

Special Meeting
Joint Meeting of the Board of Library Trustees
And the Altadena Library Foundation
Altadena Library District
Community Room – Main Library
January 3, 2013
7:00 p.m.

PUBLIC REQUESTS FOR DOCUMENTS: The District provides a public inspection copy of all materials included in the agenda packet distributed to the Board members. Members of the public who wish to obtain a copy of any document may do so by completing a Request for Public Document form and submitting it to the Administrative Secretary who will arrange for the documents to be copied at a charge of 15¢ per page. Request forms are available at the District Administration offices.

1. CALL TO ORDER at 7:02 p.m.

2. ROLL CALL:

Present: David Datz, President
Thomas Hubbard, Secretary
Dale E. LaCasella
David Tuck
Gwendolyn McMullins

Staff:

Pauli Dutton, Principal Librarian
Tina Wallin, Finance Director

Altadena Library Foundation: Sharon Sand, Aimee Daniels

3 ADOPTION OF AGENDA

It was Moved (LaCasella), Second (Hubbard) to Adopt the Agenda.

PASSED

4.

PUBLIC COMMUNICATION

Citizens may address the Board regarding any item of Library business on or not on the agenda. Citizen comments are limited to 3 minutes per item. At the discretion of the President, citizens may be allowed a longer presentation. While all comments are welcome, the Brown Act does not allow the Board to take action on any item not on the agenda. If speaking before the Board, please give your name and address, and state the agenda item and/or issue you wish to address.

None

5. NEW BUSINESS

A. Discussion with former State Senator Jack Scott regarding fundraising strategies, for the Altadena Library District and Foundation, for Renovation and Expansion Project:

David Datz gave an overview of the need for the expansion to meet ADD requirements and concluded with the comment that beyond legal matter it was “the right thing to do.” He described the project, the plans from CWA, and the results of the feasibility study for the project.

Dr. Scott began his talk by telling of his Altadena background which includes residing in Altadena since 1988. Although his home burned down in 2011 and he currently lives in a condo in Pasadena, when his home is rebuilt he intends to return to Altadena. Scott is also a long time Altadena Library user and donates books to the library.

Scott then spoke of his experience in fundraising which began when he became head of Pasadena City College in 1987. Although before he came there had been very little fund raising he managed to raise \$10 million dollars through private funding. To accomplish this he himself spoke with many people and mailers were sent out. Although he has raised money from people in Altadena, he is not familiar with any past fundraising

projects there. He also has had many years of experience in raising money during his political career.

Dr. Scot then went on to discuss the principles of fundraising as he saw them:

1. What is needed first of all is a vision that is sellable. Vision is not just the beauty of the building but the future services it can provide. What exciting things will you be able to do for the children?
2. A brochure should be brief but have pizzazz to help people remember your message. He decided that calling his building fund a "\$100 million dollar project" sounded catchy. Whatever goal you choose should be reachable but a stretch and offer sizzle."
3. Hit when contractors are not busy to save costs.
4. Use all avenues possible. He received money from the State Library for his building and remodeling projects. What the state would not fund he raised through bonds (parking) and private funding for a total of \$1 million over what the would give for building the library. Scott added that since schools now only need 55% to pass a bond that this figure might be the same for library.
5. Divide your fundraising into parts which might appeal to individual donors. For PCC's sculpture garden he approached those interested in art. Rooms or sections could be named for a donor. Have a list of possibilities: A \$10,000 gift would get us... \$25,000 would provide this..., etc. If someone has \$5million name your library after him.

Three Primary Ways to Raise Funds:

1. Mail is least effective but deserves a part in the process. It is best near the end of a project to clean up loose ends. The written plea can describe what has already been given. However, people generally don't give as much if you start there. His cost for mailers was about 1/10 of the amount he raised when he was in government.
2. Telephone is better than mail since it is harder to say no.
3. Personal eye-to-eye contact is best. You must ask if you want to receive funds. "Can I count on you to give \$500?" Talk to bank managers, other business people, and those with wealth. Look for someone to introduce you to all of these contacts. He suggested Bank of American, Webster's. Use lists of those who have given money to other projects.

Publicize the library.

1. Tell about all the wonderful things you are doing for them. Get the message out .Let them know how the library improves their community.
2. Let them know that your project is "bare bones" -- the minimum to have a first class library with nothing unreasonable. You are not building a "taj mahal."
3. Sell it as an "independent" library--uniquely its own--not part of Pasadena nor the County.
4. Although those in government may not be able to give you money, you can still get their stamp of approval. Speak to Judy Chiu, Altadena's current congressional representative to add her name as a supporter and get a good quote. "What a great project!"

The Opposition:

1. Listen. Make some concessions.
2. There will always be naysayers. Fight back by telling how much good the library accomplishes with the attitude that we must do what is best for the community.

Prospects:

Scott offered that it would be very difficult to raise \$10 million dollars from the private sector. Instead the library should find out if there are any funds the state has that might be used. Ask Melanie Caldwell-Holden to ask her husband Chris Holden to ask his staff to research this.

Dale La Casella spoke about TELACU, a foundation with \$80 million dollars to spend.

The foundation has previously agreed to provide 25% of the cost of a project if the library could come up with the other 75%. She added that one advantage of a feasibility study is that it can provide a listing of possible donors.

Those there thanked Dr. Scott for his time and his informative talk. After he left, discussion continued of what more could be done. Tina Wallin and Pauli Dutton suggested all library staff could present a unified message of the good the library is doing. David Datz mentioned that Pauli was a blogger for the Patch. Tom Hubbard suggested placing a three by five card in each book checked out with three main points such as "Did you know Altadena Library is an independent library? That it circulated ? etc. Sharon Sand asked if it might be useful for one of the foundation members to come to a staff meeting to talk about what the staff might want to say. It was suggested that this might start with Director Barbara Pearson, Tina Wallin, and Pauli Dutton. One of the next steps for the Foundation will be to ask Dr. Scott if he would be on the planned Foundation's Advisory Board. This might fit into his busy schedule since this would only require two meetings a year. There was a general agreement that this had been a successful meeting

6. ADJOURNMENT

**It was Moved (McMullins) Second (LaCasella) to adjourn the meeting at 8:37 p.m.
PASSED.**