

Library Advisory Commission Sustainability Committee Meeting

7/10/17 – Buttercup – 6:30

Present: Andrew Racle, Kerrick Goodman-Lucker, Rosa Montgomery, Susanne Perkins, Sarah McClung

Update on city budget process: Several budgets under consideration, only one offers extra money to the libraries. Probably funding for libraries will be reduced, but we don't know yet.

- 1) Tax measure argument to city council: Due in December for Nov. 2018 Ballot
 - a. Must get support of city council in order to avoid signature collecting
 - b. Need to develop strong argument
 - i. Several questions to answer before then:
 1. Alone or with other groups
 2. How measure would work
 3. Evidence for need
 4. Public support evidence

Hire campaign manager: by February

Job description by December

When do we need to nail down text of the measure?

Who will be the champions for the measure?

Recap of budget situation: Libraries have had a \$3M shortfall each year; budgets proposed don't permanently fix the problem; measure would fix or replace measure Q to ensure long-term stability of libraries.

How do we talk to city council about measure if we don't know what the measure will be? Electeds will be likely to back a measure that offers a more permanent fix. Perhaps we don't need to be that specific; ask Every Library.

Victoria can email Every Library and keep Gerry and FOPL in the loop.

Parcel tax has not been ideal, but it seems to be the only thing that works. Need to get over 66% and all the polls have suggested we are very close, within 1%.

Research person who drafted Measure Q

Schedule another meeting with Every Library

- 2) Advocacy in the interim
 - a. Need to message that library services are important for Oakland
 - b. Every Library points out that this pre-campaigning is the crucial part of success
 - c. Libraries boost property values, but property owners don't see the connection
 - d. Highest needs for the library vs. highest needs for the city (neighborhoods?): Look at annual report for services: Youth, teen, elders, computers, internet hotspots, lawyers in libraries
 - e. What % of Oakland residents are property owners? Parents? **Kerrick research**
 - f. Parcel tax is a regressive flat tax; state law
 - g. Measure Q funding doesn't provide services, just bare minimum to keep the lights on

- h. Oakland Museum got out of the general fund and it helped their sustainability, but that would involve getting rid of Measure Q. Possible increased services through the library?
 - i. Develop timeline for advocacy: Talking Points, mtg w/Every Library, make a power map of groups supporting and opposing
 - i. Research ROI of \$ spent on libraries?
- 3) City Hall Panel
 - a. Have held public hearings every year for last two years
 - b. This year, invite members of the public and hold panel at City Hall Chambers
 - c. Message: How OPL serves Oakland (focus?)
 - d. When?
- 4) Sustainability leadership
 - a. ??
- 5) Items to share with networking
 - a. None
- 6) Upcoming meetings
 - a. Homework: Think about our advocacy plan, power map, city hall panel timing, similar cities (NOLA)
 - b. August 14th 6:30pm