



**South Pasadena Public Library
SPECIAL MEETING OF THE
LIBRARY BOARD OF TRUSTEES
MINUTES
November 2, 2017**



CONVENE:

Board President Brendan Durrett called the special meeting of the Library Board of Trustees of the South Pasadena Public Library to order in the Ray Bradbury Conference Room on November 2, 2017 at 7:01 p.m.

IN ATTENDANCE: Trustees Present
Brendan Durrett
Carolyn Flemming
Alan Jutzi

Also Present
Councilmember Diana Mahmud
Cindy Chan, Fundraising Consultant
Steve Fjeldsted, Director of Library, Arts, & Culture
Cathy Billings, Assistant Library Director
Sally Kilby, Community Member
Sean Faye, Administrative Secretary

EXCUSED: Andy Lippman, Vice President
Rick Thomas, Trustee

PUBLIC COMMENTS:

DISCUSSION ITEMS:

1. **Library Foundation Visioning with Fundraising Consultant Cindy Chan** – Library Director Steve Fjeldsted said the City Attorney informed him that she has experience filing for a Foundation for another city and could begin the process for the Library Foundation as part of her retainer with the City of South Pasadena. The City Attorney said if the Library Foundation were a City affiliate it would require an annual meeting, compliance with the Brown Act and the Foundation could form a sub-committee and donors and discussions about them and potential donors could remain anonymous. At this time there are too many unanswered questions to have an Action Item for a Library Foundation for the regular meeting of the Library Board of Trustees on 11/9/17. Director Fjeldsted was informed by Interim City Manager Elaine Aguilar that the City may set up a Community Foundation of its own that would seek financial support not only for the Library but many other City services and facilities. Director Fjeldsted restated that the Friends of the South Pasadena Public Library are not having a Library Foundation as a part of their organization.

A non-profit public benefit corporation such as a Library Foundation could be established by the City Council. If so, Articles of Incorporation and by-laws could be developed with no additional charge. Mullen and Romine Estate funds could potentially be used for Foundation purposes. The members of the Library Board of Trustees could also serve on the Library Foundation Board.

Trustee Alan Jutzi said that while the City would need to approve, the public perception might be to question why they are being asked to donate to a City-affiliated organization. Trustee Jutzi opined that the Library Foundation should be citizen-inspired. Fundraising Consultant Cindy Chan agreed that it could be an issue as the public might question why the City isn't allocating the necessary funds for the Library if the Library Foundation was a City affiliation. Cindy Chan

continued that the Library Foundation could constantly be in a defensive position of justifying its existence to the public. Councilmember Diana Mahmud said that it could be helpful to have the Library Foundation separate from the City. Trustee Jutzi added that potential donors wouldn't appreciate having the Library Board of Trustees to also serve on the Board of the Library Foundation. Library Board Secretary Carolyn Flemming agreed that the Library Board of Trustees have a different skill set.

Director Fjeldsted said the initial cost to hire Cindy Chan's services for the start-up for the Library Foundation would be relatively minor. Cindy Chan said the first 40 hour increment would mainly be spent contacting the core group of interested individuals and expanding from there. Trustee Jutzi said finding the key people would be crucial. Library Board President Brendan Durrett agreed that the Library Foundation should be independent of the City, Friends and Library Board of Trustees. Secretary Flemming also thought the Library Foundation should be an entity independent from the City and that the topic be a Discussion Item for the 11/9/17 Library Board of Trustees meeting.

Cindy Chan said it would be important to identify what specific projects the City will be funding and what the Library needs outside of that funding. Director Fjeldsted said the Library Operations Study, the Library Strategic Plan, and Design Consultant Diane Lam's recommendations for redesigning the first floor of the Library could be used for this purpose. Director Fjeldsted recommended a makeover of the Library's first floor to provide to the public an example of positive change, as the community has been clear in their desire for improved aesthetics and modernization.

Trustee Jutzi said that it would be difficult to energize the Library Foundation without a big project to start with, but there should be a way of expressing that the proposed small projects are a way of the Library moving ahead. President Durrett said that the Foundation's statement of purpose should be broad enough to encompass projects great and small. Cindy Chan suggested marketing the changes to the Library as a multi-phase project and that phases could continually be added. Cindy added that it would be important for the Foundation to establish its vision and that it not seek funds for Library maintenance projects. Secretary Flemming asked for the development of the Library Foundation's Statement of Purpose to be added as a Discussion Item for the 11/9/17 Library Board of Trustees meeting.

To find donors, Cindy said the first step would be to identify goals the Library Foundation would be working toward. That would help identify characteristics of the individuals to be approached. Cindy said another way to entice donors would be to establish opportunities for naming rights for donor recognition. Councilmember Mahmud said the City Council's approval would be needed prior to the offer of any naming opportunities, and then the City Council's approval would be needed for a specific proposal for a naming opportunity. Cindy suggested approaching past organization members, former PTA members, local business people and large community groups. President Durrett said former City Council members served on the Measure L Committee and could be approached and asked to serve on the Board of the Library Foundation. President Durrett said members of groups such as the South Pasadena Education Foundation (SPEF), Rotary Club, South Pasadena Kiwanis Club, American Soccer Youth Organization (AYSO), and Little League could be contacted.

Trustee Jutzi said that normally, a fundraising campaign is established to undertake a big project with significant funding. In our case it appears that we need a long term vision and plan executed in parts which means smaller and incremental funding needs. Councilmember Mahmud said at this

time there is no funding for big construction projects for the City. Cindy Chan said that no matter how many funds would be raised, the City would make the ultimate decisions. President Durrett suggested that Design Consultant Diane Lam develop a proposal for the Library's second floor. He asked that this be a Discussion Item at the 11/9/17 Trustees meeting.

Cindy Chan estimated the Library Foundation could be established in six months. Board members could be found while the initial filings are being processed. President Durrett said that a contract would need to be drawn for a Foundation Consultant's services and that in the meantime the Library Board of Trustees will be making their recommendation for the Library Foundation to be an independent entity and to flesh out the Library's project goals.

NEXT MEETING: The next meeting for the Library Board of Trustees will be in the Library Ray Bradbury Conference Room on 11/9/17 at 7:00 p.m.

ADJOURNMENT:

The special meeting of November 2, 2017 was adjourned at 8:37 p.m.

Minutes approved X as written.

Minutes approved _____ as corrected.



President