

**MINUTES OF THE SPECIAL MEETING OF THE NORTH COUNTY LIBRARY
AUTHORITY OF THE CITY OF LOS ALTOS, HELD ON WEDNESDAY,
JULY 11, 2018, AT 6:00 P.M. IN THE LOS ALTOS LIBRARY
13 S. SAN ANTONIO AVE, LOS ALTOS, CALIFORNIA**

ESTABLISHED QUORUM AT 6:13 P.M.

PRESENT: President Cindy Hill, Vice President Jean Mordo, Jan Pepper

ABSENT: Secretary Suzanne Epstein, Courtenay Corrigan

Attorney Lutfi Kharuf with Best, Best & Kreiger joined by phone

PUBLIC COMMENTS

None

ITEMS FOR CONSIDERATION/ACTION

1. Commission Meeting Minutes

The minutes from the meeting of June 25, 2018 were moved for approval by Jean Mordo and seconded by Jan Pepper. **AYES:** Hill, Mordo and Pepper. **NOES:** None. **ABSTAIN:** None. **ABSENT:** Epstein, Corrigan

2. Update on Los Altos Library Redevelopment Project and Presentation on Community Survey Conducted by Godbe Research

Mr. Bryan Godbe presented an overview of the survey methodology and results. Godbe Research conducted 486 interviews via phone and online, with a 4.39% margin of error, between June 25 through July 7, 2018. A split sample was used to ask half of the survey pool about a parcel tax, the other half about a bond measure. The results for parcel tax indicate there is nowhere near the support needed, however, the survey finds a bond measure could generate about 63% support. Mr. Godbe clarified a two-thirds vote (66.67%) would be required for either parcel tax or bond measure.

Survey results indicate there is a base of support for a bond measure, but more time is needed to educate the community. It is recommended NCLA eliminate the option of a November 2018 ballot measure, initiate an extensive outreach campaign, and consider several options for a future ballot measure vote after assessing the impact of the outreach campaign.

The Task Force met earlier in the afternoon of 7/11/18 to receive the survey results from Mr. Godbe. The Task Force concurs with the recommendations to eliminate the November 2018 ballot option and create a communication plan in order to assess options at a later date for a ballot measure. The Task Force requested information on future election date options, as well as costs and timelines associated with each option. The Task Force recommends not identifying an election date until some outreach has been conducted.

Mr. Godbe was asked what percentage is needed in a survey to move forward with confidence in a ballot measure. While there is no clear answer, he noted a good campaign is critical; a poor campaign effort may turn survey yes votes to actual no votes. Mr. Godbe recommends hiring a political consultant to help plan and execute the public campaign, along with providing advice on costs and time frame for the campaign. He recommends a tracking poll after a few months of the outreach campaign. It was suggested NCLA could fund that tracking poll.

Group4 conducted an updated library needs assessment in early 2018. Could they provide additional assistance to the Task Force during the outreach campaign? And put together some visuals for the campaign? Mr. Godbe suggested Group4 may be able to facilitate some charettes and provide technical expertise, but he recommends to also use a political consultant to assist with the campaign design.

It was recommended the Task Force continue on their current path and return to NCLA with a proposal for a full outreach program. To help them prepare, it is recommended the Task Force utilize various professionals to assist them in preparing the outreach program. It was suggested they ask Group4 to meet with them, along with a political consultant and maybe even an architectural design firm. NCLA is willing to fund up to \$5,000 to facilitate meetings with various experts for advice and guidance to the Task Force during the development of the outreach program.

Motion by Jean Mordo, seconded by Jan Pepper for NCLA to approve funds, not-to-exceed \$5,000, for support for introductory and informative presentations by experts to advise the Task Force for an outreach campaign. **AYES:** Hill, Mordo and Pepper. **NOES:** None. **ABSTAIN:** None. **ABSENT:** Epstein, Corrigan

Special Bond Counsel Kharuf was asked about the process required to expand the NCLA District boundaries to include parcels in unincorporated Santa Clara County land but within the District service area. There are two groups of parcels, approximately 1,100 parcels in total, which are excluded from the current NCLA parcel tax. Would these parcel owners have to vote to join the District in order to be included in a future tax measure? Mr. Kharuf will research and report back to the NCLA Board.

3. County Update

Due to lack of time, this item was continued to the next NCLA meeting.

4. Future Meeting Schedule

The Liaison will poll members for future meeting dates.

INFORMATIONAL ITEMS

COMMISSIONERS' REPORTS AND COMMENTS

POTENTIAL FUTURE AGENDA ITEMS

ADJOURNMENT

Adjourned at 6:34 pm.