

Carthage Public Library District
Committee of the Whole consultation with John Chrastka of EveryLibrary.org
December 14, 2020, 4:00 – 4:35 pm

The Board of Trustees held a virtual meeting via Cisco-Webex with John Chrastka. Present at the Library at 4:00 were John Dittmer, Andy Bastert, and Amy Gee. Present on-line were John Chrastka and Claude McField from EveryLibrary.org. Near the end of the conversation, Rebecca Eagan joined in person and Sherry Wright and J.R. Parn joined on-line.

John Chrastka explained that EveryLibrary is a non-profit group that advocates for and provides support to libraries, especially those who are seeking support from voters with an issue on the ballot. They offer advice and information about best practices on a pro-bono basis, free to libraries.

He stated that for our project, Election Day will be our biggest fundraising day and we need to focus our time and attention on informing voters.

The Board and staff need to prepare informational communications – what will happen if the bond issue passes, and what will happen if it fails. We can include the shortfalls of our current building and benefits of the new building. These materials can be prepared with library funds and on official board/staff work time. Can include brochures, postcard mailers, newsletter, website, newspaper, radio, etc. We can not endorse an outcome – we can't say "Vote Yes" (or vote no). Must be information only.

We need to be preparing these materials and the message now, so we are ready to start disseminating the information the day after the resolution is passed at the January board meeting.

Board and staff members as individuals on their own time can advocate and encourage people to vote yes, but need to make it clear that they are doing so as an individual (not a library representative) and on their own time.

It's better if there is a group of citizens willing to advocate and campaign for the library.

If the bond measure passes then the focus of our fundraising would shift to Furniture, Fixtures, & Equipment – extra things or nicer things we can have on opening day because of fundraising.