

Maitland Public Library Board of Trustees

Monday, January 22, 2024
7:45 pm



ATTENDANCE: The following members were present: Ms. Marilyn Sandoz, Vice President; Ms. Maria Hannon, Secretary; Mr. Bob Allen, Chair; Ms. Kristen Johnson, Vice Chair; Mr. Frank Allen, Trustee; Mr. Dave Baker, Trustee; Ms. Liz Doyle, Trustee; Dr. Scot French, Trustee; Ms. Laurie Fuller, Trustee; Mr. Kay Yeuell, Trustee;

- The following members were present via Zoom: 0
- Staff Present: Ms. Stacie Larson, Director
- Staff present via Zoom: 0
- The following members were excused: Dr. Steve Lee, President; Mr. Andrew Harrison, Treasurer; Ms. Mary-Jeanine Ibarguen, Trustee; Mayor John Lowndes, Ex-Officio
- The following members were not present or excused: 0
- Members of the public attending: 1

MEETING CALLED TO ORDER AT 7:45 PM by Mr. B. Allen

- Consent Agenda: With no questions or concerns from the board, the minutes of January 17, 2024, Board Meeting were accepted.

Decision Items:

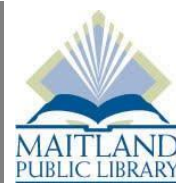
- **Contract for Information Campaign** - Mr. B. Allen gave a brief recap of the decision to hire a consultant and the use of \$25,000. He explained the reason for this meeting was to approve, deny or table the attached contract. Ms. Marni Stahlman was asked to provide a scope of work for this contract. Ms. Stahlman explained that the Information Campaign will target approximately 2,852 Maitland voters. The campaign will utilize households instead of mailing every individual voter. The primary goal is to get information out in three ways - direct mail, digital, and community signs. The Information Campaign will use the tag line, "Together we write the next chapter in Maitland's story."

Mr. B. Allen called for questions on Ms. Stahlman's contract and began with his own questions.

- In reference to "prior authorization," the client is the Board. Mr. B. Allen explained the Board cannot call a meeting for every authorization, and asked for the use of a representative. Ms. Stahlman agreed.
- In reference to Sunshine Law and 501(c)3, Mr. B. Allen inquired if Ms. Stahlman felt comfortable keeping the Board out of conflict. Ms. Stahlman assured the Board she could do that.
- In reference to the scope of work, Mr. B. Allen reiterated that Ms. Stahlman's work with the For! Committee must be kept separate from this Informational Campaign.
- In reference to delivery, Mr. B. Allen inquired as to when the Board should realistically start to see information going out to the public. Ms. Stahlman shared she has a meeting on January 23, 2024 with the digital company and product should be available for review by the end of the week.
- Ms. Stahlman shared there would be a campaign timeline.

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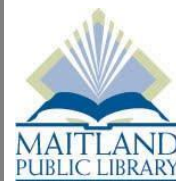
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- In reference to recruitment, Mr. B. Allen stated Ms. Stahlman is responsible for volunteers. How can the Board help with this? Ms. Stahlman stated if she is provided with names/groups, she will contact and train said volunteers and will make sure they know what they can and cannot say. Ms. Stahlman will provide a script, but the four main talking points must be approved before she can provide a script.
- Mr. B. Allen clarified that Ms. Stahlman should not duplicate information dispersed to the public between the For! Committee and the Informational Campaign. Both committees should not overwhelm the voters with redundant information. Ms. Stahlman agreed.
- Mr. F. Allen questioned the billing and accounting wanting to know how the contract for \$6,000 worked. Ms. Stahlman explained that she does not markup any prices from vendors or accept any kickbacks. Her fee is her fee. The \$25,000 estimate includes her fees (\$6,000 in fees, \$19,000 for campaign.) Ms. Larson volunteered to be liaison for the Informational Campaign because she has the ability to write checks. Ms. Stahlman noted she will not engage with a vendor without approval. Mr. F. Allen stated he is trusting Ms. Stahlman to make good use of the \$19,000.
- Mr. B. Allen inquired if the Board should form a committee, designate a person, or meet as an entity for approvals? Ms. Stahlman recommended using a designated person for approvals. Mr. F. Allen stated the designated person should have check writing abilities. Ms. Larson volunteered for the position, if appointed by the Board.
- Ms. Doyle asked for comfort with the Sunshine part of the contract. The contract and work done is not confidential, and will be a part of the public record. She inquired if the Board had a good answer as to why this is a sole source contract. Ms. Larson explained the Board has no procurement policy. Ms. Johnson offered reasoning that Ms. Stahlman is already the consultant for the For! Committee and this was a matter of efficiency, as she is familiar with the project. Mr. B. Allen stated he was confident in this answer. Ms. Doyle is fine with this, as long as everyone has the same answer.
- Ms. Doyle addressed #8 on the contract, focusing on the objective “informing and persuading.” The Board is not allowed to persuade. Mr. Baker and Mr. B. Allen agreed with Ms. Doyle. Ms. Stahlman was fine to strike the term “persuade” from the contract.
- Ms. Doyle addressed the subcontractor clause, specifically where the consultant shall supervise and endeavor to guard against. Ms. Doyle felt the consultant should guard, not endeavor to guard. Ms. Stahlman explained that she can only look out for what is best from her end, she cannot control what a subcontractor

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actually does. She can only strive to make reputable choices. She cannot control another person or entity.

- Ms. Stahlman stated the campaign can track all mail-in votes. If a voter has returned their ballot, the campaign does not need to continue to solicit that voter. If a voter has not returned said ballot yet, the campaign can continue to solicit.
- Mr. F. Allen spoke in regards to communication. If Ms. Stahlman needs help, who will contact the Board? Ms. Stahlman stated communication will go through the liaison. Ms. Larson stated that if she is liaison, there are no worries of violation of Sunshine Laws.

Mr. B. Allen called for a motion for the contract. Ms. Hannon motioned the Board approve the contract with noted strike, to be signed by Mr. B. Allen and the minutes of this meeting to be approved as presented. This was seconded by Dr. French. With no further discussion or questions, the motion passed unanimously.

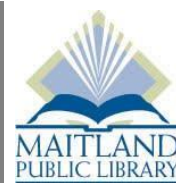
Individual votes for **Contract for Informational Campaign:**

Mr. B. Allen - yes
Ms. Hannon - yes
Ms. Fuller - yes
Dr. French - yes
Mr. Baker - yes
Ms. Doyle - yes
Mr. F. Allen - yes
Ms. Johnson - yes
Ms. Sandoz - yes
Mr. Yeuell - yes

- Mr. B. Allen stated Ms. Larson would be the liaison for the Informational Campaign. Mr. Baker requested the Board meet frequently for updates on the campaign prior to the election. Mr. B. Allen agreed and called for meetings at least every 2 weeks. A meeting could also be called whenever with reasonable notice.
- Mr. F. Allen would like to get specific emails for volunteering, such as “help is needed Saturday 2pm at the park.” Ms. Stahlman explained that the For! Committee has a calendar through the election with events and doings. A print out was provided to Board members and is attached.
- Mr. B. Allen and Mr. F. Allen both noted that all volunteer work will come to Board members as residents of Maitland, not as a Board. Mr. B. Allen gave Ms. Stahlman street maps of the city. Ms. Stahlman thanked Mr. B. Allen and

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explained the For! Committee will be utilizing Web Elect, a program and app that will provide volunteers with locations, and voter information while they are canvassing neighborhoods. The app is free for volunteers and easy to use.

- Mr. B. Allen asked Ms. Hannon if library teens could be volunteers? Ms. Hannon assured that her teen would be happy to help and would ask if others would, too.
- Ms. Stahlman noted that neighborhood walks would be on Saturdays and Sundays, beginning February 3, 2024. Ms. Johnson shared the For! Committee would have presence at the Maitland Police Department Family event on January 27, 2024. Ms. Stahlman will have fliers for that event.
- Ms. Stahlman noted the owner of the digital files needed to make a few changes, and as soon as those changes were made, the Board could use them.
- Ms. Johnson noted the strongest volunteer presence needed is for canvassing neighborhoods. The Board does not need to do anything en masse.
- Ms. Stahlman stated there was an immediate need for someone to speak to the Rotary Club. Ms. Larson is waiting for a date to speak with them.
- Ms. Stahlman will create a list of things the Informational Campaign can volunteer for, for the next two weeks.
- Ms. Stahlman reassured there will not be redundancy of fliers passed out between both campaigns. There will only be three mailers sent out, two will be informational and one will be persuasive. Ms. Stahlman shared that local businesses can be approached in an informational way every day.
- In reference to additional Board meetings for updates, Mr. B. Allen received permission from Maitland Community Park to use their meeting room if space at the library was not available. It was determined that Mondays at 7pm were an ideal time to hold these update meetings. The next meeting will be on February 5, 2024 at 7pm. The location will be announced after confirmation of venue. Mr. B. Allen requested Ms. Bishop to post adequately.

MEETING ADJOURNED: A motion was made by Mr. F. Allen at 8:47 pm to end the meeting. This was seconded by Mr. Yeuell and accepted unanimously by all members in attendance.

Minutes submitted by Maria Hannon, secretary