

**NORTH COUNTY LIBRARY AUTHORITY LIBRARY  
REDEVELOPMENT TASK FORCE**

**THURSDAY, AUGUST 23, 2018 – 4:00 P.M.**

Orchard Room  
Los Altos Library  
13 South San Antonio Road, Los Altos, California

**ESTABLISH QUORUM**

**ITEMS FOR CONSIDERATION/ACTION**

1. Meeting Minutes: Approve the minutes of the August 9, 2018 meeting
2. Draft Mission Statement: Receive the revised Draft Mission Statement, Needs Assessment, Subcommittees document
3. Political/Fundraising Team Report: Receive a report from the Political/Fundraising Team
4. Education/Marketing/Content Team report: Receive a report from the Education/Marketing/Content Team
5. Future meetings: Discuss possible topics for future meetings

**ADJOURNMENT**

SPECIAL NOTICES TO THE PUBLIC

In compliance with the Americans with Disabilities Act, the North County Library Authority will make reasonable arrangements to ensure accessibility to this meeting. If you need special assistance to participate in this meeting, please contact the Los Altos City Clerk 72 hours prior to the meeting at (650) 947-2720.

Agendas, Staff Reports and some associated documents for NCLA Library Redevelopment Task Force items may be viewed on the Internet at <http://www.losaltosca.gov/meetings>.

If you wish to provide written materials, please provide the Task Force Staff Liaison with 10 copies of any document that you would like to submit to the Task Force for inclusion in the public record.

For other questions regarding meeting procedures, please contact the Los Altos City Clerk at (650) 947-2720.

**MINUTES OF THE MEETING OF THE LIBRARY REDEVELOPMENT TASK FORCE OF THE NORTH COUNTY LIBRARY AUTHORITY, HELD ON AUGUST 9, 2018, AT 4:00 P.M. AT LOS ALTOS YOUTH CENTER, 1 NORTH SAN ANTONIO ROAD, LOS ALTOS, CALIFORNIA**

**ROLL CALL**

PRESENT: Cindy Hill, Chair (Los Altos Library Commission), Barbara Adey, Vice Chair, Steve Katz, Mary Jo Kelly (Friends of the Library), Catharine Kristian, Mark Rogge, Diane Schmidt, Bob Simon (Los Altos Library Endowment), and Nancy Tucker. Non-voting advisors: Marlene Iwamoto (Santa Clara County Library)

ABSENT: Karen Eberle and Suzanne Epstein (North County Library Authority)

**ITEMS FOR CONSIDERATION/ACTION**

1. Meeting Minutes

Action: Upon a motion by Mark Rogge, seconded by Steve Katz, the Task Force approved the minutes of the July 26, 2018 meeting, by the following vote: AYES: Adey, Hill, Katz, Kelly, Kristian, Rogge, Schmidt, Simon and Tucker; NOES: None; ABSTAIN: None; ABSENT: Eberle and Epstein.

2. Potential next steps for Task Force

Barbara Adey presented the report of the Task Force Strategy Subcommittee. The Task Force reviewed the draft Mission Statement, Needs Assessment, Work Streams document produced by the Strategy Subcommittee.

Mark Rogge provided a draft handout with topics for the Task Force to consider as it moves forward.

Public Comment: The following individual provided public comments: Jean Mordo.

Action: The Task Force provided revisions to the draft Mission Statement, Needs Assessment, Work Streams document. A subcommittee to look at the political and fundraising aspects of the project was formed consisting of Barbara Adey, Cindy Hill, Catharine Kristian, Mark Rogge and Bob Simon. A subcommittee to begin designing content and educational materials was formed consisting of Suzanne Epstein, Steve Katz, Mary Jo Kelly, Diane Schmidt and Nancy Tucker.

Action: Upon a motion by Mary Jo Kelly, seconded by Mark Rogge, the Task Force directed Bob Simon and the Political/Fundraising Subcommittee to begin the process of approaching the Packard Foundation for assistance in connection with the project, by the following vote: AYES: Adey, Hill, Katz, Kelly, Kristian, Rogge, Schmidt, Simon and Tucker; NOES: None; ABSTAIN: None; ABSENT: Eberle and Epstein.

3. Future meetings

The next meeting of the Task Force will be August 23, 2018 at 4:00 p.m. to include reports from the two subcommittees, an overview of the library by the Community Librarian, and consideration of assistance from the Packard Foundation.

**ADJOURNMENT**

Chair Hill adjourned the meeting at 5:58 p.m.

**North County Library Redevelopment Task Force  
DRAFT Mission Statement, Needs Assessment, Subcommittees**

**Mission**

To secure approval for a bond measure to support construction of a larger, safe, and up-to-date library building.

**Givens**

- New structure most cost effective, not remodel
- Size of approximately 40,000 square feet
- Current location
- Bond measure as primary funding mechanism, not parcel tax
- Existing studies and documents as a baseline for needs assessment

**Key Problems**

1. How to raise sufficient funds
2. How to communicate the need and make the case for new library.
3. How to identify building features important to stakeholders

**Keys for Success**

1. Engage a professional consultant to advise on strategies to run a successful ballot measure and fundraising campaign.
2. Explore private funding and private/public partnership opportunities.
3. Characterize the scope and cost of the project based on existing analyses, community input, and benchmarking of recently built regional libraries.
4. Implement a grass roots education campaign that engages the community and key supportive organizations; makes the case against inertia (cost of waiting); and create an appropriate catch phrase or slogan.
5. Generate a single source of truth to be used for messaging, outreach, and fundraising.

**Perceived Constraints**

- The Hillview Community Center capital improvement project process
- Parks, Open Space & Public Institutions measure, if passed in November
- Property tax non-deductibility limit begins in 2018 tax year
- Maintenance of library services during construction
- Specific concerns of the South Los Altos community

**Subcommittees**

We envision two groups at this time, with each group selecting its own chair.

Political and Fundraising – election strategy, timing & cost; private giving; public/private partnerships

Barbara Adey, Cindy Hill, Catharine Kristian, Mark Rogge, Bob Simon

Content Development and Education – messaging, marketing campaign, outreach

Suzanne Epstein, Steve Katz, Mary Jo Kelly, Diane Schmidt, Nancy Tucker

Library Benchmark Compilation – Karen Eberle

**Immediate Next Steps**

- Each workstream group meets before Aug. 23, selects chair, and defines their deliverables & timeline
- Entire task force evaluates ballot options and make decision on date

Draft