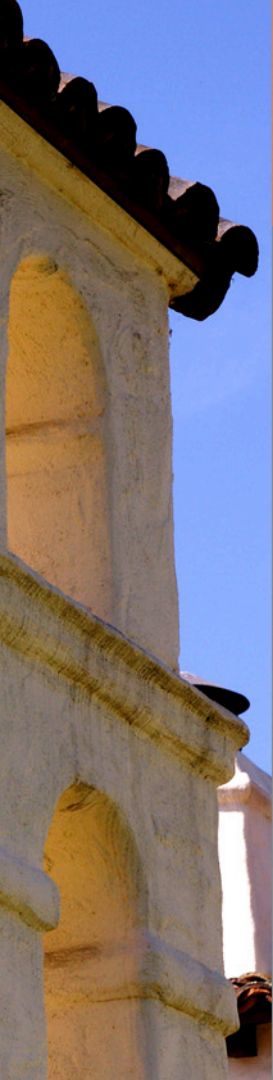
## BUDGET

- Funds come from book sales – online/store/quarterly
- Library makes an annual request for funds based on library needs
- Funds go to support Library and its programs
  - Library materials and databases
  - Community events (such as musical performances and lectures)
  - Children's programming and services (such as the Summer Reading program)
  - Adult literacy program ([Project Read](#)) at the Main Library and the Belle Haven branch

## TYPICAL ANNUAL RESULTS

- About 200,000 donated items; all resold, given away, or recycled
- 40-50 active volunteers; 7,000-8,000 volunteer hours
- Raise \$180,000-\$215,000
  - Online \$80,000
  - Bookstore \$60,000
  - Quarterly sales \$20,000
  - Other (old books, donations, misc. sales, ...) \$20,000-\$40,000
- Library requests \$150,000-\$180,000, but doesn't spend it all; excess saved for future needs

# PROGRESS



## PROGRESS SINCE LAST UPDATE TO THE COMMISSION IN SEPTEMBER 2018



- Donations, sales, volunteer hours about the same as recent years
- On track to hit this year's budget





## HOW ARE YOU REACHING OUT TO THE COMMUNITY?

- Mailing list and advertisements for quarterly sales
- Physical presence in library (Friends' Bookstore)
- Website, FaceBook
- Volunteer recruitment through Volunteer Match, CraigsList, etc.





## WHAT CAN THE LIBRARY COMMISSION DO TO HELP YOU?



- Encourage more donations
- Encourage more shopping in bookstore and at quarterly sales
- Encourage more volunteers



**THANK YOU**