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**Lapeer District Library
Special Meeting of August 3, 2017
Metamora Branch Library
Minutes**

17R.08.01 CALL TO ORDER: Mrs. Watz, Chairperson, called the meeting to order at 4:30 p.m.

17R.08.02 ROLL CALL:

Glenn Alverson	City of Lapeer	12/31/2018	Present
Charlotte Babb	County (Burnside Township)	12/31/2020	Present
Kim Hill	County (Hadley Township)	12/31/2019	Present
Gary Phillips	County (Deerfield Township)	12/31/2019	Present
Karen Rykhus	Lapeer Township	12/31/2020	Present
Perry Valle	County (Metamora Township)	12/31/2017	Present
Janet Watz	Mayfield Township	12/31/2017	Present

Quorum is 4. There are 7 Board members present.

Also present: John Chrastka of EveryLibrary; Emily Caswell and Pete Clinton from The View Newspaper Group; Laura Fromwiller, Reference Department Head; Yvonne Brown, Assistant Director for Technical Services; Melissa Malcolm, LDL Director; Pat Presby, Recorder

17R.08.03 ADDITIONS/DELETIONS/APPROVAL OF AGENDA: Mrs. Babb moved to approve the agenda as printed. Seconded by Mrs. Rykhus. Motion carried.

17R.08.04 PUBLIC COMMENTS: none

17R.08.05 UNFINISHED BUSINESS:
Proposal from The View Newspaper Group - Mr. Alverson moved to accept The View's proposal for \$12,300. Seconded by Mr. Phillips. Motion carried.

17R.08.06 NEW BUSINESS:
Presentation by John Chrastka from EveryLibrary -

- EveryLibrary is a 501c4 which means it is basically a PAC with a structure that allows lobbying. He can help lobby the public through a Yes! Committee. While EveryLibrary can take donations (it also has corporate sponsors), all of the work for LDL would be pro bono.
- He enumerated the library districts he has helped in their campaigns for millage renewal, increases or bond issues. Success rate was also noted.
- The time frame for the campaign should be about a year with the board getting involved 10-14 months out and the Yes! Committee being formed early on but working intensely for about three months before the vote.
- The Library Board runs an informational campaign answering the crucial questions of the community, notably "Where's my money going?" and "Who is spending it?"
- Some discussion was given to Plan A (the bond issue passes) and Plan B (it doesn't). The bond issue could be placed on the November ballot, but there could be some problems with that, namely too many proposals, as well as political offices, might put voters into overload. Historically, November elections have not been kind to LDL.
- The voter dynamics are the same for any election. There are 35-37% of voters that comprise the "library party" and need no convincing that a new facility would be a wonderful addition to their community—even though they may not be power users of the current library. A second group (about 35%) could be seen as the "independents" or "swing voters" who, while they might be users of the library, have suspicions of all taxes and might "take it out on" a bond proposal for the new building. This is the group that needs to hear from the Board of how the money is being spent and who is spending it. It needs to hear how the library enhances the functions of the community. About 26% of the voters will fall into the third group who will simply vote "no" for any new tax. The second group is precisely the group who the Board needs to do due diligence to, being very transparent in values, vision, and hope. These community members need to be worked with early on in the process rather than later, knowing full well that there may not be any change in attitude.
- The Board discussed how to influence the second group and were advised to go to where people gathered that had shared values of the library. It also was suggested that door to door person to person campaign contact work should be seriously considered.
- Meetings are needed to avoid rumors and hearsay.
- It should be noted to the community that currently the district is trying to "shoe horn" the 21st century into a 1923 building.

- The Yes! Committee needs to get 2 to 10 honorary chairs with endorsements by influential community members.
- The nostalgia problem was addressed with examples of other communities' solutions. This generated thoughts on how to transfer the emotional impact of deAngeli to the new building. Whatever artifact is chosen, the new library plans need to show where the item will be.
- Some discussion brought up points pro and con as to when the issue should be placed on the ballot—August or November. The impact of absentee ballots in each election was considered. It was suggested to consider more polling.
- The patrons of outlying branches need to be considered, otherwise they might ask "What's in it for me?"

17R.o8.o7 PUBLIC COMMENTS: none

17R.o8.o8 ADJOURNMENT—Mr. Alverson moved to adjourn. Seconded by Mrs. Hill. Motion carried. Meeting adjourned at 6:29 p.m.

**Regular Meeting:
Metamora Branch Library
August 17, 2017
Finance Committee 1 p.m.
Full Board 2 p.m.**

**Special Meeting:
Metamora Branch Library
September 7, 2017
4:30 p.m.**