

MINUTES

Citrus County Special Library District Advisory Board
November 19, 2009
Coastal Region Library

The regular meeting of the Citrus County Special Library District Advisory Board was held on November 19, 2009, Coastal Region Library, 8619 W. Crystal Street, Crystal River, FL 34428.

Board members present: Chair, Richard Byrnes, Adelaide Keller, Sheree Monroe, Edith Ramlow, Elaine Ranous, E. E. Renfro, Marianne Quack, Sylvia Wilson, and Harley Nelson

Staff Liaison: Assistant Director, Eric C. Head

CALL TO ORDER

- ◆ Meeting called to order by Chair, Richard Byrnes at 4:00 PM.

DETERMINATION OF QUORUM

- ◆ Quorum present.

READING AND APPROVAL OF MINUTES

- ◆ Minutes of October 22, 2009 approved.

REPORT OF OFFICERS AND STANDING COMMITTEES

- ◆ **Fundraising Committee** - Richard Byrnes passed out the material that was provided at the October 22nd Library Advisory Board meeting from Bob McCranie (In Giving You Receive & Expressions of Philanthropy).
- ◆ **Planning Committee – N/A**
- ◆ **Library Information Outreach – Edith Ramlow.** Ms. Ramlow has been meeting with Library Director, Flossie Benton Rogers, Assistant Director, Eric Head, and Communications Facilitator, Jim Ehlers on how to utilize the “Love Your Libraries” stories to use as testimony, to make presentations before the Board of County Commissioners and stakeholders.

At the first meeting, the following goals were established:

1. Developing the “Love Your Library” Stories – Jim Ehlers is gathering information from to be used in various ways, such as blogs and feature stories.
2. Identifying our Stakeholders (BOCC, VIP, Groups/Partnerships, Private Citizens) is important to the process. Possibility is to have testimonies from participants in the Adult Literacy Program.
3. Developing Visual Aides-Eric Head is working on this through the use of the annual report and fundraising brochure.

The next meeting began the preliminary stages of an Advocacy Plan and a unifying message. One message that has been proposed is “We’re here for you.” The “20 ways” on the “Find it!” brochure, the blog, and stories are all important.

Advocacy Plan –

1. Collect feature stories.

2. Show values through sharing testimonies.
 3. Have stakeholders/shareholders buy-into the library.
- Ideas: Incorporate on T-Shirts, Bookmarks, and Ribbons the new message
“We’re here for you.”

REGULAR BUSINESS – Director’s Report

◆ **BOCC Chairman**

On November 17th the Citrus County Board of County Commissioners elected Commissioner Gary Bartell to serve as the Chairman of the Commission for the next year. He has represented District 2 in southwest Citrus since 1990 and previously served as the Chairman of the Board.

Commissioner Dennis Damato was elected 1st Vice Chairman, and Commissioner Winn Webb was elected 2nd Vice Chairman.

◆ **Legislative Issues FY 2009-2010 (Re-emphasis for importance)**

Please note the handout State Aid to Libraries. This had been submitted to County Administration. Based on FLA recommendations.

See FLA bookmark for talking points.
State Aid to CCLS = approx \$86,000 this year

◆ **Reminder about next meeting (at HO) Resources and Services Update**

Provide information on the latest classes in the Learning Centers, newest online resources, and other aspects of technology and information resources in the libraries.
Convene the meeting in the community room, move to the Learning Center for approximate 30 minute presentation, then return to conclude the meeting.

OLD BUSINESS

Homosassa Seafood Festival Book Sale - \$4893.50

NEW BUSINESS

Request for the 2010 schedule for next meeting.

Floral City Book Sale will be held on December 5, 2009.

Stories with Santa begins December 10-17, 2009 at the different branch locations.

Holiday Craft Workshops December 19, 2009 at different branch locations.

OPEN TO THE PUBLIC

MOTION TO ADJOURN

- ◆ Adjourned at 4:35 PM.

NEXT MEETING

- ◆ The next regular meeting of the Library Advisory Board will be on Thursday, December 17, 2009 PM at Homosassa Public Library, 4100 S. Grandmarch Ave., Homosassa, FL 34446.

Respectfully submitted:

Theresa Arriaga, Recording Secretary