Library Building Committee

June 7, 2017 Minutes

Present:

Committee Members:

 Fran Aliberte, Fred Cowan, Peter Feinstein, Meredith Fine, and Paul McGeary

Board of Trustees Members:

 John Brennan and Katherine Prum

Staff/Consultants:

 Kevin Buckley - KBA Owners Project Manager, Brad Dore - Dore & Whittier Architect, Deborah Kelsey - Library Director, and Steve Svolis – KBA.

Public: Deborah Cramer

Joe Taormina resigned from the Committee

Timeline for the project:

Jul 15, 2017 MBLC provisional grant award

Oct 1, 2017 Development consultant selected

Jan 1, 2018 Fundraising and Outreach begun

2020 Funding secured; Construction begun

2022 Construction completed

Architect to start design 9-12 months ahead of construction

Funding

Need to form a committee for the capital campaign by Jul 1, 2017.

Committee will be active until beyond 2022

Amount of funds raised will speak to feasibility

Reduce risk by seeing activity in fundraising for S17 million

By Jan 2019 should have raised 80% from big donors

MBLC will release grant funds as reimbursements after we have key commitments

Corporation will front money with a bank loan with library funds as collateral

Need to demonstrate capacity to raise the funds for the bank, City, and MBLC

5% per year escalation

Escalate to the mid-point of construction

Adds $3.5-4 million

Everything has to be budgeted

$500,000 non-building related expenses for outreach consultant and development consultant

Board is responsible to intelligently leverage the funds we have

Outreach

Black mark for not having done appropriate outreach

Need serious outreach program

Need approval of Gloucester Historic District Commission

“I love my library” campaign

Outreach that is professionalized and well-funded

Outreach is for at least a year

Biggest problem in the process is “freelancing”

Perceptions:

 People don’t want this

 New library is being imposed on them

 Not realistic

We need to be able to say “We heard you”

Library has a habit of not reaching out

The vision of a 21st C library isn’t just books and museum passes. It is community space

Fire, Police, and Schools is one tract. Library is a different tract that does not cross the other.

Good place now:

 Experienced the pain

 Next time we’ll get it right

 Be more organized

 Show “group-think” with the same message

 Put money behind it

Carbon Neutral Building

We would love to build a new building to meet the standards

Plan A: Best possible building

Plan B: Design an interior that will sell

Historic District Commission has a vision for the downtown

Keeping the Monell Building makes no sense at all, but we have to explain why we can’t/shouldn’t

Need a liaison to Commission from the Library Building Committee

Interested in exterior only

Deborah Cramer

See letter to addressed to Library Director, Chair of the Board of Directors, and Library Building Committee

User and support of this library for 30 years; where she launched her writing career

Planning meeting at the Senior Center centered mostly on program

Stunned by the reluctance to give the library a chance to explain why needed to tear down the building and remove Hillary’s garden

Current building designed to echo Cape Ann Museum; proposed design didn’t

There is a communication gap

Dick Prouty Chair of 2025

Respectfully submitted,

Deborah Kelsey