

1. Library Agenda

Documents:

[2017-12-11 Library Agenda.pdf](#)

2. Meeting Materials

Documents:

[2017-11-14 Library Minutes.pdf](#)

[2017-12-11 Branding And Logo Suggestions.pdf](#)



CITY OF YACHATS

LIBRARY COMMISSION Special Regular Meeting/Work Session

441 Hwy 101 N., Yachats Commons, Room 1

December 11, 2017 at 11:00am

AGENDA

- I) Meeting call to order
- II) Business
 - (a) Request to the City council re:
John Lester Hall Jr. Bequest of \$75,000 VOTE
 - (b) LOGO discussion and selection VOTE
 - (c) Library Commission Member Recommendation VOTE
 - (d) City Managers Response to Request from Chair VOTE
- III) Adjourn Regular Meeting / Move into Work Session
- IV) Call Work Session Meeting to Order
- V) Strategic Plan
 - (a) Discussion of Objectives, Timelines, Responsibilities, Evaluations,
Next Step and Follow-up
- VI) Next Meetings and Discussion of January Regular Meeting Agenda Draft
- VII) Adjourn

This meeting is open to the public and all interested persons are invited to attend. This meeting will be audio taped. All items to be considered by the Commission must be submitted to City Hall no later than one week prior to the meeting. Minutes of all public meetings are available for review at City Hall, or on the City website at www.yachatsoregon.org.

In accordance with ORS 192.630, City of Yachats will make a good faith effort to provide accommodations for any person desiring to attend a public meeting, if the request is made at least 48 hours in advance of the meeting time. The meeting room is physically accessible to persons with mobility devices; a sign language or foreign language interpreter may be available, with advance notice. Call City Hall at 541- 547-3565 or Oregon Relay 1-800-735-2900 (TDD) two days in advance. Posted: 12/05/17



City of Yachats
LIBRARY COMMISSION
WORK SESSION
November 14, 2017

Minutes

Commission Chair David Dunsdon called the November 14, 2017 work session of the Library Commission to order at 10:00 am in Room 1 of the Yachats Commons.

Members present: David Dunsdon, Nikki Carlson, Marion Godfrey, Marv Wige, Nancy Bolton-Rawles. Absent: none. Staff present: City Manager Shannon Beaucaire.

Audience: 3.

I. Guest

Chairman Dunsdon introduced Meredith Howell, who is assisting in writing grants for the Library move. Howell distributed copies of the funding plan. Howell stated she is a professional on strategic planning, organizational structure, and grant writing. She indicated the November 3, 2017 Funding Plan is the first attempt to identify potential funding the project, which can be different from what the costs will eventually be. She explained that to get funding from large grantors, they need to show local buy-in. She noted the Hall Bequest can be considered part of local buy-in. There are additional buy-ins in the form of events, individual donations, businesses and association donations, and City fundraising. Howell asked the Commission to commit to using half of the Hall Bequest to the Library move. She asked that the money be non-specific to a purpose, and noted while the council has the ability to restrict where the money is spent, there is more flexibility if specific expenses are only designated with outside grantors.

Commissioner Wige asked about grantors requiring a five-year plan. Howell stated the Ford Foundation will want to know the Library has ownership of the building and the funds will be used for that building. She suggested they say the City of Yachats owns the building and operates the library out of that building. Howell suggested a letter of support to begin with. Wige noted that while Council cannot commit a future Council to binding contract, they could give a letter of support.

Commissioner Carlson asked Manager Beaucaire if the City would have an issue with writing a commitment letter stating, "foreseeable future." Manager Beaucaire indicated she would get the City Attorney's opinion on the risk involved.

Commission Godfrey asked about establishing the remaining half of the Hall Bequest in some foundation or investment. Howell noted this action would look very favorably as part of a grant proposal. She explained the Curry Public Library's handling of bequest monies and five-year plan. She noted Commission's current work on a strategic plan could be used to develop a three- or five-year budget. Godfrey noted the MOU already states the City will pay for utilities.

Dunsdon asked about the time line of when items are needed. Howell stated they need a three-year budget, letters of commitments, and an agreement of commitment of Hall

1 bequest by the time they submit a proposal to the Ford Foundation. Howell explained
2 issues around cash flow, noting the City would need to release funds in July.

3
4 Dunsdon asked if January 2018 would be soon enough for Howell's plan. Howell
5 asserted it would look better to have that \$75,000 committed sooner. Anderson noted
6 this meeting is a work session so a formal vote cannot be taken. The City needs to post
7 a regular meeting notice 24 hours in advance.

8
9 Wigle asked if there was flexibility in specifying restrictions on spending. Godfrey asked
10 if Howell saw any problems with asking the Council to commit the funds without
11 specifying a purpose. Howell noted grantors would want to pay for construction rather
12 than design costs, and they like to see that design is paid at the time of the application.
13 She indicated the \$75,000 would likely cover design costs. Wigle recommended the
14 Library would want to spend the Hall Bequest in areas where they would spend them if
15 they were to stay in the current facility.

16
17 Dunsdon proposed scheduling a regular meeting on Monday, November 20, 2017 at
18 11:00 am to recommend to Council to spend \$75,000 of the Hall Bequest on the Library
19 move. Manager Beaucaire encouraged the Commission to explain to the Council their
20 understanding of how funds will be used and their comfort with this decision. Dunsdon
21 asked Wigle and Godfrey to draft a request statement.

22
23 Anderson noted they would need to request CIP money from the Finance Committee for
24 the \$50,000 proposed as a City contribution. Wigle noted they need to ascertain who
25 would make such a request. Howell noted the grantor is the Friends of the Yachats
26 Library. She added a \$4,000 grant to Ford Foundation for technical assistant has been
27 submitted to cover her planning work, and there is another grant for shelving due on
28 November 16, 2017.

29
30 Dunsdon asked if there were any objections from Commissioners to spend the Hall
31 monies on this project. No commissioners objected, however Wigle noted he would like
32 some control over how the money is spent. Dunsdon told Howell the Commission has
33 consensus to spend \$75,000 of the Hall Bequest on the Library move.

34
35 Godfrey asked about investing the other half of that bequest. Dunsdon suggested this
36 issue could be discussed at another meeting.

37
38 Wigle suggested the Commissioners pay special attention to the Library Move Project in
39 their final Strategic Plan. Howell indicated she would give them the five-year plan of the
40 Curry Public Library in their grant process as an example.

41
42 Howell concluded that while the technical assistance grant covers her planning work,
43 she is volunteering her time to write grants. She added they already have a few
44 thousand in donations to the project.

45
46 **II. Financial Report - tabled**

III. Reports

A. Library Volunteers

Librarian Janet Ratcliff reported they will be participating in the Dolly Parton Library Imagination Library. The Library will pay shipping costs for each child, which is \$12.50 per child per year. The Friends of Library have volunteered to pick up the tab for around 15 children. The Newport Library will be covering most of the children in Lincoln County. The program begins in January 2018. Ratcliff added United Way has been assisting, and were helpful in addressing Yachats having children in both Lincoln and Lane counties. She stated they have been active with story times and planning free books distributions. Mike Guerriero has made banner display for the timeline for the move.

B. Friends of the Library - none

IV. Work Group Reports

A. Budget/Finance – none

B. Building Interior – none

C. 2+2 Committee

Wigle thanked Carlson for covering in his and Godfrey's absence. Godfrey noted they discussed the Pincus report on building construction readiness.

D. Website/Marketing/Domain/Hosting/Logo/Branding

Commissioner Bolton-Rawles summarized the information in her report. Bolton-Rawles emphasized establishing something soon to have consistency. She had asked Manager Beaucaire about paying for hosting and the domain registration. She noted there are now 57 followers on the Facebook group.

Bolton-Rawles asked if they should have the City logo incorporated into the Library logo. Commissioners discussed attributes of the logo. Godfrey suggested sending the proposed logo to the volunteers, and Commissioners agreed. Godfrey and Ratcliff noted a logo would be effective on grant letters and fundraising letters. Ratcliff noted the Friends' logo would need to be included as well. Bolton-Rawles suggested the Friends' create a logo more consistent with the proposed Library logo. Ratcliff asked Bolton-Rawles to send logo to Janet Hickam.

E. Strategic Plan

Carlson suggested having another work session in December to go over the Strategic Plan and to add a new goal on the Library move. She asked Commissioners to prepare their comments before they meet. She suggested they each take one of the six goals and act as shepherd. Carlson indicated she would resend the current draft of the plan (October 10, 2017 version). Commissioners agreed to a work session on December 11, 2017 at 11:00 am.

V. Other Business

1 **A. From the Commission – none**

2
3 **B. From the Floor**

4 Ratcliff asked about the process for requesting the \$50,000 request from the City,
5 noting that \$50,000 does not include the changes Pincus recommended. She asked
6 who would pay to implement Pincus' recommendations. Commissioners discussed
7 options. Dunsdon noted the regular budget is completely separate from a CIP.

8
9 Commissioners thanked Dunsdon for his work as Chair.

10
11 **VI. Next steps**

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13 With no further business before the commission, Dunsdon adjourned the meeting at
14 11:03 am.

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19 _____
20 David Dunsdon, Chair

_____ Date

21
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25 _____
26 Minutes prepared by H.H. Anderson on November 18, 2017
27

Library Commission Meeting

14 November 2017

Report from the Website/Marketing work group (Nancy and David)

I suggest our group add the name "branding" to the work group name: Branding, Marketing and Website

The Need for Branding:

"The notion of establishing a familiar presence, having a standard way of doing things, and establishing a level of confidence in the minds of your customers."

Branding is strategic. Marketing is tactical.

Marketing may contribute to a brand, but the brand is bigger than any particular marketing effort. The brand is what remains after the marketing has swept through the room. It's what sticks in your mind associated with a product, service, or organization—whether or not, at that particular moment, you bought or did not buy.

<http://www.tronviggroup.com/the-difference-between-marketing-and-branding/>

I suggest that branding, for our small library, can begin with the creation and use of a logo and a consistent color scheme.

Uses: Website, social channels (ie. Facebook) printed materials, signage, color choices for the interior of the library, etc.

Library website needed:

- Domain name purchase
- Hosting

Having used BlueHost.com for over 15 years, I highly recommend purchasing domain and hosting from BlueHost.com.

Basic hosting & free domain: \$3.95 month for 3 years \$142.50.

- We need to request funds from the city council for this purchase and who will then be the future billing contact for the updates.

Marketing via social media:

Library marketing via Friends of Yachats Library Facebook site is going well. The page currently has 57 followers. I have volunteered to keep this and the web site current and have been uploading book quotes and images to the Facebook page.

www.facebook.com/FriendsofYachatsLibrary/

I would recommend the same logo be used for the Library is used also for the Friends in the future.

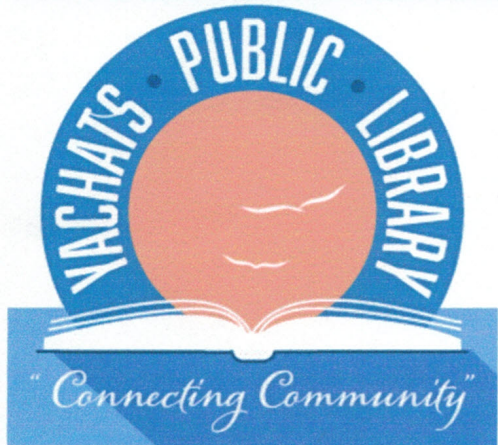
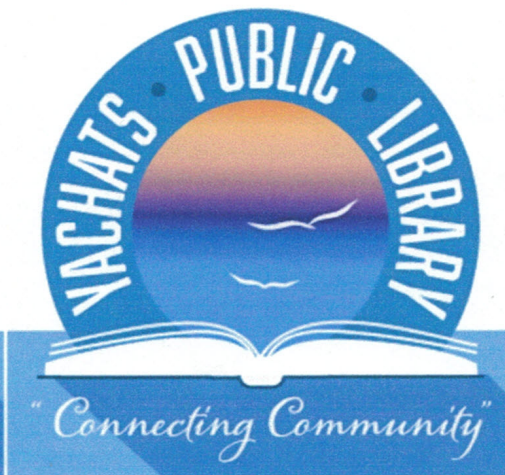
Logo Idea



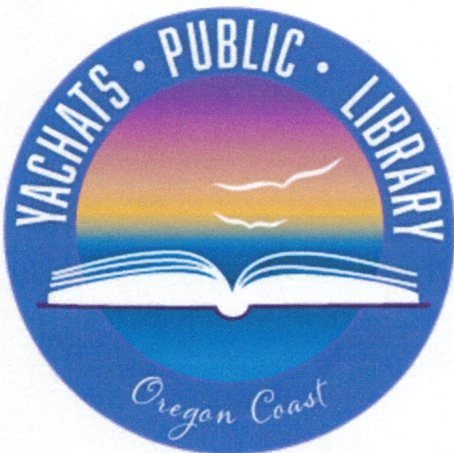
Yachats Public Library Logo ideas – 11Dec 2017

Library Logo Ideas:

Room for a tag line or “Oregon Coast” if desired. Birds represent ideas flowing when reading.



Logo 1 Light and Dark – No gradient



Logo 2 – City Logo Style