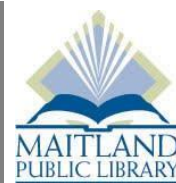


Maitland Public Library Board of Trustees

Wednesday, November 15, 2023
7:30 pm



ATTENDANCE: The following members were present: Dr. Steve Lee, President; Ms. Marilyn Sandoz, Vice President; Ms. Maria Hannon, Secretary; Mr. Bob Allen, Chairman; Ms. Kristen Johnson, Vice Chairwoman; Mr. Frank Allen, Trustee; Mr. Dave Baker, Trustee; Ms. Liz Doyle, Trustee; Dr. Scot French, Trustee; Ms. Laurie Fuller, Trustee; Ms. Mary-Jeanine Iburguen, Trustee; Mr. Kay Yeuell, Trustee; Mayor John Lowndes, Ex-Officio

- The following members were present via Zoom: None
- Staff Present: Ms. Jenn Bishop, Executive Assistant; Ms. Stacie Larson, Director
- Staff present via Zoom: None
- The following members were excused: Mr. Andrew Harrison, Treasurer;
- The following members were not present or excused: None
- Members of the public attending: 6

MEETING CALLED TO ORDER AT 7:30 PM by Mr. B. Allen

Presentation – John Chrastka, EveryLibrary - Mr. Chrastka was joined by campaign strategist, Ms. Ashley Stewart. Mr. Chrastka introduced himself and explained what EveryLibrary does and why the company works pro-bono. He has an 85%-win rate out of 133 campaigns for new libraries.

Mr. Chrastka explained why an info-only campaign must remain non-partisan (FL law). The Board needs to have two plans: Plan A (What happens if the vote passes) and Plan B (What happens if the vote fails). There are four kinds of voters:

- Relationship - Has a relationship with the library (30% of the population)
- Never Vote - not interested in higher taxes (22% of population)
- Questioning - Have legitimate questions regarding Plan A & B. How will it impact our hometown? This group expects answers. (24/25% of population)
- Suspicious - Suspicious about everything. They have been lied to. They need to hear the full plan (24-25% of population)

These four voter categories are why an info only campaign is so important.

“Vote For the Library” campaign activity is not the responsibility of the Board or the City, as neither are allowed to campaign anyway. While the Board needs to stick to an info-only campaign, Board Members have not given up their individual rights as citizens. Members cannot work together to tell people to vote for the library, but can speak as an individual. Mr. Chrastka assured the Board that he will never ask for anything close to the edge of something wrong.

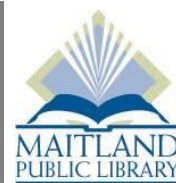
Mr. Chrastka took questions from the Board:

From Mr. F. Allen: Do we come up with the info for talking points to share? What actions are acceptable for the Board?

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Mr. Chrastka: For the Board - official speaking engagements, speaking with the media. Keep it informational only and speak about Plan A or Plan B. As an individual/personal, you can participate in any Vote For activity. You should identify as a member of the Board, but acting as an individual.

The purpose of this meeting was to make sure that everyone is comfortable creating talking points. HOAs, schools, churches, civic groups all want to hear what is going on. You can knock on doors on your own time.

From Ms. Doyle: This is Florida. The vote is taking place during a Republican primary election. What can be done differently?

Mr. Chrastka: There are no statistical differences with a primary. Be sensitive of the three languages of politics: progressive (heroes), libertarians (heroes with lower barriers), conservative (preservation of western values).

From Ms. Ibarquen: We have to get voters who will not vote to go out to vote.

Mr. Chrastka: It is not the job of the Board. Motivating someone to vote is too hard to do. Inform the motivational voters.

From Dr. Lee: How do we fund the Info Campaign and the Vote For groups?

Mr. Chrastka: The Info Campaign can use general funds. This is considered marketing/outreach and can utilize city sponsored funds. The Vote For Campaign needs political money from individuals. If the funds come from a non-profit, it must be set up properly. The Library and City cannot fund this campaign.

From Mr. B. Allen: How much funding is needed?

Mr. Chrastka will not talk about Vote For. That group has a meeting set up with people for that purpose. Mr. Chrastka can work with a budget, but the Library and City need to work together.

Mr. Chrastka did reassure the Board that typical campaign timing is being followed.

From Mr. F. Allen: How do we organize - spokesperson, chair?

Mr. Chrastka: The Info Only Committee is between the library staff and the city. The architects will develop the talking points. The Board should organize a list of who to talk to. Mr. Chrastka can provide training, but the Board must have willing delegates to talk to these groups.

There is NO social media, funding, etc. This is the job of the Vote For Campaign.

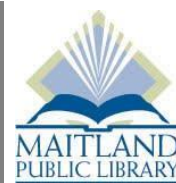
Mr. B. Allen thanked Mr. Chrastka and Ms. Stewart for their time. Mr. Chrastka reminded the Board that the truth must be told - why are you doing this, what happens if you get the money to do this, what happens if you can't get the money. Mr. Chrastka reiterated that the Board is in a great spot to do this.

- Consent Agenda: With no questions or concerns from the board, all items on the Consent Agenda were accepted.

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FRIENDS REPORT: Ms. Sandoz reported that sales in the bookstore have increased. The Friends will be paying for the Library's website balance. The FoL are up to 70 members. Renewal is January 1st. The FoL have pledged up to \$15,000 for the Vote For Campaign

LIBRARIAN'S REPORT is attached. It was emailed to board members. Highlights were shared by Ms. Larson.

- November was for planning holiday events (Holiday Tea & Holiday Heatwave)
- The Maitland DAR has a new chapter and has been meeting at the Library
- The website is ahead of schedule
- Storytime is going well. Astronomy Week is coming in March

FINANCE COMMITTEE: Ms. Bishop noted that a CD will mature 3/23/24. A decision as to the funds will need to be made. This will be a discussion item later.

NOMINATING COMMITTEE: Mr. F. Allen shared that the committee has met. Every year, $\frac{1}{3}$ of Board terms expire. The committee would like to create clarity on how re-nomination works and feels that changes should be made. Three options were shared to the by-law committee. The by-law committee will bring before the board if need be.

BY-LAW COMMITTEE: Mr. B. Allen inquired about how to deal with board openings and general elections. Ms. Johnson stated the committee is looking to revise election protocol to prevent a theoretical coup. The committee will meet later to discuss and will bring ideas to the Board in January. This will allow for a vote by the Board in February, and forwarding to the City afterwards for final approval. These changes will also remove the Mayor as an Ex-Officio.

Potential candidates for open Trustee positions were introduced at this time: Ms. Fuller introduced Ms. Erin Baker, and Ms. Ibarguen introduced Ms. Patty Brennon. Ms. Bishop stated that potential candidate meetings would take place after the New Year, 1/1/24.

FOR Committee: Ms. Johnson is the liaison. Ms. Johnson shared that Mr. Chrastka is very optimistic and feels there should be no organized opposition. She has met with Mr. Bryan Stewart and listed organizations as targets to speak with. Talking points will be constructed. The committee will have a booth at city events (Get Down Downtown, Farmer's Market, etc.). A reminder was given that Board Members can only advocate as a person/citizen. A political committee has been set up.

Old Business: There was no old business to discuss.

Public Period: Mr. B. Allen opened the Public Period. Mr. John Lowndes, Mayor of Maitland, was present, but clarified that he was present as a citizen, not the mayor. He will add personal support as needed. Offering advice not as a lawyer, Mr. Lowndes noted a 501c3 can contribute to an advocacy campaign, but check with a

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lawyer to officially confirm. The City did approve funds for the architect to create educational materials for the city.

Mr. Mark Reggentin, City Manager, informed the Board that the City website features an active library page addressing questions. The next step will be FAQs (What the bond is, what that means, etc.). All information is on the website

Discussion Items:

- **Commerce CD Maturing March 2024** - Ms. Bishop shared there is a 1% fee to cash out this CD early. The CD matures on 3/23/24. There are benefits to both cashing out and letting it mature. The current balance is \$101,900, with a fee of approximately \$1,000 to cash out. With no thoughts from the Board, the discussion was closed.

Decision Items:

- **Donation Flier**- Ms. Bishop presented the flier with the requested changes from the last meeting. Ms. Ibarguen motioned the Board accept the new flier as presented. This was seconded by Dr. Lee and voted unanimously by all in attendance.
- **Staff Holiday Gift Cards** - Ms. Bishop requested \$950 in gift cards for the staff for the holidays (19 - \$50 gift cards) Mr. Baker motioned the Board to release the funds for staff gift cards. This was seconded by Ms. Sandoz and voted unanimously by all in attendance.
- **Amend Meeting Room Policy** - Mr. Baker motioned the Board to move this item to the January meeting. This was seconded by Mr. Yeuell and voted unanimously by all in attendance.

Dates to remember:

- January 17, 2024, 7:30pm Monthly Meeting

More discussion was held regarding the new Library. Ms. Fuller inquired about the info timeline and where it was. Mr. Reggentin explained the City is handling this and will have a pamphlet, but unsure of the date at this time. Mr. Reggentin noted that the City cannot "hand out" information, it must be requested.

Ms. Bishop will compile a list of groups to speak with, but needs Board members to submit groups and volunteer as speakers.

MEETING ADJOURNED: A motion was made by Mr. Yeuell at 9:04 pm to end the meeting. This was seconded by Dr. French and accepted unanimously by all members in attendance.

Minutes submitted by Maria Hannon, secretary