

**Minutes — Sonoma County Library — Healdsburg Library Advisory Board  
Wednesday, September 11, 2024, 5:00 PM**

**Location: Healdsburg Community Center – Room 9  
1557 Healdsburg Avenue, Healdsburg, CA 95448**

**MINUTES**

**1. Call to Order & Introductions.** The meeting was called to order at 5:05 p.m. Present were LAB Chair Barbara Rosen; LAB members Margaret McPeake, and Christian Sullberg; Healdsburg Library Commissioner Andy Elkind; Friends of the Healdsburg Library President Tracy Logan; Healdsburg City Council Member Ron Edwards; SCL Deputy Director Dara Bradds; and Healdsburg Branch Manager Jon Haupt.

**2. Approval of Minutes of the Previous Meeting.** The minutes from the previous meetings were approved.

**3. Public Appearances.** Heather O’Neill was visiting and listening in on the LAB Meeting this month with interest in joining as a board member.

**4. Discussion Items**

**4.1 Library Modernization Project Update.** The Library has completed its initial move and opened up its Mini Library at the Healdsburg Community Center on September 4 and experienced good traffic for the first week with a lot of excitement and some confusion about the project from the public. The move took a large portion of July/August to prepare for and execute the plan with excellent oversight and support from Facilities By Design. SCL Facilities has been working hard on breaking down and preparing the site for construction. EF Brett, the General Contractor for the construction, is preparing to take over at 139 Piper next week and expected to start work immediately. The final design is not yet ready but additional meetings are scheduled to go over things like shelving and furniture with Noll & Tam, the architecture firm.

**4.2 Followup — LAB vision/purpose.** The group recapped the Special Meeting in July and discussed ongoing plans to work on this. Reports from the Library, the Commissioner, the Friends and City Council will be submitted in writing in future meetings and time reserved for a special topic for each meeting and a representative from the community to come and talk to the LAB about topics/issues that impact their organization or group. The idea for these meetings is to bring the community in to the LAB, rather than the LAB reporting out. Dara noted that this is very helpful for the library as well – the more we hear about what is going on in the community, it really helps guide the direction of the library. Jon will investigate the possibility of bringing a representative from Corazón to the next meeting. Jon will also provide a monthly report of upcoming outreach opportunities that LAB members could participate in.

**4.3 Next meeting – Location or Date/Time Change (5:35).** The usual rooms used by the Library are booked for the next meeting, but Jon will look into possibilities for other rooms and report back to the LAB.

## 5. Reports

**5.1 Library Director's Report.** Healdsburg's book locker has been shut down for the duration of the Modernization Project and will be repurposed at the Central branch— Healdsburg will have a new locker when we return to 139 Piper. September 15–October 15 is a dedicated time to celebrate Latin American Roots, and we have events across the county including Eugene Rodriguez, Los Cenzontles, cooking classes, art workshops, and bilingual paint parties. September 22–28 is Banned Books Week. New library cards have been rolled out for Library Card Sign-Up Month, including new Peanuts cards and a special card with art designed by a student who won a contest during Summer Reading. An event was held at Central to honor the winner and runners-up.

**5.2 Commissioner's Report.** Andy's written report is attached below. Andy provided more information about the situation with Roseland Library; City of Santa Rosa is still going to provide the \$10 million toward the project, but they determined that \$5 million needs to be set aside for site preparation. The Hearn Hub has been downsized; only the library and the fire station/community center are included now. City of Santa Rosa has asked for Design Build proposals and have not yet selected a contractor. Groundbreaking is expected in Spring 2025, with completion around 2027. The library size is expected to be approximately 10,000 square feet.

**5.3 Branch Manager's Report.** Jon's written report is below.

**5.4 Friends' Reports.** Tracy Logan's written report is below.

**5.5 City Council Liaison Report.** The City is working on aquifer storage wells that would recharge in the wintertime to help balance out water needs throughout the year. The Arts and Culture Commission has been finalized and there is an RFP out for a coordinator. Then a subcommittee will be formed to determine membership, etc. Boundaries for locality of membership will be considered – perhaps using school district boundaries. Numerous Grove Street improvements are on the way, including bicycle lanes and underground utilities. City Council is also working on formula retail rules, for franchised local businesses—a formula for when a store would like to open. The City is looking for something a little more formal than what exists presently. Some zoning will also be changed, but first is the ballot measure for this fall asking to open up the GMO.

**6. Other items.** There were no other items.

**7. Adjournment.** The meeting adjourned at 6:16 p.m.

## Upcoming Meetings

*The meetings of the Healdsburg LAB for 2024 will be held: March 13, June 12, September 11, and December 11. All Meetings take place on the Second Wednesday and begin at 5:00 PM.*

## **Commissioner's Report by Andy Elkind**

### **Support Measure W!**

In 2016, Sonoma County voters passed Measure Y and authorized a 1/8 of a cent sales tax to support the Sonoma County Library. Sales tax revenue now accounts for about 40% of the Library's total funding. But Measure Y included a 10-year expiration date and is set to expire in 2026.

In July, the Commission voted to approve the authorization of a ballot measure to renew the sales tax that voters implemented with the passage of Measure Y. This will appear on the November ballot as Measure W.

Because the Library is a public agency, there are strict limitations about what Library staff can do and how Library resources can be utilized. So we are depending on Sonoma County citizens to lead and support this vital proposition. This means YOU!

### **Speakers Bureau**

In anticipation of a possible effort to renew the tax measure, back in the Spring the Library launched a Speakers Bureau initiative to reach out to organizations and groups and educate them about the full range of services the Library provides and the role that the sales tax plays in supporting our work. A total of 29 volunteers and staff were trained to present to groups across Sonoma County and solicit feedback. I was part of that group.

To date we have reached over 32,000 people in Sonoma County through more than 178 presentations to community groups and over 97 presentations to elected officials and civic, business, labor, and environmental leaders. These presentations have been supported by other forms of outreach, including radio, podcasts, tabling, library events and email.

Additionally, the Library engaged in two survey mailers launched in June and July to 175,000 residents of Sonoma County. So far, we have received 1,383 responses via physical and online submissions. Based on those responses, here are our residents' priorities. Keep these priorities in mind when you talk with residents about Measure W:

1. Maintain book and digital collections (1,228, or 91%)
2. Keep qualified librarians (1,220, or 90%)
3. Support summer reading and youth programs (1,115, or 82%)
4. Provide safe gathering places (1,036, or 76%)
5. Preserve open hours 7 days a week (1,019, or 75%)
6. Modernize local branches (787, or 58%)

### **Healdsburg Branch Modernization**

At our most recent meeting on September 4 the Commission voted to award the Healdsburg Regional Library Modernization Project construction contract to EF Brett & Company, Inc. The project has an approved budget of \$2,100,000, and EF Brett & Company will receive \$1,789,000. The balance of \$311,000 will be for furniture and equipment. So this project is officially underway!

### **Year-End Financials**

Also at the Commission meeting, our CFO Myrna Lopez presented an unaudited year-end financial report for 2023-2024. Total tax revenue was \$44.74 million, almost exactly on target. Salaries and benefits, services and supplies, and capital expenditures were all less than budgeted. So the Library finished the year with a surplus of about \$3.3 million. Myrna and her team are working with our auditors now to help them prepare the audited financial reports, and those should be available to the Finance Committee in November.

### **Roseland Regional Library Project**

The Commission has been engaged in vigorous debate about the Roseland Regional Library project. At our most recent meeting we reviewed a draft MOU (Memorandum of Understanding) with the City of Santa Rosa. I strongly support this project, but I can say that some Commissioners do have concerns about whether the Library should be assisting in the financing of new construction, whether we will be able to afford to equitably fund other upcoming modernization and remodeling projects, and the reliability of the City of Santa Rosa as a partner in this effort. I'm happy to discuss any questions or concerns you may have about this project.

## Report from Jon Haupt, Branch Manager:

The branch has completely moved out of our main location at 139 Piper Street and is mostly moved into our Mini Branch at 1557 Healdsburg Ave. The public space is looking good – it is a very small and cute space that we feel lucky to have during the closure. We haven't yet landed on our feet – as anyone who's moved knows, that can be a hectic operation. However, we've already been seeing good walk-in numbers at our Mini Branch and feel good about having the services and collections that we have moved over. We essentially provide **full services at our Mini Branch**, only a bit less of everything given our space. Books and media, public computers, printing, copying, scanning, newspapers and magazines, and spaces for adults, teens, and families with children are all available as well as access to our expert staff.

Most Healdsburg staff are working at least part of the time at Healdsburg Mini Library. Megan Jones and the Wine Library are mostly housed at the History & Genealogy Library at the Central Campus. Some of our staff have temporary reassignments full- or part-time because of low space and less shelving in our temporary location.

We have officially started our Innovation Grant project, **Take Time To Read**. Elementary school students began pairing up with teens at our Book Buddies program afterschool at HES, overseen by Charity Anderson and Stephanie Jordan. We had our first special Take Time To Read family event on Saturday, September 7 at Gibbs Park with catering provided by Costeaux. The event was a nice success with around 30 participants for storytime, crafts, and reading on a lovely day at the park. Future events will take place at Healdsburg Museum, Corazón, and HES with our final culminating event occurring, we hope, at the newly refreshed library on May 4, 2025.

Charity and Jon had a presentation proposal accepted for the California Library Association conference and will be presenting in October. The topic is our initiative, four years running and still going strong, to **connect our community through nature and books**. As our community and staff became more and more disdainful of spending time attending virtual events and meetings and social anxiety rose, we looked to the outdoors and to reading to help bring people together. What followed was a series of programs including take-and-make items such as birdhouses and materials to use with the Great Backyard Bird Count; a Healdsburg-wide geocaching game with lots to learn about pollinators and their habitats; storywalks in our parks, featuring bilingual books that one can read as they traverse the park; our BiblioBike, courtesy the Friends of the Healdsburg Library, and our Storytimes in the Park. Over the last two years, a systemwide initiative has

sprung up out of our local efforts called Seeds & Reads which has proven popular across our county.

### Report from the Friends of the Healdsburg Library:

FoHL presented Jon with our donation of \$101,600.00 for the Branch Modernization. We dry docked our Demeter Fountain. We closed up all sales and book donations until the Grand Re-Opening of our Branch. Our FoHL Executive Board is working behind the scenes to continue to coordinate funds for snacks and other needs at the Mini Library and in outreach - as well as the usual Winter Holiday Staff Festivities. I am working on our Social Media presence to help publicize the Mini Library- lots of photos. I am sharing Measure W information from Erika and SCL with our Board. I continue to Chair the SCL FFPC quarterly meetings, trying to better unite the FoLs and share pertinent information in a timely fashion.

We are on hiatus, but still present.

Tracy Logan  
FoHL President