

**I. Meeting of the July 24<sup>th</sup> meeting of West Pearland library task force called to order at 7:00pm by Geoff Tonini, Vice-Chair.**

**II. Recap of previous meeting:**

**A. *Task force leadership elected.***

- 1. Roosevelt Weeks - Chair**
- 2. Geoff Tonini – Vice Chair**
- 3. Keri King & Gaelyn Stanley – sharing Secretarial duties**
- 4. Steve Zachs – Corresponding Secretary**
- 5. Nick Green - Treasurer**

**B. *Subcommittees & duties identified***

- 1. Friends/Finance**
  - a) Bookkeeping for organization**
  - b) Tax exempt preparation, including by-laws, tax ID number and filings with state and IRS.**
  - c) Led by Treasurer**
- 2. Marketing**
  - a) Collect data from survey & demographic information**
  - b) Develop relationship with press & civic groups**
  - c) Branding & logo**
  - d) Submit website information to city & county**
- 3. Real Estate**
  - a) Find & price retail locations for leasing**
  - b) Find cost for long-term purchase**
  - c) Help work with swap options**

*(1) ACC land grant possibility from UT land*

*(2) Current city owned land to another more suitable parcel*

**d) Find the impact of a library from a real estate perspective**

**e) Member from City & County on this committee**

**4. Proposed Budget**

**a) Small committee to come up with budget to build**

**b) Costs to operate will come from County**

**5. Fundraising**

**a) TIRZ**

**b) Corporate donations/sponsorships**

**c) Grants**

**d) Asking citizens for donations**

**C. *Survey dissemination methods were discussed and include going through city & county government, local papers, community group newsletters, back to school events.***

**D. *Timeline for deliverables given:***

**1. Oct. 31, 2008 – draft for revision done**

**2. Nov. 30, 2008 – full draft in print for city & county revision**

**3. Jan. 2009 – City budget retreat.**

**4. Feb./Mar. 2009 – County Library starts budget planning**

**5. May 2009 – County Library presents to Court of Commissioners.**

**E. *Survey question brainstorming session.***

*(1) Questions included demographics, current use statistics, support of tax increase to fund library, volunteer/support interest*

***F. Action Items assigned & meeting closed.***

### **III. Reports from Action Item Assignments at previous meeting**

#### ***A. Treasurer report***

- 1. Work being done on consolidated version of by-laws**
- 2. Will apply for EIN, specifics for application given**
  - a) Type: non-profit organization**
  - b) Name: Friends of West Pearland Library, Inc.**
  - c) DBA: n/a**
  - d) Type of non-profit: booster?**
  - e) Reason for applying: banking purpose**
  - f) Primary activity: other (non-business)**
  - g) Start date: Aug. 1, 2008**
- 3. Volunteered to be contact person on EIN.**
- 4. Registered domain name friendsowestpearlandlibrary.org & put up placeholder website**
- 5. Suggested backpackit.com: a free project management program.**
- 6. Reported that currently we have no assets, liabilities or obligations.**
- 7. Offered to donate \$50 towards the \$750 IRS tax exempt filing fee.**
- 8. Cathy said that there are special items on the tax filing for library groups that can speed the process. Nick should check with her to make sure those are included in our filing.**

#### ***B. YahooGroup creation/maintenance***

***Joshi asked for clarification on the second YahooGroup. It will be announcement only and all news will be posted there from the committee for public consumption. The reason for "announcement only" is to avoid spam. Joshi also***

***collected e-mail addresses of people who are not currently on the list and will invite them directly.***

***C. Contact local papers***

***Steve Zachs was not present, so there was no report on contact with local papers. Cathy Threadgill said she will provide press contact information that the County has to help establish contact.***

***D. Government representatives for the real estate committee at County & City levels: Bill Eisen was not present to inform who would be on this committee from the City of Pearland. Cathy Threadgill will be the contact from the county.***

***E. Link on City & County websites for our group when ready.***

- 1. Bill had said it would not be a problem during previous meeting.***
- 2. Cathy gave approval and contact information for the people who can do this. They are: Mark Stoltz, 281-756-1515 or Bryan Grady, 281-756-1853.***

***F. Post all minutes to the YahooGroup***

***Joshi posted the minutes from the 7/10 meeting, Keri posted minutes from the 6/5 meeting. Gaelyn is not yet on the group, so was not able to post minutes from the 6/19 meeting.***

***G. E-mail nominee information. Nominee information was part of the minutes which were e-mailed by Keri King to the list of e-mail addresses given after the first meeting. The minutes were also posted in the Files section of the library YahooGroup.***

***H. Reserve room for future meetings. Kelly Kronfeld contacted. Gaelyn Stanley will be our liaison with the Visitor's Center and will have the building key.***

***I. Interview Half-Price Books.***

***Enid was not able to attend the meeting, so we do not have a report at this time.***

***J. Not listed on the Actions items, but sent via e-mail by Roosevelt Weeks: There is a Friends Group workshop being held at Alvin Library on August 15<sup>th</sup> from 9am-3:30pm. If anyone is interested in attending this workshop, they should contact Cathy Threadgill and she will register them.***

**K. *Not listed on the Action Items, but done by Kelly Kronfeld in anticipation of need:***

- 1. UT land:** Kelly talked with Hicham from SCR Realty Commercial regarding the UT land. He said that developer donated the land to UT. There used to be a contact person, but that person left the job. Kelly explained that having an affiliation with ACC and that if they could acquire the land, it would help everyone out. Hicham agreed this would be a great idea and will try to get contact information. This might take a few weeks.
- 2. SCR Realty data:** Annette Kaltwasser & Sherry Stockwell of SCR Realty have both said they are happy to provide any data they have that we might be able to use.

**IV. Primary objectives for this meeting were revised. Due to light attendance, we will not be able to staff subcommittees. This will be reassigned to the next meeting on August 7.**

**V. Survey Outreach and groups-all these groups we might be able to disseminate information through to reach the widest representative sample audience possible.**

- A. *Pearland Chamber of Commerce***
- B. *Rotary Clubs (2 in Pearland)***
- C. *Lions Club & Lionesses Club***
- D. *Pearland Ministerial Alliance & Hindu temple***
- E. *Homeschool groups***
- F. *Police officer Associations (have renewed a contract with PISD)***
- G. *Candidate forums/Election events***
- H. *Focus area west of 1128 (Manvel Rd.) & north of 6 to reach audience likely to use library. PTO/PTA and booster groups for schools located in this area should be asked as well.***

**VI. Survey dissemination discussion.**

- A. *A very rough approximation shows that we could expect to reach no more than 20,000 households, and likely half of that.***
- B. *For responses, we should target 250-500 returns to provide best response.***

## **VII. Subcommittee duties.**

- A. *Fundraising Committee has added two added duties from previous list:***
  - 1. *Compose a form fundraising letter***
  - 2. *Collect names of prominent supporters to include in solicitation letters***
- B. *Real Estate Committee has an added objective***
  - 1. *If we have TIRZ funds available, what are the physical boundaries we have to work within?***

## **VIII. Survey question discussion.**

- A. *Our survey focus is not to resolve our long term issues, but the immediate need focus. To that end, all questions on the survey must meet one or more of the following goals:***
  - 1. *Demonstrate need***
  - 2. *Help decide the path going forward***
  - 3. *Help decide what services would be most useful. This will also help decide the space required.***
  - 4. *Taxing issue.***
- B. *Going through the list of questions from the previous meeting's brainstorming, the following were decided upon.***
  - 1. *Question 1. Demographic information. This question was retained, with the answers being age brackets suggested by Cathy Threadgill. This will help provide user information, and is important for a short term solution.***
  - 2. *Question 2. Current use of public libraries. This will be a simple yes/no question "Do you want a library on the west side of Pearland?" and will be followed by question 7, as revised.***
  - 3. *Questions 3, 4, 5. Services at the current public library. Cathy Threadgill will provide appropriate terminology for all services available, and we will ask***

them to choose what they consider to be the most important. They will be allowed to choose up to 25% of the possible choices.

4. Question 6. Subdivision information. Deleted as not necessary. We will use question 7 to identify area library might serve to focus future efforts.
5. Question 7. Willingness to travel to use a library. This question helps to illustrate need and will be included as is. It will be followed by Question 10.
6. Question 8. Hours of operation. Deleted as not necessary at this time.
7. Question 9. Support of property tax increase to fund library. This question will be last on the survey. It will include three or four answer options, from “very likely” to “will not support.”
8. Question 10. Short term vs. long term solution. This question will follow question 7. As modified, it will include a “phased” library choice.
9. Question 11. Company support of library. This question has been revised to add in a response for the company name if they indicate their company would be willing to provide financial assistance.
10. Question 12. Types of books. While this might provide good information, it’s not necessary for this survey. We can include as part of a future survey, if needed. Our opening collection would be diverse, but future years would be more focused on user preference.
11. Question 13. Volunteer information. We will put this in after the questions of the survey as an option for them to leave contact information. We will also provide contact information that they can write to for more information.
12. Question 14. Wait timeframe before library. This question is must like question 10, and not necessary.
13. Question 15. Languages of literature. This question will be free response and changed to ask respondents what languages they read. It’s important to ask what they read vs. what they speak, because many people will speak a language but not necessarily be able to read it.

## **IX. Next meeting: Primary Objectives, action item assignments & date.**

- A. *The next meeting of the task force will be held at the Shadow Creek Ranch Visitor’s Center on Thursday, August 7, at 7pm.*

**B. *Primary Objectives for the meeting will be***

- 1. Review & complete the by-laws**
- 2. Formalize survey and decide distribution strategy**
- 3. Staff subcommittees**

**C. *Action Items assigned***

- 1. Contact Alvin Community College marketing classes to see if we can get interns: Tom**
- 2. Send press contacts to Steve: Cathy**
- 3. Identify schools & parent organizations in our target area: Keri /Gaelyn**
- 4. Get information from Chamber of Commerce: Felicia**
- 5. Contact Rotary & Lions clubs: Felicia**
- 6. Letter from Carol: Felicia**
- 7. Contact Ministerial Allince: Geoff**
- 8. Contact Hindu Temple: Joshi**
- 9. Contact with homeschoolers & homeschooling groups: Gaelyn & Cathy**
- 10. Contact police officer association: Felicia**
- 11. Edit survey: Keri**

**X. Meeting Adjourned at 8:45pm**