

July 10th meeting of West Pearland library task force

I. Recap of previous meeting:

Geoff Tonini led previous meeting in Roosevelt Week's absence.

Reiterated city and county needs from the task force

1. Show need.
 - a. Done through population increase west of 288
 - b. Survey of west side residents
2. Identify plan
 - a. Identify possible lessors
 - i. Discount availability
 - ii. Pricing
 - b. Short and long term plan identification
 - c. Identify donors

Fundraising needs

1. 501(c)(3)
2. money for books, underwriter possibility
3. long term capital plan
4. federal grants (usually not for buildings)

Subcommittees identified – determination to be made at 7/10 meeting or via e-mail

1. marketing/survey/communications
2. Friends committee (finance)
3. Real estate (research both long & short term plans)
4. Fundraising

Short term plans previously identified

1. space in the mall or a stripmall
2. "bookflicks" (like Netflix) dismissed as too costly
3. escrow fund to use for long term plan – not sure if this is legal

NOTE transfer of expansion bond money was dismissed.

The only viable short term plan is leasing.

Long term plans

1. microlibrary

2. café style library
3. Alvin Community College (ACC) shared library

All long term possibilities were kept.

When it comes to providing population increases, the County library system can get population numbers needed by the group.

A YahooGroup was set up in order for easy mailing between the group.

Homework from the previous meeting was to return with potential survey questions.

- II. Task force leadership positions were discussed. The executive board of the task force was decided to consist of a Chair, vice-Chair, Secretary, Corresponding Secretary and a Treasurer.

Nominations were taken from the floor and elections were held. The following officers were elected.

Chair: Roosevelt Weeks (from previous meetings)

Vice Chair: Geoff Tonini

Secretary: duties split between Gaelyn Stanley and Keri King

Corresponding Secretary: Steve Zachs

Treasurer: Nick

- III. Subcommittees and their duties were discussed. Each committee will have a chairperson whose duty will be to oversee the committee and provide reports to the board. Nominations are to be sought via e-mail and this committee information will be available as a separate document.

The subcommittees and their duties are as follows:

Friends/Finance

- Set up bank account
- Obtain EIN (employer identification number) from IRS
- Set up charter/by-laws
- Incorporate in Texas
- Prepare and file 501(c)(3)
- Set up Paypal account
- Maintain financial records

- To be led by the Treasurer

Marketing

- Prepare and collect data from the survey
- Contact papers and develop relationship to help with marketing the library
- Prepare demographic information
- Maintain both YahooGroups for communication between members and the public
- Get information into subdivision and school newsletters
- Branding/logo
- Website info at city and county

Real Estate

- Find retail locations available for leasing
- Price rental locations
- Find out cost for long-term purchase
- Swap options
 - Possibility of developer working with ACC on UT land & combine with city land for a campus and attached library
 - Swapping current city owned land with another property
- What is the impact of a library? (does it increase property values?)
- Co-leads on this committee are needed from the city and the county to help with the understanding of rules and regulations

Proposed Budget

- Very small committee to come up with the budget to actually build a library
- Costs to operate come from the County
- To be led by Roosevelt Weeks (who has public library experience)

Fundraising

- TIRZ funds available- TIRZ requirements: is some funding available for purchase/building? (Talk to city)
- Corporations/donations
- Grants
- Sponsors
- Citizens

- Donations through websites
- Booths at community events
- Donations through H-E-B and/or Kroger

IV. Methods to disseminate information & survey were discussed. They include the following:

- City of Pearland quarterly newsletter
- Local newspapers
- Events and booths at public events
- Check into possibility of booth at Macy's day event
- Link through City of Pearland website
- PSA's when organization is tax exempt
- Back to school events
- Newsletters for subdivisions and schools

V. Timeline for deliverables:

October 31, 2008: draft for task force revision complete

- Friends' committee work done
- Marketing work in progress. Survey & demonstration of need must be done.
- Fundraising – have some contributions to prove viability, plan must be close to done
- Proposed budget committee must be done
- Real estate committee: must be done or mostly done

November 30, 2008: full draft in print and ready to deliver to City and County.

January 2009: City of Pearland budget retreat to plan for 2009-2010 year. Complete information required by this point.

February/March 2009: County library system starts planning for their budget presentation to Commissioners Court. Complete information required by this point.

May 2009: County presentation to Commissioners Court for 2009-2010 budget.

We should look to universities and colleges to see if we can solicit volunteer/intern work from students for work on these committees.

VI. Possible survey questions were then discussed. (NOTE: This information will also be in a separate document for editing and easy review). These include survey questions brought by participants and brainstorming at the meeting.

1. Demographic information
 - a. # and ages of adults

- b. # and ages of children
2. Do you currently use Brazoria County libraries?
 - a. If yes, which one(s)?
 - b. If not, do you use a different public library? Which one?
 - c. If you don't use a public library, why not?
3. Services at public library
 - a. Children's section
 - b. Research area
 - c. Story time
 - d. Audio books
 - e. Medical section
 - f. Computer lab
 - g. Arts/crafts
 - h. Teen activities
 - i. Reading programs
 - j. Book clubs
 - k. Law library
 - l. Study area
 - m. Lexus/Nexus
 - n. Performance area
 - o. Conference rooms
4. Importance of services listed above
 - a. 1-5 scale
 - i. identify better than "not important", "very important"
 - ii. possibly 1: doesn't matter, to 5:wouldn't go to a library without it.
 - iii. If you were given \$1 total to spend on the above services, how would you spend it? (might only be useful for live focus groups.)
 - b. Pick the three most important of the above list
 - c. Break up by adult/child relevance?
5. What programs at the current library you go to do you use?
6. What subdivision do you live in?
 - a. Give 6 or so subdivisions (Shadow Creek Ranch, Country Place, Southfork, South Gate, Southern Trails, etc.)
 - b. Include space for "Other" and allow fill in
7. How far are you willing to travel to use a public library? ____ miles
8. What hours of operation would you like to see the library operate?
 - a. Broken down by days of the week
 - b. Either blank fill in for times, or give subset of various hours by intervals for them to circle (12pm-2pm)
9. Would you support an increase in property taxes to fund a public library on the west side of Pearland?
10. Which is more important to you: a small temporary library as soon as possible? A permanent location later, when it can be afforded (5-7 years)

11. Would your company be willing to help financially support a library through donations or sponsorships?
12. What types of books do you read?
13. Would you like to be part of the west Pearland library team? If so, please check all that apply
 - a. Options for volunteering for committees (listed)
 - b. Make a donation
 - c. Volunteer time for outreach
 - d. Volunteer to help get community support for potential bond elections
14. How long are you willing to wait for a public library in west Pearland? (long-term would be 5-7 years before a library)
15. Should the library contain literature in languages other than English at the library? If so, which one(s)?

Other information for the survey:

Do we need to offer the survey in languages other than English?

VII. Next meeting.

- A. July 24th 7pm at Shadow Creek Ranch Visitor's Center
- B. Future meetings of the full task force to be the 1st & 3rd Thursdays of each month.
- C. Primary objectives for the meeting on 7/24:
 1. staff subcommittees
 2. Final review of survey
 3. Execute survey
- D. Action items assigned:
 1. E-mail distribution list: Roosevelt Weeks (he has most of the e-mail sheets)
 2. Create 2 YahooGroups: Joshi
 - i. Public announcement only group for the general public to receive information to avoid spam
 - ii. Private group for the task force to avoid spam
 3. Make sure all are previous attendees are invited to the task force YahooGroup: Joshi
 4. Contact local papers and start relationship-building: Steve Zachs

5. Find government reps for Real Estate committee at County and City level: Bill Eisen to find city, Kelly Kronfeld to find county
6. Post all minutes to YahooGroup: Gaelyn Stanley and Keri King
7. E-mail nominee information (committee information): Keri King
8. Colleges - work to try to solicit interns from local universities and colleges: Everyone with specific contacts
9. Reserve room for future meetings: Kelly Kronfeld
10. Obtain Pearland & Manvel's Friends By-laws & by-laws work: Nick
11. Interview Half Price Books to see if we can find information on demographics/purchases to help figure out if people are using it as a "library": Enid Henderson