

**Advisory Board Meeting Minutes**  
**Tuesday, September 14, 2010**  
**East Lake Community Library(ELCL)**

The minutes of board meetings are the official record of board meeting proceedings including the adoption of proposed policies, formal board actions and resolutions. Board meeting minutes are available after approval at the following meeting.

**Board Members Present:**

Dick Dibert, Paul Ferreri, Roger Johnson, Rob Moore, Ron Schultz, John Sykes, Susan Wolf, Patricia Perez, Library Director, and Carole Jackson, Friends of ELCL President

Meeting Called to Order: Rob Moore, Chairman. 6:06 p.m.

Motion made by Roger Johnson to accept the minutes of last month's meeting as posted. Seconded by Ron Schultz. Vote to accept was unanimous.

Next item on the agenda John Sykes presented August and eleven months year to date financial reports. Rob Moore made a motion to accept the financial statements as reported. Roger Johnson seconded and the vote to accept was unanimous.

Patricia Perez gave the library director's report for the month of August

1. Today is her 1<sup>st</sup> year anniversary as Library Director. Rob Moore will be conducting annual performance review with input for other Advisory Board members and report will be prepared by the end of next week.
2. Two new employees are in place.
3. New computer tables have been delivered and will be installed by the end of the month. There will be 8 stations, up from the present 5.
4. Library shelves for the FL collection have been purchased.
5. Circulation from July, 2009 to July, 2010 has increased by about 6%. Library visits have increased. The number of library card patrons stayed about the same.
6. October 11 the library is closed. It is a staff development day.

Susan Wolf as liaison from the Advisory Board to the Friends Board reported on the results of the Kindle raffle. Over \$2000 was earned for the building expansion fund. Next raffle is for an iPad with a projected revenue for the expansion fund at about \$4500. Volunteer appreciation breakfast is set for Saturday, December 4<sup>th</sup>, 8 to 10 a.m. at Wentworth CC; about 70 volunteers, staff and all Board members for ELCL will be invited.

The Foundation did a test mailing of 100 letters to selected East Lake community households soliciting donations for the building expansion fund. About \$50 was donated. There was discussion amongst the Advisory Board members about having a meeting with all three Boards which has been done the past three years about this time. Rob Moore is first going to meet with Carole Jackson from the Friends and with Irv de Toro from the Foundation to explore how the three Boards can coordinate their efforts and provide a unified message to the East Lake community.

Paul Ferreri gave a brief synopsis and outline of an Ask campaign:

1. Each ELCL ambassador needs to develop one on one relationships with potential donors.
2. These potential candidates need to understand and appreciate the needs of ELCL.
3. Only then can there be a formal Ask event.
4. Ultimately, these donors become lifetime givers to ELCL.

Such an intense campaign requires time and commitment.

Under New Business, Patricia Perez has a request for meeting space from a non-profit group for 12 consecutive weeks for about an hour on a Tuesday afternoon. There is a 63 page draft of East Lake Community Library Policies and Procedures from June 10, 2008 which addresses meeting space requests. It was decided that until the building expansion is completed in mid 2011, meeting space requests will not be granted. The existing space is just too small to have it committed when library visits and usage continues to grow.

Paul Ferreri reported on a meeting he had recently with the Pinellas Unified Personnel System person. This is a centralized Human Resources unit that Pinellas County provides to certain departments that do not have a personnel department staff. This is similar to the Real Estate Management (REM) team from Pinellas County which has been very helpful to the building expansion committee. The Pinellas Unified Personnel System might be able to provide the Human Resource functions that Palm Harbor Library, Parks and

Recreation and ELCL may need. Paul and Patricia plan to check on this possibility.

Building expansion committee gave its report. Hennessey Construction has been selected by the committee for the project. Initial cost estimates come in at \$450-\$500, 000 for the 1500 sq ft additions and reconfigurations. The Library Director and the committee are confident that the final costs could be less. Paul Ferreri made a motion to accept the building committee's recommendation to use Hennessey Construction. Ron Schultz seconded the motion. Vote to approve was unanimous. Paul Ferreri made a motion that the Advisory Board Chairman, Rob Moore, be authorized to sign the necessary paperwork to engage Hennessey Construction as the contractor. Roger Johnson seconded the motion. Vote to approve passed with Rob Moore abstaining in this vote. Documents could be signed by the end of the month with January, 2011 slated to break ground and a projected 14 week construction time frame to completion.

John Sykes has been pursuing filling the education component needed for the Advisory Board. He has spoken with the English Department at East Lake High School seeking a high school student with interest in literature and libraries to serve as a subadvisor to the Advisory Board.

Rob Moore requested a meeting start time change to 6:30 p.m. for the Advisory Board meetings. As administrator of the yahoogroups, he will work with the technology staff at ELCL to make that change for the automatic notices that are sent out.

October meeting is on Tuesday, the 12th at 6:30 p.m.

Roger Johnson made motion to adjourn meeting, seconded by Dick Dibert. Meeting was adjourned at 7:42 p.m.

Respectfully submitted, Susan Wolf, Secretary, ELCL Advisory Board