

Public Relations Committee Meeting Minutes from 5/22/2023

Jessica Hill began the meeting at 3:05pm. Committee Members Red Redinger, Stacy Lane, Amy Trueblood, and John McGowan were in attendance, and Library Director, Katie Earnhart was also in attendance.

The committee reviewed the minutes of the February 2023 meeting. Stacy moved to approve, seconded by Red. The minutes stand approved.

Katie provided a brief update on plans to market this year's Summer Reading program, the Evergreen transition, and if approved by Riverside Regional Library's Board, the reciprocal borrowing agreement. Stacy offered to help Whitney create a toolkit that can be sent to board members to share with their networks.

Katie also provided an update on the SOS rule changes. Policies have been sent to the full board for approval. These policy changes and some updates to our procedures will ensure our compliance with the rule. Members of the committee requested that we make sure to publicize the need for expiration and new parental approval on minor cards is required by the Sec of State and that they can reach out to his office if they have concerns.

The discussion then switched to long-term planning and a vote on extending the tax. Katie provided an explanation of our current tax rates. The library currently has two tax rates: General Operating which is .1658 and the temporary tax is .1500. With these combined, we receive a total tax rate of .3158. Of course, our operating rate fluctuates each year based on valuations, and any increase is limited to the lesser of growth rate, inflation, or 5%.

The ballot language states that 2 cents of the temporary 15-cent tax rate will continue after the tax rate sunsets. Katie is trying to clear up confusion about when the last collection of tax receipts for the temporary tax rate will happen.

The committee expressed an interest in asking voters for the full amount meaning extending the 13 cents indefinitely and having it added to our regular operating tax rate. Katie shared that she is trying to determine what our ballot language would have to be to accomplish this.

Finally, the committee also thought it would be best to put the question on the ballot at least 2 years prior to the last collection of the temporary tax. Katie will work to determine when that will occur which will give us a better timeline.

There was also a discussion about whether we should engage a consultant to help us through this process. Of course, we must be careful to not use tax funds for a tax campaign and the Friends Foundation has been made aware that we may ask them for financial assistance if the board wishes to contract a consultant.

A special board committee will need to be called, with the chairs of the PR and Budget committees and other interested board members to determine how much money we will want to ask for when we go to the voters. Katie would like this committee to convene in the fall of 2023.

The meeting adjourned at 4:05pm.