

**Report from  
Pacific Grove Library Summit  
February 6, 2010**

Facilitated by Elin Kelsey

***Question: How can we make the Pacific Grove Public Library the ideal library to serve the citizens of Pacific Grove, and how can we obtain sustainable funding for its future?***

## **Table of Contents**

	Page
Introduction – Lisa Maddalena .....	1
 <u>Sessions About the Library</u>	
What Do You Love About Your Library? .....	2
Library Services .....	3
Who Is the Community of Library Users?.....	5
Developing an Action Plan.....	6
Alternative Library Management Models.....	8
 <u>Sessions About Securing Resources</u>	
Increasing Visibility for P.G. Library .....	9
Grassroots (and other) Fundraising Ideas .....	11
Setting up a Foundation for the Library.....	13
New Ballot Measure for Parcel Tax.....	14
 <u>Other Related Sessions</u>	
Role of City Council.....	17

## Introduction

Our very first "Library Summit" happened Saturday, February 6, at the Pacific Grove Natural History Museum. Over 100 people attended the Summit--people of all ages, City Council members, Library Board members, and City administrators, "Friends" of the Library, Library staff and supportive citizens. All were there because they cared deeply about the future of the Pacific Grove Public Library.

Our Facilitator, Elin Kelsey, began the Summit by demonstrating our method of meeting, "Open Space Facilitation". Anyone attending the Summit could host a meeting that addressed the question of the day, "*How can we make the Pacific Grove Public Library the ideal library to serve the citizens of Pacific Grove, and how can we obtain sustainable funding for the future?*" Participants were free to attend the meeting of their choice, and to walk away from a meeting if they were not passionate about the topic. This method worked beautifully with our large group, as you can see from the following report.

In the three weeks since the Library Summit we are acting on the conclusions of the Summit participants. The Library will be taking part in the Good Old Days parade, April 10, and the Friends of the Library will have a booth there. Staff are looking at new ways of publicizing the library, thanks to suggestions made at the Summit. The Friends of the Library are looking at new ways to advertise their fund-raising events. New volunteers are lending their skills to the library. The future of the Pacific Grove Public Library looks brighter thanks to all of you who attended the Library Summit.

Lisa Maddalena, Senior Librarian

## WHAT DO YOU LOVE ABOUT YOUR LIBRARY?

- Enthusiastic, helpful, knowledgeable staff
- Friendly librarians
- Children's programs
- Seeing kids enjoy the world available to them through books!
- The knowledge and resources the library makes available to me.
- I owe PG Library big time for my career and LIFE. Emil
- Books! Books! Books!
- Professional, helpful staff
- The building
- Wonderful, welcoming, hard-working staff and volunteers
- Cultivating sense of community
- Story time!
- The awesome books that they have Fiorin, age 8
- Helped make my daughter a lover of reading
- We like going there Selma, age 6
- Getting new books! Alix, 5

“The Library is the place to go when you have no other. It's the place where you can think and get inspired, if we close it down, we'll all be doomed.” Rachael S., age 9

### “Importance of Pacific Grove Public Library

- ❖ not only a place for books, but just a place to be, to see people
- ❖ everyone is important, has power there
- ❖ is for future generations
- ❖ is a place to make memories to last a lifetime
- ❖ is a very old library, a second home to many PG citizens, a public trust
- ❖ is a place of people, of happiness
- ❖ if time is needed to just think about life, trust it to be a great spot
- ❖ everyone needs a library, and PG library is ideal
- ❖ a place of inspiration”

So I think we should support the Pacific Grove library with all our souls, as it has supported us. I personally am not about to let it close if I can help it.” Mary Grace Sizemore, age 11

Session Topic: **WHAT SERVICES SHOULD THE LIBRARY HAVE?**

HOSTED BY ROBERT HUITT

**Participants**

Robert Huitt

Pamela Jungerberg

Marilyn Beck

Michael Reynolds

Indika Karuhasin

Dick Beidleman

Linda Bailey

Laura Headley

Cynthia Garfield

## **Key Ideas**

On following two pages

## **Possible Action Steps**

Not specifically addressed; some suggestions among key ideas

## PRODUCTS / SERVICES

What does an excellent community library do / have?

- Provides a special place for many purposes, a community builder
  - See neighbors
  - Librarians build our knowledge
  - Synergies among patrons
- All ages
  - Develops youth
  - Seniors
  - Children
  - Families
  - Individuals
- Talks
  - Books
  - Authors
  - Music
  - Education
  - Chautauqua
- Outreach, inclusive
  - Hearing / Vision / Mobility challenged
- Saves on storage, small PG houses, borrow instead of buy, more variety
- Inter-library loan (“in touch with the world”)
- Architectural heritage of library building
  
- HQ for resources
  - Jobs
  - Oral history
  - Grant projects, funding sources
  - Classes
  - Book group kits

What’s needed?

Session: What Services Should the Library Have?

- Continuity up through age groups, building on kids' programs
- Better community meeting space
- Digital room w/ video and audio
  - Overflow for Panetta series
  - MPC, CSUMB
- Outreach capabilities
  - Money
  - Staff
  - Vehicle
  - Space
- Payment mechanism to support inter-library loan program
- Digital encyclopedia
- Book-buying partnership with bookstores (The Works)  
(New book request through bookstore, patron pays, gets it first, then donates it)
- Magazine sponsorship
- Great website
  - Highlight database, catalog
  - ebooks
  - Tutorials
  - Links to Foundation, Friends
- Reconfigure Grand / Central (w/ Holman development) into Cultural Center
  - Library, Museum, Jewell Park and little house, Chautauqua Hall
  - Traffic circle and *Woonerf*
  - Friends bookstore there or on Lighthouse
- Make donating easy and clear: how to do it
- Bulletin board

Session topic: **WHO IS THE COMMUNITY OF LIBRARY USERS?**

HOSTED BY CYNTHIA GARFIELD

**Participants:** Gail Abeloe, Jaynti Addleman, Robert Huitt, Indika Kajunge, Dave Whittick

**Key Ideas:**

Those who are served by PG Library include:

- 1) Full-time resident cardholders and students
- 2) Part-time 93950 residents
- 3) Pebble Beach residents—full- and part-time; 80% of PB library users use PG Library
- 4) Monterey residents
- 5) Other county residents
- 6) Vacation and time-share visitors
- 7) 20-30% of library cardholders are outside 93950

How to get more “ownership” of library

Relevant programming (i.e. Chautauqua)

Family night

Outdoor movies

Connect to PG Piazza (Museum, Jewell Park)

**Possible Action Steps:**

- Get part-time residents to switch registration to support ballot measure
- Increase awareness of what donations do for library
- Target Pebble Beach users to join Friends/Foundation
- Promote resources to increase support
- Twitter/Facebook social marketing project: Scouts
- Charge for a portal to ebooks (free)/downloads—ex: \$5.00 for DLI soldier

Session Topic: **DEVELOPING AN ACTION PLAN, WITH SPECIFIED FUNDING MECHANISMS, TO GUIDE LIBRARY LEADERSHIP**

HOSTED BY PAMELA JUNGERBERG

**Participants:**

Judy Archibald

Kim Fraser

Lorrie Sizemore

Hank Armstrong

Linnet Harlan

Gail Skidmore

Marilyn Beck

Deborah Lindsay

Audrey Doocy

Barbara Moore

Key Ideas:

- Update Matrix Library Study
  - Evaluate and prioritize recommendations
  - Consider additional strategies
  - Add action items and timelines.
- Identify funding mechanisms
  - Short Term
    - Grant-writing
    - Fund Our Library Campaign
    - Friends of the Library
    - City General Fund
  - Pepsi Refresh Project (sent by someone who wasn't there)
  - Long Term
    - Ballot Measure
    - PGPL Foundation or FOL Endowment Fund
    - City General Fund
- Create a Tactical Plan
  - What to do.
  - Who will do what.
  - How much will it cost.
  - When will it be done.
- Gather team
  - Library Staff, Library Board Member, Community Member with Strategic Planning Leadership experience (5 potential volunteers identified). Hank Armstrong as facilitator.
- Identify Funding Needs associated with Strategic Planning

- Campaign advisor for ballot measure.
- Interim staffing at the Library.
- Grant-writer.
- Assistance with business plan.
- Procure Funding for Process
  - Community Foundation.
  - Packard Foundation.
    - Organizational Improvement Grants available.
    - Hank Armstrong could assist with writing the grant.
  - Grants
  - Other???

#### Possible Action Steps:

- Identify Team Members
  - Initial Team to Begin Process
    - 1 Library Staff Member, 1 LAB Member, Hank Armstrong.
  - Volunteer with Strategic Planning Leadership Experience
    - 5 names as potential volunteers were identified
- Initial Steps
  - Create *brief* statement, a clarification of request, to discuss with potential Strategic Planning volunteers.
  - Prioritize 5 identified names, as to who might best assist Library.
  - Identify who is the best person to ask potential Strategic Planning Volunteer to offer their services, pro bono.
  - Informational interviews with potential volunteers to determine:
    - Interest.
    - What they could offer.
    - Availability & willingness.
  - Select Strategic Planning Leader.
  - Identify any other members for the Strategic Planning Team.
- Identify & Prioritize Necessary Funding for Planning Process, e.g.:
  - Campaign advisor for ballot measure.
  - Interim staffing at the Library.
  - Grant-writer.
- Procure Funding for Identified Goals
  - Community Foundation
  - Packard Foundation
    - Organizational Improvement Grant
- Develop Action Plan
  - 3-5 years



Session topic: **ALTERNATIVE LIBRARY MANAGEMENT MODELS**

HOSTED BY BRENT JOHNS

**Participants:** Dave, Judy, Kim, et al.

**INTEGRATION OF ALL MONTEREY COUNTY PUBLIC LIBRARIES**

1. Buy in from all public libraries in Monterey County to conduct a full, impartial analysis of full integration into one system via grad student internships with SJSC, SRI (Stanford Research Institute), Santa Clara U. to conduct the analysis.

**LIBRARY OPERATING COMPANIES**

2. Invite library-operating companies (LSSI and others) to assess current public libraries (all of Monterey County) for possible operating, improvements. (Cursory review without charge.)

Session Topic: **VISIBILITY**

HOSTED BY: LINNET HARLAN

**Participants:**

Pam Cain

Walter Gourlay

Deborah Lindsay

Jeanne McCombs

Mary Grace Sizemore

Gail Skidmore

## Key Ideas:

1. The election results clearly show there is no mandate to close the library.
2. Consider getting the Friends of the Library on Facebook and/or Twitter. Facebook would be for communicating more general information; Twitter would be for communicating information on which immediate action is sought.
3. Once we know what the message is, it will be important to have consistency of message.
4. The *Hometown Bulletin*, the *Cedar St. Times*, the *Carmel Pine Cone* (which, of course, focuses on Carmel, but is read by many P.G. residents), and, to a lesser degree, the *Monterey Herald* (which has many demands on its resources) are on our side. Get them content.
5. Get out to the public the statistics of the heavy usage of the library.
6. What other place provides self-directed life-long learning?
7. Visibility/fundraising/ballot measure are all part of the same continuum—people can participate at whichever point they choose.
8. Consider having a booth at Good Old Days (though it may be too expensive). Would the Heritage Society be willing to split the cost of their booth?
9. Any visibility action should be coordinated with/linked with the Friend of the Library.
10. Consider buttons, bumper stickers, yard signs, letters to the editor.
11. Consider parade/community activity focused on the library (especially one appealing to children and/or families). Perhaps something including music. Apparently entry in the Good Ole Days parade is inexpensive (free?). Do we know someone who would put posters on their car in the parade? Should we organize a cadre of book reading marchers?

12. Provide a vehicle for former P.G. citizens/other people who want to support P.G. to know what's happening and/or donate.
13. Write an article "A Day in the Life of the P.G. Library" that would include information on all the less visible activities required to keep the library running and all the services the library provides. Consider other articles—for example, how was the library kept running during the Depression?
14. Consider providing voters who want to "send a message to city hall" a vehicle other than voting against the parcel tax measure.
15. Increase use of email to keep supporters informed/involved.

## Session topic: **GRASSROOTS (& OTHER) FUNDRAISING IDEAS**

HOSTED BY LOWELL MARCH

### **Participants:**

Gary Girard	Unsure which person – first names only
Walter Gourlay	
Deborah Lindsay	
Scott Miller	Gail (Abeloe or Skidmore?)
Georgia Nevarez	Jay (Addleman?)
Shirley Ray	Joseph (Asling or Rock?)
Lorrie Sizemore	Ron (Contreras or Henderson?)
Esther Trosow	Michael (Reynolds or Sizemore?)
Ashlee Wright	

### **Key Ideas and Possible Action Steps:**

#### *1. Ongoing fund raising efforts*

- On-going bake sales, in front of the Library or during Monday Farmers' Market
- Coffee cart tied in to any Library events, in front of the Library, such as Bake or Book sales
- Sell book bags with art work by local artists, book marks, magnets, bumper stickers, sweatshirts, tees in the Library and at all public venues, such as Artist Walks, Good Old Days, Farmers' Market, Feast of Lanterns, etc.
- Join Friends of the Library
- Encourage local parents and children to ask birthday party guests to bring money and/or books for the Library instead of gifts to children's (and adults?) birthday parties

#### *2. Once-in-a-while fund-raising efforts*

- Have child musicians act as "buskers" during events such as Artist Walks
- Christmas wreath auction, with decorations made by local artists and volunteers and donated for the auction/wine/cheese event
- Read-A-Thon for children
- Dance Contest for many ages
- One HUGE book sale every year, with all aforementioned items on sale, too
- Steinbeck event
- Have local restaurants donate 10% of one lunch and/or dinner's take
- Hold a BIG party (with donated refreshments) and have invitees donate

the \$96 which it would have cost each family if the ballot measure had passed

3. *Politically-related efforts*

- Have facility rental fees (any City location) go to the Library
- Taxes from any City Medical marijuana sold go to Library
- Petition for a new measure on the next ballot
- Ask highly paid City officials to take a cut in salary and direct that money to the Library

4. *Potential sources of support*

- New Pepsi Foundation Grants to finance purchase of items to sell and/or other materials, programs or salaries, as stipulated in the directions from Pepsi, which I am currently studying
- Chamber of Commerce
- Lions
- Kiwanis
- Various cultural groups and communities
- Teachers' groups

5. *Other/ General*

- Revive Chautauqua ideal, as in City's past, with a newly designed, easily recognizable logo for all fundraising events
- "Adopt" an employee of the Library for an hour
- More Library publicity
- Charge small amount for evening speakers or programs in the Library

## Session topic: **SETTING UP A FOUNDATION FOR THE LIBRARY**

HOSTED BY JUDY ARCHIBALD

### **Participants:**

Hank Armstrong  
Sheila Baldrige  
Jean Bell  
Joe Brookshier

Ken Cuneo  
Barbara Moore  
Bobbie Morrison  
Judd Perry

Robin Venuti  
Judy Wills  
Ashlee Wright

### **Key Ideas:**

- 1) A foundation is important to long-term stable funding for the library.
- 2) Explore idea of setting up a foundation as a second function of the Friends. This would be a quicker way to get a foundation established and less confusing to the public to have fundraising always funneled through the Friends.
- 3) Establishment of a foundation must be coordinated with the city. No foundation can successfully raise funds unless the city supports a library.
- 4) Consider establishing an interim Advisory Council to raise funds while a foundation is being set up.
- 5) A consultant can be valuable in planning a fundraising campaign once a foundation is established.
- 6) Explore finding grant money to help with setting up a foundation, seeking foundation donations, and setting up a system to track donors.

### **Possible Action Steps:**

First set up a meeting of interested people to do the following:

- 1) Develop a list of questions to ask individuals and groups about their knowledge regarding establishing a foundation.
- 2) Consult resources listed to gather information about setting up a foundation.
  - Carmel Library Foundation
  - Museum Foundation
  - Kim Bui-Burton at Monterey Library
  - Hank Armstrong at the Aquarium
  - San Francisco Library
  - Jil Danneskiold-Attorney and Friends member

Session topic: **NEW BALLOT MEASURE FOR PARCEL TAX**

HOSTED BY LINDA BAILEY

**Participants:**

Jayanti Addleman	Tom Frutchey	Michael Reynolds
Sheila Baldrige	Indika Karanasiri	Joseph Rock
Jean Bell	Bruce Leivenberg	Laura Headley
Bonnie Bragg	Deborah Lindsay	Gail Skidmore
Kim Bui-Burton	Bobbie Morrison	Lorrie Sizemore
Alan Cohen	Georgia Nevarez	Esther Trosow
Walter Gourlay	Ellen Pastore	Judy Wills
Ken Cuneo	Anthony Pearsall	

**Questions, ideas, and action items developed during session:**

**WHAT SHOULD THE BALLOT MEASURE BE?**

Parcel tax, same as last time? (\$96 per parcel) Or a lesser or higher amount?

Mello-Roos tax that would include Pebble Beach? (Need more info, might be hard to achieve 2/3 vote throughout Pebble Beach)

If not Mello-Roos, something to bring in Pebble Beach \$\$, such as a voluntary payment of parcel tax, with map in library marked by push pins?

Include sunset clause, or not?

General Election, or single-item ballot? (Support for both positions)

Something that really emphasizes what people will lose

Something that combines fund-raising with ballot efforts

Includes possible appeal to Community Services Division (CSD) to provide partial funding?

Whatever it is, just DO IT.

**WHAT STUMBLING BLOCKS WILL WE NEED TO OVERCOME?**

Ignorance of 2/3-vote requirement to pass measure

Measure U anger--this is just a second tax for same thing

Distrust of City Council mentioned often during calls

Low voter turnout

Not a good enough election-day get-out-the-vote campaign

Sunset clause?

Not enough calling (some people got none, some got lots)  
Anti-tax argument was persuasive  
Off-year election problems (some thought this was a plus, not minus)  
Confusion (?) regarding renters paying versus landlords paying  
Short time to prepare for election/need longer timeline  
Lack of funding for full, effective campaign  
Cost of placing measure on ballot  
Too much campaigning? Run stealth campaign instead?  
Resentment over the high school stadium expense  
People not believing the library will close  
Librarians doing too good a job/ people aren't suffering enough yet  
People don't believe there will be consequences  
People feeling library isn't necessary due to Internet access, Google, etc.

### **ACTION ITEMS:**

Form steering committee immediately  
Get funding for full or stealth campaign and campaign consultant  
Work with marketing guy/gal/campaign consultant  
Do advance polling on stumbling block issues  
    What dollar amount is the tipping point for voters?  
    Does a sunset clause make a difference and if so, what time period?  
    How do we address Measure U and stadium resentment, and  
    distrust of city gov't  
Determine whether we should aim for a single issue or general election  
Determine timeline for targeted election  
Get support of Council to put measure on ballot

*Include the following campaign strategies:*

Booth at Good Old Days/petition of support?  
Stuff mailboxes of registered voters (illegal to put in mailboxes)  
Solicit support from other community groups (financial and logistical)  
Get school district involved, work with PTAs; make use of high school  
kids (July Wills)  
Determine % of voters who cast by absentee ballot and what they voted  
for  
Publicize what people will lose

### **STEERING COMMITTEE beginnings**

Walter Gourlay  
Anthony Pearsall  
Judy Wills  
Linda Bailey

Ken Cuneo (will make calls as private citizen)

Session topic:

**ROLE(S) OF CITY COUNCIL**

HOSTED BY LISA BENNETT

PARTICIPANT: Linda Bailey

**Key Ideas:**

- 1) Take a stand on how essential a public library is
- 2) Allocate as much funding as possible
- 3) Think long-term
- 4) Initiate and support measures to secure sustained, stable funding for library

**Possible Action Steps:**

- Put tax measure back on ballot