
From: Rod Wright (via Google Docs) <drive-shares-dm-noreply@google.com>
Sent: Tuesday, October 11, 2022 9:58 AM
To: kak.rpldb@gmail.com
Cc: director@rochesterlibrary.org
Subject: Document shared with you: "Rochester Public Library District d1"

Rod Wright shared a document

Rod Wright (rod@creative-entourage.com) has invited you to **edit** the following document:

This is a first draft of our survey. We are a little long, so while you are thinking about edits, you might also think about questions that are not needed. We'll do the same. While we are completing the survey questionnaire, we should talk about strategies for publicizing it. Let me know that you received this link. Rod Wright

 Rochester Public Library District d1

Open

If you don't want to receive files from this person, [block the sender](#) from Drive

Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA
You have received this email because rod@creative-entourage.com shared a document with you from Google Docs.



From: Janet McAllister <director@rochesterlibrary.org>
Sent: Tuesday, October 11, 2022 10:19 AM
To: Janet McAllister
Subject: Fwd: Proposal for Public Opinion Research
Attachments: Rochester Public Library District d1.docx

Please see that attached document.

----- Forwarded message -----

From: Rod Wright <rod@creative-entourage.com>
Date: Tue, Oct 11, 2022 at 10:04 AM
Subject: Re: Proposal for Public Opinion Research
To: Kimberly Kurtenbach <kak.rpldb@gmail.com>, Janet McAllister <director@rochesterlibrary.org>

Kimberly and Janet,

I just sent you a link (Google Docs) to the first draft of our survey for Rochester Public Library. It crossed my mind that you might also want a "word" version for others to see. So it is attached. I think the formatting moved over okay. But don't worry about the formatting for now. And also don't worry about the numbering for the responses — they will not show up on the electronic version of the survey. We only use those for setting up the survey.

As I mentioned, we are a little long. So at some point we should talk about options for shortening the survey to try to get it to about 40 questions. Also, as I mentioned in the Google Docs not, we need to set aside some time to talk about publicizing the survey.

Rod Wright

--
Janet McAllister
Director
Rochester Public Library District
217.498.8454



"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

— Maya Angelou

Rochester Public Library District

Draft One

Rochester Public Library District thanks you for completing this survey. Your opinions are important as we move forward in our long range facility planning process. All responses will be tabulated by an independent consulting firm and remain totally anonymous. We will share results as they are made available to us.

01. Students are often given the grades A, B, C, D, and Fail to score the quality of their academic work. Suppose the overall quality of services provided by the Rochester Public Library were graded the same way. What grade would you give the services provided by the Library?

- 1) A
- 2) B
- 3) C
- 4) D
- 5) Fail
- 9) other, don't know

02. The Rochester Public Library District is considering an approximate \$XX bond proposal to support expansion of its library and provide space for current operations and new programs. While nothing has been decided, is this something you would . . .

- 1) strongly favor
- 2) favor
- 3) lean favor
- 4) undecided
- 5) lean oppose
- 6) oppose
- 7) strong oppose
- 9) other, don't know

03. The Library is also considering a XX-cent tax rate increase to maintain its current level of services plus support new programs. While nothing has been decided, is this proposal something you would . . .

- 1) strongly favor
- 2) favor
- 3) lean favor
- 4) undecided
- 5) lean oppose
- 6) oppose

- 7) strong oppose
- 9) other, don't know

04. How would you rate the reputation of the Library among Village residents? Would you say the Library's reputation in the community is excellent, good, not so good, or poor?

- 1) excellent
- 2) good
- 3) not so good
- 4) poor
- 9) other, don't know

05. What about the Rochester Public Library District's financial situation? Do you think the Library has more than adequate funding, just enough funding, or does it need additional funding to maintain its current staff and services?

- 1) More than enough
- 2) Just enough
- 3) Not enough
- 9) Other/don't know

Next are statements that some people might make about the Rochester Public Library. For each, indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree.

- 1) strongly agree
- 2) somewhat agree
- 3) somewhat disagree
- 4) strongly disagree
- 9) other, don't know

06. Our Library acts much like a community center where all are welcome to participate.

07. A strong public library is a good investment for our community.

08. The Library promotes lifelong learning through its services, classes and events.

09. The Library greatly contributes to the high quality of life found in Rochester.

10. A Library with 21st century services, classes and events is a source of pride in Rochester.

11. With so much technology in homes, public libraries are simply not needed.

12. There is not enough space in the building for the number of children and adults that use the Library.

13. The Library staff is knowledgeable and resourceful.

14. The Library offers a full range of classes and events for all age groups, young and old alike.

For each of the following, rate the job performance of the Public Library as excellent, good, not so good or poor.

1) excellent

2) good

3) not so good

4) poor

9) other, don't know

15. Maintaining a strong board and administration

16. Hiring and retaining a quality staff

17. Using tax dollars efficiently

18. Keeping up-to-date with technology

19. Communicating with residents

20. Providing quiet places to sit and use library materials

21. Building partnerships with local schools, businesses and other organizations

22. Keeping up with the repair and maintenance of the Library building

23. Encouraging residents to participate in the Library's planning process

24. Providing adequate meeting space for community groups

Providing innovative and current services for all residents

Listed below are possible improvements to the Rochester Public Library. For each, indicate if it is a very high priority, a high priority, a low priority or a very low priority.

1) very high

2) high

3) low

4) very low

9) other, don't know

25. Provide more space to house services, classes and events for young children
26. Add technology to help residents convert older files and documents (cassettes, photos, etc.) to digital files
27. Create a quiet reading room
28. Provide a work space for student group projects
29. Add meeting rooms for community groups
30. Offer individual and group study rooms
31. Offer facilities that are more accessible for those with disabilities
32. Provide rooms or kiosks for patrons to work remotely

Next are some facts about the Rochester Public Library. For each, indicate if it makes you more likely, or less likely to support a proposal for a new library.

- 1) more likely
- 2) neither
- 3) less likely
- 9) other, don't know

33. Compared to other libraries in the area, Rochester has more demand for services but far less room to provide those services.
34. The Rochester Public Library shares a building with the Rochester Village Hall, restricting the ways staff can configure the space.

35. In total, Rochester residents saved more than \$X million in 2021 by borrowing print and digital books, movies, music and magazines rather than buying.

36. The Rochester Public Library has not had a budget increase in 20 years.

37. Which of the following Library technology offerings do you utilize? (Check all that apply.)

- 1) Computer workstations for Internet access and/or productivity software
- 2) Laptops / tablets for Internet access and/or productivity software
- 3) WiFi hotspots
- 4) Simple scan station
- 5) EReaders
- 6) Technology "library" of devices such as portable wireless hotspots, projectors, and GoPro cameras
- 7) 3D printers

38. How informed would you say you are about Rochester Public Library? Do you feel you are very well informed, somewhat informed, not very informed or not at all informed about the Library?

- 1) Very
- 2) Somewhat
- 3) Not very
- 4) Not at all
- 5) Other/don't know

39. As earlier mentioned, Rochester Public Library District is considering a \$xx bond proposal to support library expansion. While the details have not been decided on, the Library is interested in the community's initial opinion. Is this bond proposal something you . . .

- 1) strongly favor
- 2) favor
- 3) lean favor
- 4) undecided
- 5) lean oppose
- 6) oppose
- 7) strong oppose
- 9) other, don't know

40. The Library is also considering a XX-cent tax rate increase to support its operations. This proposal would cost the owner of a \$200,000 \$XX in higher property taxes. Again, while no decision has been made, is this tax proposal something you would . . .

- 1) strongly favor
- 2) favor
- 3) lean favor
- 4) undecided
- 5) lean oppose
- 6) oppose
- 7) strong oppose
- 9) other, don't know

The final few final questions are for classification purposes.

41. How long have you lived in the Rochester area?

- 1) 0-5 years
- 2) 6-10 years
- 3) 11-20 years
- 4) more than 20 years
- 9) other, don't know

42. How often would you say that you go to the Rochester Public Library?

- 1) several times each week
- 2) once a week
- 3) once a month
- 4) once a year
- 5) rarely or never
- 9) other (specify _____)

43. Do you currently have a Rochester Public Library Districtcard?

- 1) yes
- 2) no
- 9) other, don't know

44. In which of the following age groups are you?

- 1) 14-17
- 2) 18-34
- 3) 35-49
- 4) 50-64
- 5) 65-74
- 6) 75+
- 9) other/don't know/prefer not to answer

45. Do you have children living in your home under the age of 18?

- 1) yes
- 2) no
- 9) other, don't know

46. How often do you use social media like Facebook and Twitter?

- 1) daily
- 2) weekly
- 3) once a month or less 4) never
- 9) other/don't know

47. Are you . . .

- 1) male
- 2) female

That completes our survey. Thanks!

From: Kimberly Kurtenbach <kak.rpldb@gmail.com>
Sent: Friday, November 4, 2022 5:35 PM
To: Janet McAllister; Jessica Ingold; Charlie Leonard
Subject: Creative Entourage

Janet,

Charlie is going to join the board meeting virtually and we will be reviewing the questions for the survey. I will set up a google meeting for that purpose and will bring my laptop. Invitation will be forthcoming.

From: Janet McAllister <director@rochesterlibrary.org>
Sent: Monday, November 14, 2022 2:03 PM
To: Charlie Leonard
Cc: Kimberly Kurtenbach; Rod Wright
Subject: Re: Survey request postcard

I have informed the library board that our last postcard mailing was in 2021 and the cost was \$647.36. We did not have this budgeted into this fiscal year, so the board will need to determine where the funds will come from to pay for this. I will have this item on our agenda for the December Board Meeting.

Thanks!

On Mon, Nov 14, 2022 at 1:51 PM Charlie Leonard <charlie@creative-entourage.com> wrote:

Hi, Kim; hello, Janet—

I enjoyed meeting with your Board last week.

I'm attaching an example of the kind of postcard we help write and design for our online survey clients. This one's from nearby New Berlin School District.

Let me know how you think your community would respond to something like this, and we'll move forward on it. We find that the postcards do effectively drive participation. A reminder—while we'll provide the printer-ready artwork, the Library would pay for printing and postage.

I'm getting feedback and proofreading help on the next survey draft from my colleagues, and I'll ship it to you soon.

Hope all is well in Rochester,

—Charlie Leonard

--
Janet McAllister
Director
Rochester Public Library District
217.498.8454



"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

— Maya Angelou

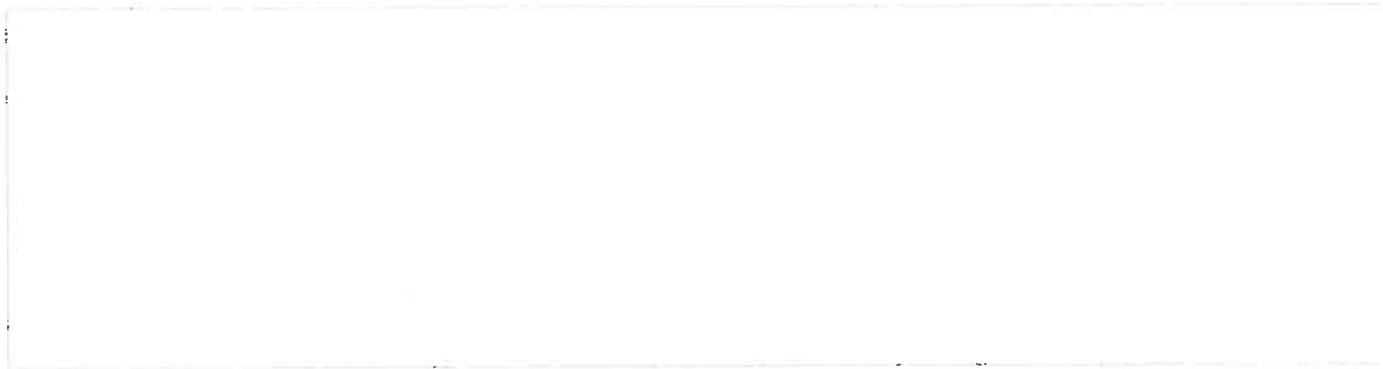
From: Charlie Leonard <charlie@creative-entourage.com>
Sent: Tuesday, December 6, 2022 9:28 AM
To: Kimberly Kurtenbach
Cc: director@rochesterlibrary.org; rod@creative-entourage.com
Subject: Re: Document shared with you: "Rochester Public Library District d3"

Hi, Kimberly—

I'm afraid I'll be at another client's board meeting Thursday at 6. I'm happy to arrange an alternative Zoom time with you and Janet and maybe at least a subset of the Board?

Let me know what works for you. I'm happy to move us forward bit by bit.

—Charlie



From: Janet McAllister <director@rochesterlibrary.org>
Sent: Tuesday, December 6, 2022 9:46 AM
To: Kimberly Kurtenbach
Subject: Re: Sample online survey

Yes, it was.

On Tue, Dec 6, 2022 at 9:12 AM Kimberly Kurtenbach <kak.rpldb@gmail.com> wrote:
Was this link forwarded to board members?

On Fri, Dec 2, 2022 at 4:20 PM Charlie Leonard <charlie@creative-entourage.com> wrote:
Hi, Kim; hey, Janet—

I'm attaching a link to a sample online survey—it's adapted from a school district satisfaction survey we did not long ago.

I thought it would help you and your board members get an idea of how this works, to better visualize how your survey would look.

Click here and play around with it:

<https://www.research.net/r/ABCSchoolDistrict>

Have a great weekend, and, as always, holler if you have any questions. We'll be in touch.

—Charlie Leonard

--
Janet McAllister
Director
Rochester Public Library District
217.498.8454



"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

— Maya Angelou

On Dec 8, 2022, at 2:37 PM, Janet McAllister <director@rochesterlibrary.org> wrote:

I will make copies. I believe the amount for the expansion amount should be \$12.36. That question will include referendum expansion and the operating amount. Hope that makes sense.

On Thu, Dec 8, 2022 at 12:41 PM Kimberly Kurtenbach <kak.rpldb@gmail.com> wrote:

Janet,

Could you print out a copy of this for board members tonight? Also, are the dollar questions highlighted in yellow, something you can confirm?

Charlie,

Is knowing gender necessary or can that be eliminated from the questionnaire?

On Wed, Dec 7, 2022 at 5:47 PM Charlie Leonard <charlie@creative-entourage.com> wrote:

Hi, Kimberly, hello Janet—

I've cleaned-up the draft a little bit, and indicated four more questions with strike-outs that might be redundant, which would get us down to 45 questions.

When we communicate next, I'd like to:

1. See if we can have someone double-check (fact-check?) my calculations on the monthly costs of the bond issue and levy increase,
2. Get your reactions to my suggested cuts,
3. Make suggestions for the "sources of information" question near the end, and
4. Discuss next steps.

Hope all is well with the Library and its holiday preparations.

—Charlie Leonard

--
Janet McAllister
Director

Rochester Public Library District
217.498.8454



"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

— Maya Angelou

From: Janet McAllister <director@rochesterlibrary.org>
Sent: Friday, January 13, 2023 10:08 AM
To: Janet McAllister
Subject: Fwd: Logo
Attachments: Rochester Public Library District Final from Library.docx

FYI - see below

----- Forwarded message -----

From: Kimberly Kurtenbach <kak.rpldb@gmail.com>
Date: Fri, Jan 13, 2023 at 8:49 AM
Subject: Re: Logo
To: Charlie Leonard <charlie@creative-entourage.com>, Janet McAllister <director@rochesterlibrary.org>
Cc: Jessica Ingold <jingold@creative-entourage.com>, Rod Wright <rod@creative-entourage.com>

Charlie,
Attached is the final document with a few minor changes from last night for your use.

Janet,
Thank you for sending the logos. I included the updates from our discussion last night. I made three changes this morning that we did not talk about: 1) We discussed adding the word "operation" to "budget". I'm not an accountant, but I think the correct term is "operating budget" so I updated. 2) We discussed removing "other" as an option from the children living in home question. I did but I then added "prefer not to answer". After looking at it again this morning I thought... We know they have to answer every question and we have given them the preference not to answer all the personal questions, which I think is more appropriate. 3) I just updated some numbering on the page. Other than that we are ready to roll. Please feel free to share this with the board.

On Fri, Jan 13, 2023 at 8:09 AM Janet McAllister <director@rochesterlibrary.org> wrote:
Attached please find our logo for the postcard.

--
Janet McAllister
Director
Rochester Public Library District
217.498.8454



"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

— Maya Angelou

--

Janet McAllister
Director
Rochester Public Library District
217.498.8454



"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

— Maya Angelou

Rochester Public Library District online survey

Final to CE

Rochester Public Library District thanks you for completing this survey. Your opinions are important as we move forward in our long-range facility planning process. All responses will be tabulated by an independent consulting firm and remain totally anonymous. We will share results as they are made available to us.

01. Students are often given the grades A, B, C, D, and Fail to score the quality of their academic work. Suppose the overall quality of education at your local K-12 school district were graded the same way. What grade would you give the overall quality of education in your district?

- 1) A
- 2) B
- 3) C
- 4) D
- 5) Fail
- 6) other, don't know

02. What grade would you give the quality of services provided by the Library?

- 1) A
- 2) B
- 3) C
- 4) D
- 5) Fail
- 6) other, don't know

03. The Rochester Public Library District is interested in expanding program offerings and is considering an approximate \$4 million bond proposal to support expansion of its library. The expansion would provide needed space for current operations as well as new programs. The proposal would also include a 0.06-cent tax rate increase for operational costs to continue offering quality services. Payment on the bonds plus the rate increase would cost the owner of the average home in the Library District approximately \$12.36 per month. While nothing has been decided, is this something you would...

- 1) strongly favor
- 2) favor
- 3) lean favor
- 4) undecided
- 5) lean oppose
- 6) oppose
- 7) strongly oppose
- 8) other, don't know

04. **[IF 4 – 7 above]** The Rochester Public Library District has not had an operating budget increase in over twenty years. Some have suggested that the Library District should propose only the 0.06-cent tax rate increase, to maintain its current level of services in lieu of growing program offerings and expansion of the building. It would cost the owner of the average home in the library district approximately \$3.37 per month. While nothing has been decided, is this proposal something you would ...

- 1) strongly favor
- 2) favor
- 3) lean favor
- 4) undecided
- 5) lean oppose
- 6) oppose
- 7) strongly oppose
- 8) other, don't know

05. How would you rate the reputation of the Library among Village residents? Would you say the Library's reputation in the community is excellent, good, not so good, or poor?

- 1) excellent
- 2) good
- 3) not so good
- 4) poor
- 5) other, don't know

06. What about the Rochester Public Library District's financial situation? Do you think the Library has more than adequate funding, just enough funding, or does it need additional funding to maintain its current staff and services?

- 1) More than enough
- 2) Just enough
- 3) Not enough
- 4) Other/don't know

Next are statements that some people might make about the Rochester Public Library. For each, indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree.

- 1) strongly agree
- 2) somewhat agree
- 3) somewhat disagree
- 4) strongly disagree
- 5) other, don't know

07. A strong public library is a good investment for our community.

08. The Library greatly contributes to the high quality of life found in Rochester.

09. With so much technology in homes, public libraries are simply not needed.
10. There is not enough space in the building for the number of children and adults that use the Library.
11. The Library staff is knowledgeable and resourceful.
12. The Library offers a full range of classes and events for all age groups, young and old alike.

For each of the following, rate the job performance of the Public Library as excellent, good, not so good or poor.

- 1) excellent
- 2) good
- 3) not so good
- 4) poor
- 5) other, don't know

13. Maintaining a strong board and administration
14. Hiring and retaining a quality staff
15. Using tax dollars efficiently
16. Communicating with residents
17. Providing quiet places to sit and use library materials
18. Building partnerships with local schools, businesses and other organizations
19. Keeping up with the repair and maintenance of the Library building
20. Encouraging residents to participate in the Library's planning process
21. Providing adequate meeting space for community groups
22. Providing up-to-date services for all residents
23. Listed below are possible improvements to the Rochester Public Library. For each, indicate if it is a very high priority, a high priority, a low priority or a very low priority.
- 1) very high
 - 2) high
 - 3) low
 - 4) very low
 - 5) other, don't know
24. Provide more space to house services, classes and events for young children

25. Add technology to help residents convert older files and documents (cassettes, photos, etc.) to digital files

26. Create a quiet reading room

27. Provide a workspace for student group projects

28. Offer facilities that are more accessible for those with disabilities

29. Provide rooms or kiosks for patrons to work remotely

Next are some facts about the Rochester Public Library. For each, indicate if it makes you more likely, or less likely to support a proposal for building an addition to the library and a tax rate increase to support operational needs.

1) more likely

2) neither

3) less likely

4) other, don't know

30. While the Library shares a building with the Rochester Village Hall, the two are completely separate taxing entities. Each owns one half of the building and the Library has its own budget.

31. Compared to other libraries in the area, Rochester has more demand for services but far less room to provide those services.

32. In total, Rochester residents saved more than \$830,428.88 in 2022 by borrowing print and digital books, movies, music and magazines rather than buying.

33. The Rochester Public Library has not had an operating budget increase in over 20 years.

34. Without a tax rate increase, the Rochester Public Library will need to consider cutting various existing program offerings and resources.

35. Which of the following Library technology offerings do you use? (Check all that apply.)

1) Computer workstations for Internet access and/or productivity software

2) Laptops / tablets for Internet access and/or productivity software

3) Wi-Fi hotspots

4) Simple scan station

5) E-Readers

6) Technology "library" of devices such as portable wireless hotspots, projectors, and GoPro cameras

7) 3D printers

8) Online e-resources accessed through the rochesterlibrary.org website such as Hoopla, Bookflix, Britannica Library, and Library on the Go

36. How familiar would you say you are with the Rochester Public Library? Do you feel you are very familiar, somewhat familiar, not very or not at all familiar with the Library?

- 1) Very
- 2) Somewhat
- 3) Not very
- 4) Not at all
- 5) Other/don't know

37. As mentioned earlier, the Rochester Public Library District is interested in expanding program offerings and is considering an approximate \$4 million bond proposal to support expansion of its library. The expansion would provide needed space for current operations as well as new programs. The proposal would also include a 0.06-cent tax rate increase for operational costs to continue offering quality services. Payment on the bonds plus the rate increase would cost the owner of the average home in the Library District approximately \$12.36 per month. While nothing has been decided, is this something you would...

- 1) strongly favor
- 2) favor
- 3) lean favor
- 4) undecided
- 5) lean oppose
- 6) oppose
- 7) strongly oppose
- 8) other, don't know

38. **[IF 4 – 7 above]** The Rochester Public Library District has not had an operating budget increase in over twenty years. Some have suggested that the Library District should propose only the 0.06-cent tax rate increase, to maintain its current level of services in lieu of growing program offerings and expansion of the building. It would cost the owner of the average home in the library district approximately \$3.37 per month. While nothing has been decided, is this proposal something you would ...

- 1) strongly favor
- 2) favor
- 3) lean favor
- 4) undecided
- 5) lean oppose
- 6) oppose
- 7) strong oppose
- 8) other, don't know

The final few final questions are for classification purposes.

39. How long have you lived in the Rochester area?

- 1) 0-5 years
- 2) 6-10 years
- 3) 11-20 years
- 4) more than 20 years
- 5) other, don't know

40. How often would you say that you go to the Rochester Public Library?

- 1) several times each week
- 2) once a week
- 3) once a month
- 4) once a year
- 5) rarely or never
- 6) other (specify _____)

41. Do you currently have a Rochester Public Library District card?

- 1) yes
- 2) no
- 3) other, don't know

42. In which of the following age groups are you?

- 1) 14-17
- 2) 18-34
- 3) 35-49
- 4) 50-64
- 5) 65-74
- 6) 75+
- 7) prefer not to answer

43. Do you have children living in your home under the age of 18?

- 1) yes
- 2) no
- 3) prefer not to answer

44. What sources do you go to for information about the Library? *(Check all that apply)*

- 1) Facebook
- 2) Specific Facebook group
- 3) Twitter
- 4) Instagram
- 5) Library Newsletter
- 6) Library website (rochesterlibrary.org)
- 7) *Rochester Times*

- 8) Conversations with neighbors
- 9) Other (please specify) _____
- 10) other/don't know

45. Are you ...

- 1) male
- 2) female
- 3) gender nonconforming
- 4) prefer not to answer

That completes our survey. Thanks!

From: Kimberly Kurtenbach <kak.rpldb@gmail.com>
Sent: Thursday, February 9, 2023 10:08 PM
To: Charlie Leonard; Janet McAllister
Cc: Sarah Deen; Janet McAllister; Rod Wright
Subject: Rochester Public Library District

Janet/Sarah, In wordsmithing, I added that first option for the postcard that I think may be better. If you have thoughts on it, let me know.

Charlie,
First, ignore the message asking for admin access. When I went to verify the formatting worked well on the mobile device too, instead of "next" my finger hit the request access that was right below it. I also checked the VR code, without answering anything on it but verified it worked for me.

Here is the update from the board meeting:

1) SURVEY: The survey was approved with changes to question 1 and 2. Question one will be eliminated entirely. For question two we would like to revise it as suggested below.

"Students are often given the grades A, B, C, D, and Fail to score the quality of their academic work. What grade would you give the quality of services provided by the Library?"

2) POSTCARD FRONT: Approved. The only thing to fill in is the date to complete the survey. How long do you have the survey out to the public? We will go with your recommendation.

3) POSTCARD BACK: Liked the layout but looking at alternative wording. Looking for feedback. I'm leaning towards the first.

We value your opinion!

Please consider taking our brief community survey.

The Rochester Public Library District is interested in expanding program offerings and is considering a bond proposal to support expansion of its library. Your input will help us plan and set priorities for services and facilities.

We need to hear from everyone!

Thank you for your time.

We value your opinion!

Please consider helping our Rochester Public Library District by completing a brief community survey.

We want to know what offerings the public would support and would like to hear your thoughts on a referendum that could help us reach our goals.

We need to hear from everyone!

Thank you for your time.

We value your opinion!

The Rochester Public Library District is interested in expanding program offerings and is considering a bond proposal to support expansion of its library.

We want to know what offerings the public would support and would like to hear their thoughts on a referendum that could help us reach our goals.

We need to hear from everyone!

Thank you for your time.

4) **NEWSLETTER:** Our quarterly newsletter is being laid out this week to go to print at the end of next week. We would like to repeat the "postcard" in the newsletter. Once the postcard wording is finalized, Janet will send to the

Friday is the first day this week my schedule is not continuous meetings. Feel free to call if you want to discuss to avoid emailing back and forth.

Thanks,
Kim

From: Janet McAllister <director@rochesterlibrary.org>
Sent: Tuesday, February 14, 2023 5:45 PM
To: Kimberly Kurtenbach
Subject: Re: Rochester Public Library District

Either will work for us.

On Tue, Feb 14, 2023 at 4:19 PM Kimberly Kurtenbach <kak.rpldb@gmail.com> wrote:

Charlie,

Do you know how soon we will be able to have the update postcard

Janet,

Are you using the postcard in the newsletter or just using the text?

On Feb 13, 2023, at 1:05 PM, Charlie Leonard <charlie@creative-entourage.com> wrote:

Hi, Kimberly—

We like to leave surveys open about three weeks. So if we went into the field this weekend, we could have the “respond by” date say March 10. Would that work for you?

Making changes in survey and postcard as we speak.

Thanks much!

—Charlie

On Feb 9, 2023, at 10:07 PM, Kimberly Kurtenbach <kak.rpldb@gmail.com> wrote:

Janet/Sarah, In wordsmithing, I added that first option for the postcard that I think may be better. If you have thoughts on it, let me know.

Charlie,

First, ignore the message asking for admin access. When I went to verify the formatting worked well on the mobile device too, instead of "next" my finger hit the request access that was right below it. I also checked the VR code, without answering anything on it but verified it worked for me.

Here is the update from the board meeting:

1) SURVEY: The survey was approved with changes to question 1 and 2. Question one will be eliminated entirely. For question two we would like to revise it as suggested below.

"Students are often given the grades A, B, C, D, and Fail to score the quality of their academic work. What grade would you give the quality of services provided by the Library?"

2) POSTCARD FRONT: Approved. The only thing to fill in is the date to complete the survey. How long do you have the survey out to the public? We will go with your recommendation.

3) POSTCARD BACK: Liked the layout but looking at alternative wording. Looking for feedback. I'm leaning towards the first.

We value your opinion!

Please consider taking our brief community survey.

The Rochester Public Library District is interested in expanding program offerings and is considering a bond proposal to support expansion of its library. Your input will help us plan and set priorities for services and facilities.

We need to hear from everyone!

Thank you for your time.

We value your opinion!

Please consider helping our Rochester Public Library District by completing a brief community survey.

We want to know what offerings the public would support and would like to hear your thoughts on a referendum that could help us reach our goals.

We need to hear from everyone!

Thank you for your time.

We value your opinion!

The Rochester Public Library District is interested in expanding program offerings and is considering a bond proposal to support expansion of its library.

We want to know what offerings the public would support and would like to hear their thoughts on a referendum that could help us reach our goals.

We need to hear from everyone!

Thank you for your time.

4) NEWSLETTER: Our quarterly newsletter is being laid out this week to go to print at the end of next week. We would like to repeat the "postcard" in the newsletter. Once the postcard wording is finalized, Janet will send to the

Friday is the first day this week my schedule is not continuous meetings. Feel free to call if you want to discuss to avoid emailing back and forth.

Thanks,

Kim

217-622-2421

From: Kimberly Kurtenbach <kak.rpldb@gmail.com>
Sent: Thursday, February 16, 2023 11:34 AM
To: Charlie Leonard; Janet McAllister
Cc: Janet McAllister; Elizabeth Arway; Rod Wright
Subject: Re: Final approval!

Thank you.
Janet, see the link below

On Feb 16, 2023, at 10:44 AM, Charlie Leonard <charlie@creative-entourage.com> wrote:

Hi, Kimberly—

Here's the reworked postcard with new dimensions and "complete by" date.

[LINK](#)

This doesn't mean you should wait for the postcard to drop in order to begin promoting the survey on social media and other library communications. The more responses—and the sooner—the better.

Thanks so much. Let me know how else we can help.

—Charlie

On Feb 16, 2023, at 9:37 AM, Kimberly Kurtenbach <kak.rpldb@gmail.com> wrote:

If the postcard is being updated can the deadline be changed to March 17 since people will not get it until after the first?

On Thu, Feb 16, 2023 at 9:35 AM Janet McAllister <director@rochesterlibrary.org> wrote:

Our printer sent us the following regarding the postcard. The library uses Canva for all our printed materials, we are unable to make these changes as the document you sent was a PDF. Could you please make the changes and send the updated document as soon as possible?

I need it to bleed, AND it has to be bigger than 6 1/8 for EDDM mailers (or much longer the other direction). Size: needs to be as a finished piece at least 6.25 x 9 (? – this dimension can be smaller).

Thanks!

On Wed, Feb 15, 2023 at 5:05 PM Kimberly Kurtenbach <kak.rpldb@gmail.com> wrote:

Quick question, if I'm not too late. If the mailer doesn't go out till the first do we need to extend the deadline by a week?

On Feb 15, 2023, at 9:38 AM, Janet McAllister
<director@rochesterlibrary.org> wrote:

We will add the postcard to our newsletter and get the postcards printed and mailed out by March 1st.

On Wed, Feb 15, 2023 at 9:37 AM Charlie Leonard <charlie@creative-entourage.com> wrote:

Thanks, Kimberly—

Yes, the first question was the only change. Looks like we're good to go!

Thanks, all.

—Charlie

On Feb 15, 2023, at 9:15 AM, Kimberly Kurtenbach
<kak.rpldb@gmail.com> wrote:

Charlie,
Thank you. Postcard looks great and is approved.
Copy Janet, Director, on the postcard when you have it ready.

I see the first question was addressed on the survey.
I'm on the road for a little bit this morning. Was anything else changed? I'd say good to go if that was all.

Janet,
Go ahead and get it in the newsletter.

On Wed, Feb 15, 2023 at 8:59 AM Charlie Leonard
<charlie@creative-entourage.com> wrote:

Hi, Kimberly—

Here's the test link to the online survey. We think it's ready to go. Please go through and make sure it reflects the latest changes and that everyone is satisfied with the language.

And here's the latest version of the postcard. With your blessing we'll get the artwork finalized and printer-ready.

Eager to get it all going!

Many thanks,

—Charlie

From: Charlie Leonard <charlie@creative-entourage.com>
Sent: Friday, March 3, 2023 9:18 AM
To: Janet McAllister
Cc: Kimberly Kurtenbach
Subject: Re: Paper copy of the survey.
Attachments: Rochester Public Library District survey.pdf

Hi, hope all is well in the Village of Rochester.

Attached is a .pdf of the survey. Typically our clients collect these and enter them using the live survey link. If you'd prefer some other arrangement or have questions, let me know, of course.

And could you let me know when the postcard hits households?

Thanks much.

—Charlie

> On Mar 1, 2023, at 3:30 PM, Janet McAllister <director@rochesterlibrary.org> wrote:
>
> Could you please send me a hard copy of the survey?
>
> Thanks!



Rochester Public Library District survey

Rochester Public Library District thanks you for completing this survey. Your opinions are important as we move forward in our long-range facility planning process. All responses will be tabulated by an independent consulting firm and remain totally anonymous. We will share results as they are made available to us.

Students are often given the grades A, B, C, D, and Fail to score the quality of their academic work. What grade would you give the quality of services provided by the Library?

- A
- B
- C
- D
- Fail
- Other, don't know



Rochester Public Library District survey

The Rochester Public Library District is interested in expanding program offerings and is considering an approximate \$4 million bond proposal to support expansion of its library. The expansion would provide needed space for current operations as well as new programs. The proposal would also include a 0.06-cent tax rate increase for operational costs to continue offering quality services. Payment on the bonds plus the rate increase would cost the owner of the average home in the Library District approximately \$12.36 per month. While nothing has been decided, is this something you would...

- Strongly favor
- Favor
- Lean favor
- Undecided
- Lean oppose
- Oppose
- Strongly oppose
- Other, don't know



Rochester Public Library District survey

The Rochester Public Library District has not had an operating budget increase in over twenty years. Some have suggested that the Library District should propose only the 0.06-cent tax rate increase, to maintain its current level of services in lieu of growing program offerings and expansion of the building. It would cost the owner of the average home in the library district approximately \$3.37 per month. While nothing has been decided, is this proposal something you would...

- Strongly favor
- Favor
- Lean favor
- Undecided
- Lean oppose
- Oppose
- Strongly oppose
- Other, don't know



Rochester Public Library District survey

How would you rate the reputation of the Library among Village residents? Would you say the Library's reputation in the community is excellent, good, not so good, or poor?

- Excellent
- Good
- Not so good
- Poor
- Other, don't know



Rochester Public Library District survey

What about the Rochester Public Library District's financial situation? Do you think the Library has more than adequate funding, just enough funding, or does it need additional funding to maintain its current staff and services?

- More than enough
- Just enough
- Not enough
- Other, don't know



Rochester Public Library District survey

Next are statements that some people might make about the Rochester Public Library. For each, indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree.

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Other, don't know
A strong public library is a good investment for our community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Library greatly contributes to the high quality of life found in Rochester.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
With so much technology in homes, public libraries are simply not needed.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is not enough space in the building for the number of children and adults that use the Library.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Library staff is knowledgeable and resourceful.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Library offers a full range of classes and events for all age groups, young and old alike.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Rochester Public Library District survey

For each of the following, rate the job performance of the Public Library as excellent, good, not so good or poor.

	Excellent	Good	Not so good	Poor	Other, don't know
Maintaining a strong board and administration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hiring and retaining a quality staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using tax dollars efficiently	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communicating with residents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing quiet places to sit and use library materials	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Building partnerships with local schools, businesses and other organizations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Keeping up with the repair and maintenance of the Library building	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encouraging residents to participate in the Library's planning process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing adequate meeting space for community groups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing up-to-date services for all residents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Rochester Public Library District survey

Listed below are possible improvements to the Rochester Public Library. For each, indicate if it is a very high priority, a high priority, a low priority or a very low priority.

	Very high	High	Low	Very low	Other, don't know
Provide more space to house services, classes and events for young children	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Add technology to help residents convert older files and documents (cassettes, photos, etc.) to digital files	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Create a quiet reading room	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provide a workspace for student group projects	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Offer facilities that are more accessible for those with disabilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provide rooms or kiosks for patrons to work remotely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Rochester Public Library District survey

Next are some facts about the Rochester Public Library. For each, indicate if it makes you more likely, or less likely to support a proposal for building an addition to the library and a tax rate increase to support operational needs.

	More likely	Neither	Less likely	Other, don't know
While the Library shares a building with the Rochester Village Hall, the two are completely separate taxing entities. Each owns one half of the building and the Library has its own budget.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Compared to other libraries in the area, Rochester has more demand for services but far less room to provide those services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In total, Rochester residents saved more than \$830,428.88 in 2022 by borrowing print and digital books, movies, music and magazines rather than buying.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Rochester Public Library has not had an operating budget increase in over 20 years.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Without a tax rate increase, the Rochester Public Library will need to consider cutting various existing program offerings and resources.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Rochester Public Library District survey

Which of the following Library technology offerings do you use? Check all that apply.

- Computer workstations for Internet access and/or productivity software
- Laptops / tablets for Internet access and/or productivity software
- Wi-Fi hotspots
- Simple scan station
- E-Readers
- Technology "library" of devices such as portable wireless hotspots, projectors, and GoPro cameras
- 3D printers
- Online e-resources accessed through the rochesterlibrary.org website such as Hoopla, Bookflix, Britannica Library, and Library on the Go



Rochester Public Library District survey

How familiar would you say you are with the Rochester Public Library? Do you feel you are very familiar, somewhat familiar, not very or not at all familiar with the Library?

- Very
- Somewhat
- Not very
- Not at all
- Other, don't know



Rochester Public Library District survey

As mentioned earlier, the Rochester Public Library District is interested in expanding program offerings and is considering an approximate \$4 million bond proposal to support expansion of its library. The expansion would provide needed space for current operations as well as new programs. The proposal would also include a 0.06-cent tax rate increase for operational costs to continue offering quality services. Payment on the bonds plus the rate increase would cost the owner of the average home in the Library District approximately \$12.36 per month. While nothing has been decided, is this something you would...

- Strongly favor
- Favor
- Lean favor
- Undecided
- Lean oppose
- Oppose
- Strongly oppose
- Other, don't know



Rochester Public Library District survey

The Rochester Public Library District has not had an operating budget increase in over twenty years. Some have suggested that the Library District should propose only the 0.06-cent tax rate increase, to maintain its current level of services in lieu of growing program offerings and expansion of the building. It would cost the owner of the average home in the library district approximately \$3.37 per month. While nothing has been decided, is this proposal something you would...

- Strongly favor
- Favor
- Lean favor
- Undecided
- Lean oppose
- Oppose
- Strongly oppose
- Other, don't know



Rochester Public Library District survey

The final few final questions are for classification purposes.

How long have you lived in the Rochester area?

- 0-5 years
- 6-10 years
- 11-20 years
- More than 20 years
- Other, don't know



Rochester Public Library District survey

How often would you say that you go to the Rochester Public Library?

- Several times each week
- Once a week
- Once a month
- Once a year
- Rarely or never
- Other (please specify)



Rochester Public Library District survey

Do you currently have a Rochester Public Library District card?

- Yes
- No
- Other, don't know



Rochester Public Library District survey

In which of the following age groups are you?

- 14-17
- 18-34
- 35-49
- 50-64
- 65-74
- 75+
- Prefer not to answer



Rochester Public Library District survey

Do you have children living in your home under the age of 18?

- Yes
- No
- Other, don't know



Rochester Public Library District survey

What sources do you go to for information about the Library? Check all that apply.

- Facebook
- Specific Facebook group
- Twitter
- Instagram
- Library Newsletter
- Library website (rochesterlibrary.org)
- Rochester Times*
- Conversations with neighbors
- Don't know
- Other (please specify)



Rochester Public Library District survey

Are you...

- Male
- Female
- Gender nonconforming
- Prefer not to answer

From: Charlie Leonard <charlie@creative-entourage.com>
Sent: Tuesday, March 7, 2023 2:12 PM
To: Janet McAllister
Cc: Kimberly Kurtenbach; Rod Wright
Subject: Re: Slow survey responses

Thanks, Janet—

Yes, those are things we recommend for all our web survey clients, and they usually start out a little faster out of the gate—especially since you’ve done the postcard, which should be a big driver of activity.

To the extent that you can get partner groups and organizations on board, perhaps exposure to multiple messengers will get people to click on the link and share their thoughts and experiences.

Thanks again. We’ll be in touch.

—Charlie

On Mar 7, 2023, at 1:59 PM, Janet McAllister <director@rochesterlibrary.org> wrote:

We have used Social Media, email blast, newsletter and flyer at circulation desk along with the paper copy. We will keep pushing out the information.

On Tue, Mar 7, 2023 at 1:49 PM Charlie Leonard <charlie@creative-entourage.com> wrote:

Hi, Kimberly; hello, Janet—

It’s been a week or so since the postcard hit, and we’re concerned about a low/slow response rate—fewer than 100 surveys completed. Statistics so far show that it is taking, on average, just four minutes to complete, and that more than 80 percent of those who start it end up completing it.

Some suggestions for boosting responses:

- Ask partner groups—the City, the school district, groups who use Library facilities to meet or to do their work—to include the link and/or the QR code in electronic communications with their members.
- Use your Facebook account, email, and text lists to remind your own constituent groups about the survey and its importance.
- Keep flyers and/or a display with the QR code at the circulation desk, so that all patrons have an opportunity to complete the survey.

There’s still plenty of time to drive participation in the survey, but there’s a way to go to reach 400 responses, which we think is the threshold number for a reliable indicator of public opinion.

Let us know how else we can help.

—Charlie Leonard



From: Janet McAllister <director@rochesterlibrary.org>
Sent: Wednesday, March 8, 2023 9:52 AM
To: Kimberly Kurtenbach; Charlie Leonard
Subject: Fwd: Online survey about Library expansion

See response below.

----- Forwarded message -----

From: **kittywrigley** <[redacted]>
Date: Wed, Mar 8, 2023 at 9:46 AM
Subject: Online survey about Library expansion
To: Rochester Public Library District <director@rochesterlibrary.org>

Hello. I want to let you know that I just completed this survey on my husband's computer. We are both library cardholders but he received a survey and I did not. He uses library services but about 1/10 as much as I do. I was disappointed that there were no opportunities for general comments. I voted in favor of the library in the last referendum. I live on the edge of the library district, equally distanced from Rochester and Chatham libraries. I use the Chatham library almost exclusively because it is "on the way to other errands" and because it is larger. I use the library a lot. (I'm really using the Rochester card, of course, to use all the libraries in the System.) Since we retired we love to go to Chatham to work jigsaw puzzles, browse, etc.

I voted for the expansion because it is so completely clear that Rochester library is working hard but uphill. Not enough room. Not enough money for digital books. Website is not as easy to navigate and full of information as Chatham's. When my granddaughter was a toddler (she's 13), I took her to Rochester because she was in love with the playhouse. I loved the read to the dog events. During the lead up to the last referendum, there was not a single sign in any part of my East Lake Shore Dr. neighborhood. Maybe the focus is not spread to the edges of the district, where potential votes live. How many patrons check out from other libraries using Rochester cards? Where are those folks?

I appreciate every staff member I've ever encountered at Rochester Library. They are service-oriented and knowledgeable. I hope you are successful in your funding effort. Thanks for listening.

Retired librarian,
Kitty Wrigley

From: Janet McAllister <director@rochesterlibrary.org>
Sent: Wednesday, March 8, 2023 9:57 AM
To: Kimberly Kurtenbach; Charlie Leonard
Subject: Fwd:
Attachments: doc06263520230308095530.pdf

This patron filled out a paper copy and we entered her responses to the survey. She wanted to share her comments.

----- Forwarded message -----

From: <library@rochesterpld.org>
Date: Wed, Mar 8, 2023 at 9:55 AM
Subject:
To: <director@rochesterlibrary.org>

TASKalfa 3252ci
[00:17:c8:63:16:f2]



Rochester Public Library District survey

Rochester Public Library District thanks you for completing this survey. Your opinions are important as we move forward in our long-range facility planning process. All responses will be tabulated by an independent consulting firm and remain totally anonymous. We will share results as they are made available to us.

Students are often given the grades A, B, C, D, and Fail to score the quality of their academic work. What grade would you give the quality of services provided by the Library?

- A
- B
- C
- D
- Fail

Other, don't know

I haven't had a lot of experience with this library as I am gone a lot. But from the little I can tell, I believe it to be well run and that it offers programs that are needed and liked. I haven't received a monthly schedule for quite some time and I miss not knowing what is available to do. It use to be mailed.



Rochester Public Library District survey

Which of the following Library technology offerings do you use? Check all that apply.

- Computer workstations for Internet access and/or productivity software
- Laptops / tablets for Internet access and/or productivity software
- Wi-Fi hotspots
- Simple scan station
- E-Readers
- Technology "library" of devices such as portable wireless hotspots, projectors, and GoPro cameras
- 3D printers
- Online e-resources accessed through the rochesterlibrary.org website such as Hoopla, Bookflix, Britannica Library, and Library on the Go

None As I mentioned I am not here very much and I am not much of a computer, etc. person, but I like knowing that it is available to me here if I needed it.



Rochester Public Library District survey

What sources do you go to for information about the Library? Check all that apply.

- Facebook
- Specific Facebook group
- Twitter
- Instagram

Library Newsletter - *When it was mailed, I miss not getting it in the mail.*

Library website (rochesterlibrary.org)

Rochester Times

Conversations with neighbors

Don't know

Other (please specify)

From: Janet McAllister <director@rochesterlibrary.org>
Sent: Friday, March 10, 2023 9:56 AM
To: Kimberly Kurtenbach
Subject: Re: Signed document

Ok, thanks.

On Fri, Mar 10, 2023 at 9:37 AM Kimberly Kurtenbach <kak.rpldb@gmail.com> wrote:
Janet,
The phone calls are not part of contract since we went with digital.

On Aug 12, 2022, at 10:29 AM, Jennifer Volk <jennifer@creative-entourage.com> wrote:

Thank you Janet! We received the payment too.

- Jennifer



Jennifer Volk, principal, strategic communications

Creative Entourage

314.472.3391 office

314.608.8424 cell

jennifer@creative-entourage.com

creative-entourage.com



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On Fri, Aug 12, 2022 at 8:46 AM Janet McAllister <director@rochesterlibrary.org> wrote:
Jennifer,

Please find attached our signed document. Your firm should have received our first payment yesterday.

Thanks,

--

Janet McAllister
Director
Rochester Public Library District
217.498.8454



"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

— Maya Angelou

From: Janet McAllister <director@rochesterlibrary.org>
Sent: Friday, March 10, 2023 12:56 PM
To: Kimberly Kurtenbach
Subject: Fwd: Halfway there!

That's good news!

----- Forwarded message -----

From: Kimberly Kurtenbach <kak.rpldb@gmail.com>
Date: Fri, Mar 10, 2023 at 12:23 PM
Subject: Re: Halfway there!
To: Charlie Leonard <charlie@creative-entourage.com>
CC: Janet McAllister <director@rochesterlibrary.org>, Rod Wright <rod@creative-entourage.com>

Good to hear. That is Janet's doing :)

We discussed at the board meeting last night and are blasting around to get the word out more.

On Fri, Mar 10, 2023 at 12:21 PM Charlie Leonard <charlie@creative-entourage.com> wrote:

We had 205 responses as of this morning. Whatever you're doing, keep it up!

Hope all is well.

—Charlie

----- Forwarded message -----

From: **Charlie Leonard** <charlie@creative-entourage.com>

Date: Wed, Mar 15, 2023 at 3:14 PM

Subject: 400!

To: Kimberly Kurtenbach <kak.rpldb@gmail.com>

CC: Janet McAllister <director@rochesterlibrary.org>, Rod Wright <rod@creative-entourage.com>

Hi, Kimberly; hello, Janet—

As of this morning we had 405 completed responses to our survey. That's great; we have reached the minimum we hope for to get meaningful results.

Of course, we'd like more responses so we can get significant numbers of some subgroups—for example, longer-term vs. newer residents, parents of school-age children vs. non-parents, etc.

In particular we'd like to see more responses from men.

So a) well done! And b) keep encouraging more participation.

Thanks much. We'll stay in touch.

—Charlie

From: Elaine Lewis <elainelewis@rochesterlibrary.org>
Sent: Friday, October 27, 2023 11:32 AM
To: Sarah Deen
Subject: Fwd: Updated invitation: Rochester PL / EveryLibrary- Elaine Honomichl and John Ch... @ Fri Oct 27, 2023 4pm - 5pm (CDT) (elainelewis@rochesterlibrary.org)
Attachments: invite.ics

----- Forwarded message -----

From: John Chrastka <john.chrastka@everylibrary.org>
Date: Thu, Oct 26, 2023 at 7:54 AM
Subject: Updated invitation: Rochester PL / EveryLibrary- Elaine Honomichl and John Ch... @ Fri Oct 27, 2023 4pm - 5pm (CDT)
To: <erichschroederrpld@gmail.com>, <btepattirpld@gmail.com>, Ashley Stewart <ashley.stewart@everylibrary.org>, <director@rochesterlibrary.org>

This event has been updated

Changed: title

Event Name: 60 Minute Meeting

Location: This is a Zoom web conference.

You can join this meeting from your computer, tablet, or smartphone.

<https://us02web.zoom.us/j/89138483040>

One tap mobile:

+1 301 715 8592,,89138483040#

+1 305 224 1968,,89138483040#

You can also dial in using your phone.

US: +1 301 715 8592, +1 305 224 1968, +1 309 205 3325, +1 312 626 6799, +1 646 558 8656, +1 646 931 3860, +16892781000, +1 719 359 4580, +1 253 205 0468, +1 253 215 8782, +1 346 248 7799, +1 360 209 5623, +1 386 347 5053, +1 507 473 4847, +1 564 217 2000, +1 669 444 9171, +1 669 900 9128

Meeting ID: 891-384-83040

Find your local number: <https://us02web.zoom.us/u/kccvJ9moRl>

What do you want to chat with John about?: Rochester Library Target audiences for referendum and how to best communicate

Any questions or comments for him before the call? : Will email agenda and questions before meeting

Need to make changes to this event?

Cancel: <https://calendly.com/cancellations/8f6d12de-1c34-4328-a9ab-cb2a3ebab915>

Reschedule: <https://calendly.com/reschedulings/8f6d12de-1c34-4328-a9ab-cb2a3ebab915>

Powered by Calendly.com

When

Friday Oct 27, 2023 · 4pm – 5pm (Central Time - Chicago)

Location

<https://us02web.zoom.us/j/89138483040>

[View map](#)

Guests

John Chrastka - organizer

elainehlew@gmail.com

erichschroederrpld@gmail.com

btepattirpld@gmail.com

Ashley Stewart

director@rochesterlibrary.org

[View all guest info](#)

Reply for elainehlew@gmail.com

Yes No Maybe

More options

Invitation from [Google Calendar](#)

You are receiving this email because you are subscribed to calendar notifications. To stop receiving these emails, go to [Calendar settings](#), select this calendar, and change "Other notifications".

Forwarding this invitation could allow any recipient to send a response to the organizer, be added to the guest list, invite others regardless of their own invitation status, or modify your RSVP. [Learn more](#)

From: Sarah Deen <sarahdeenrpld@gmail.com>
Sent: Friday, January 12, 2024 11:12 AM
To: Janet McAllister
Subject: Re: documents

I sent the documents to all of them as BCCs.

SD

On Fri, Jan 12, 2024, 10:50 Janet McAllister <janetmclib@gmail.com> wrote:
Do you want me to share with board members?

Janet

On Thu, Jan 11, 2024 at 7:40 PM Sarah Deen <sarahdeenrpld@gmail.com> wrote:
Here are the documents I mentioned in the meeting.

SD



[Vote Yes Campaign Plan](#)



[Tax Levy vs inflation](#)



[Questions to answer](#)



[Questions for attorney](#)



[What about my taxes](#)



Campaign Events

Library

- Farmer's Market (June-September)
- Fall Festival (October)

School

- STEM Fair (March)
- RIS Carnival (April)

Community

- Sparks in the Park (July)

Business

- Mockingbird
- Razzo's
- Lighthouse
- Nesty's

Parades

- 4th of July (July)
- Homecoming (October)

Kick-off Event

- ??

Media and Marketing

Printing

Graphic design: need logo package

Plan early for printing

- Yard signs
- Door hangers
- Postcards
- Handouts: QR code to website, web address, infographics
- Posters for businesses

Social Media

Facebook

- Vote Yes page
- Who's Your Teacher
- Local businesses

TikTok

- Very important

Instagram

- I'm clueless

Advertising

Text messaging

- When is the best time?
- How often and how much?

Google, FaceBook and YouTube ads

- When is the best time?
- How often and how much?

Church bulletins?

Are phone banks worth the effort?

Is door knocking effective?

Website

- Brief history
- Sign-up link for mail-in voting
- Tale of two libraries
- What about my taxes?
- Tax levy each year against COL
- Special reserve
- Budget narrative
- Lots of simple graphs and visuals, infographics

Handout

Side 1

- What we face
- QR code
- Contact info

Side 2

- What we can do
- QR code
- Contact info

Vote Yes Committee

Information from attorney goes here.

A three-tier structure to meet various needs of the campaign and levels of involvement for volunteers.

The Chair

Level of involvement will depend on the person selected. We are seeking a chair who will:

- Register the committee in their name
- Use their personal info to register services such as payment processing, website, and anything else that library board members cannot do

Additionally, the chair is welcome to:

- Manage campaign membership
- Run social media sites
- Coordinate social media content from Cheerleaders
- Participate in the planning and coordination of campaign events

The Ambassadors

- | | |
|--|--|
| <ul style="list-style-type: none"> • The use of their image and likeness • Record video for campaign social media • Attend public campaign events • Post to their own social media | <p>Additional involvement:</p> <ul style="list-style-type: none"> • Solicit donations • Parade walking • Talk to local groups |
|--|--|

The Squad

Lower level of commitment to allow as many people as possible to participate.

- Parade walking
- Place door hangers
- Presence at Farmers Market and Fall Festival
-

Krista Jiroutek (and Claire?)
Jessica Hoff

Timeline

November

- Board agrees to referendum
- Update Friends of the Library

January

- Choose campaign chair

February

- Register political organization
- Open bank account
- Solicit donations
- Solicit committee members

March

- Solicit donations
- Solicit committee members
- JH STEM Fair

April

- RIS Spring Carnival
- Kick-off event?

May

- Business event

June

- Vote Yes presence at all Farmer's Markets

July

- 4th parade
- Sparks in the Park
- Farmer's Market

August

- Farmer's Market
- Business event

September

- Farmer's Market
- Business event

October

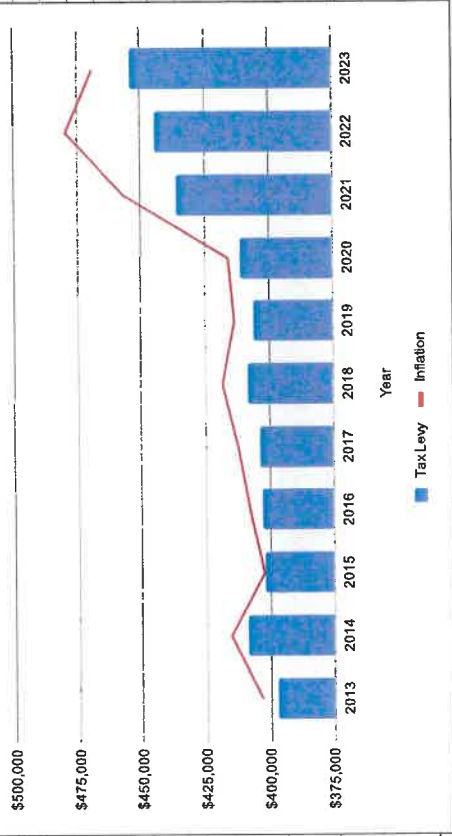
- Fall Festival
- Business event

November

- Last minute efforts
- Election

Year	Tax Levy	Inflation	
2013	\$397,413	\$403,215	1.46%
2014	\$408,826	\$415,449	1.62%
2015	\$401,873	\$402,355	0.12%
2016	\$402,726	\$407,800	1.26%
2017	\$403,868	\$412,349	2.13%
2018	\$408,610	\$418,418	2.44%
2019	\$406,307	\$413,620	1.81%
2020	\$410,929	\$415,860	1.23%
2021	\$436,128	\$456,626	4.70%
2022	\$444,529	\$480,091	8%
2023	\$453,923	\$469,356	3.40%
2024	\$465,501		
From 2013-2023	\$4,575,132	\$4,695,137	-120005

Rochester Public Library Tax Levy vs. Inflation



Source: <https://www.macrotrends.net/countries/USA/united-states/inflation-rate-spl>

Question: Is it more than \$120,005 due to inflation and how the \$ compounded? How much detail should be given—want to be direct and show facts but not give too much info that confuses our target audiences.

Talking Points

1. The Rochester Library has not had an operational budget increase since 1995. The operational budget has lagged behind inflation as shown in this graphic.
2. The tax levy is the primary source of the library's operational budget funding. Example: 2023-2024 tax levy is \$473,886 and budget amount is \$572,271.
3. As this chart shows, inflation has increased at a faster rate than the tax levy.
4. 84% of the 2023-2024 operational budget for the Rochester Library comes from the tax levy and 16% from grants and donations.
5. Inflation will continue into 2024 and will continue to impact library operations financially. Cost of materials, electricity, minimum wage increase requirements, technology have all increased and is projected to continue.
6. Cuts to library programs, resources and hours began in 2022. Hours were reduced, library resources/books reduced, staff positions combined.
7. Cuts projected for 2024 include: a) summer reading program from 6 to 4 weeks b) prizes for summer reading eliminated c) Summer Rec program cancelled d) No Farmers Market e) No Fall Festival f) Reduced library hours g) Vacant positions will not be filled h) Book budget cut by 10% i) Hotspots decreased by 50% j) Programming cut by 50% k) Patron computers cut by 50% l) Minimal additions of library's collection/offerings/books/technology due to space constraints; m) Limited library outreach to community—schools, daycares, assisted living n) reduction of family, teen, and homeschooling programs o) reduction of online services such as Hoopla, Libby/e-books; no new technology
8. Capital expenditures needed to maintain building during 2024-2025 are estimated at \$100,000 (painting, carpet replacement, parking lot resurfacing).
9. The Rochester Public Library is located in a TIF until 2040—this means businesses or residents located within the TIF district don't contribute tax \$ towards the library funding until 2040.
10. The RPL receives only 25 percent of property taxes compared to the school receiving 4.53%.

Questions for Creative Entourage

- What is a reasonable Vote Yes budget?
- How much does a text blast cost?
- How much does FB, YT, Google ads cost? How frequent and timing?
- Should we consider using traditional media such as ads in paper, radio, tv? Or do we approach this with featured articles and interviews with library board members, supporters, etc. or both
- How many yard signs? Cost?
- Handouts/door hangers? Are they effective?
- Use of posters/other signage?
- Are phone banks worthwhile? Do people ignore calls?
- How have other libraries/Vote Yes Committees raised funds for a Vote Yes campaign?
- What are examples of how other libraries successfully ran a Vote Yes campaign?
- How many volunteers?

Questions for attorney

1. What level of involvement can library board members have in Vote Yes committee? In campaign activities?
 - a. ICSA PDF items 4 and 10
 - b. Board members must take a neutral, informative position
 - c. Board members acting as individual may still be viewed as a board member
 - d. How much money can board members contribute to Vote Yes?
 - i. Donations over a certain amount must be disclosed, including in-kind donations
2. What level of involvement can FOL have in Vote Yes committee?
3. How much money can FOL contribute to Vote Yes?
 - a. I do not represent the Friends of the Library (FOL) but strongly recommend that the corporation, which may be a 501(c)(3) tax-exempt entity, seek advice from its counsel BEFORE it contributes to or acts in any manner on the proposed referendum. Basically, some activities may be permitted, others may not be. The FOL must get guidance from its counsel so as to not put in jeopardy its tax-exempt status.
4. How do we start the committee? What is the process?
 - a. Find a campaign chair and treasurer
 - b. File form D-1
 - c. Quarterly financial reports
5. Wording of ballot question
 - a. Bond counsel writes question
6. When we would start receiving funds
 - a. Tax levy would go into effect for 2025/2026 budget

What about my taxes?

Sample Property	Market Value	Assessed Value (EAV)	Library Taxes at Current Rate (0.248%)	Total library taxes at proposed rate (0.668%)
Water St.	\$155,000	\$40,573	\$100.62	\$271.02
Oak Hills	\$216,000	\$52,363	\$129.86	\$349.78
Parkview	\$284,000	\$68,687	\$170.34	\$458.82
Katie Ln.	\$314,000	\$82,334	\$204.18	\$720.90
Wyndmoor	\$341,760	\$107,920	\$268.50	\$714.76 (\$59.56/month)
Sawmill Ct.	\$467,000	\$118,741	\$294.47	\$793.18
Woodlands	\$566,000	\$131,306	\$325.63	\$877.12
Park Forest Place	\$610,000	\$166,237	\$412.26	\$110.00

Property tax FAQ:

From: Janet McAllister <director@rochesterlibrary.org>
Sent: Tuesday, January 30, 2024 2:59 PM
To: Janet McAllister
Subject: Fwd: February Board Meeting
Attachments: Diversity, Equity, and Inclusion Statement 2024.docx; Technology Device Policy 2024.docx; Keys and Building Access Policy 2024.pdf; Board of Trustees Meeting February 2024.pdf; Board calendar 2024.pdf; Vote Yes Campaign Plan 2024.pdf

Please find the attached agenda and documents for the February meeting.

FYI - I have updated the filing information for the 2024 County Economic Interests. Board Members have until March 30th to complete. Board members will receive an email with login information.

Board Calendar - Google Doc - PDF attached
Vote Yes Campaign Plan - Google Doc - PDF attached

Annual Illinet Traffic Survey has been completed and the Annual Library Certification which is due March 31st has also been completed. I used Scribe to create a video for how to complete both reports. I have shared this information with staff management.

Annual FOIA/OMA Training - Here is the link to PDF on how to complete and the link to the portal.
FOIA/OMA

<https://foiapac.ilag.gov/Content/pdf/traininginstructions/FOIA-OMA-Training-Registration-Instructions.pdf>

Login Portal

<https://foiapac.ilag.gov/>

Diversity, Equity, and Inclusion Statement - see attached for approval - this is part of our Smart Goals.

Policies to be reviewed include - Reference Policy and Severe Weather Policy - See attached - Please Read - I will not be printing these out (saving trees) and no changes.

<https://www.rochesterlibrary.org/wp-content/uploads/2019/02/Reference-Policy-2019.pdf>

<https://www.rochesterlibrary.org/wp-content/uploads/2020/05/Severe-Weather-and-Emergency-Closing-Policy-2020.pdf>

Keys and Building Access Policy - see changes.
Technology Device Policy - updated

Treasurer Report, Director Report and minutes will be sent next week.

Thanks,

Janet

From: Sarah Deen <sarahdeenrpld@gmail.com>
Sent: Sunday, February 11, 2024 5:08 PM
To: Janet McAllister
Subject: Re: Rochester Public Library District conference call

I found it! It's all publicly available.

<https://www.elections.il.gov/campaigndisclosure/CommitteeDetail.aspx?ID=rmIPPT22FGbu0w1Kx50%2fBg%3d%3d>

SD

On Fri, Feb 9, 2024 at 10:21 AM Janet McAllister <director@rochesterlibrary.org> wrote:

I have asked Carole Strick to remind me who filled out the previous vote yes paperwork (maybe Mike Trello)and does she know if the copies were kept. She might have copies which would be helpful.

Janet

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----- Forwarded message -----

From: **Elaine Lewis** <elainehlew@[gmail.com](mailto:elainehlew@gmail.com)>

Date: Wed, Feb 21, 2024 at 2:40 PM

Subject: Feedback needed talking/discussion points

To: <rod@creative-entourage.com>, John Chrastka <john.chrastka@everylibrary.org>

Cc: Janet McAllister <director@rochesterlibrary.org>, Janet McAllister, _____, Sarah Deen <sarahdeenrpld@gmail.com>



Tax Levy vs inflation

Hello Rod and John-

We are wanting to outline discussion/talking points with our Rochester Public Library audiences. One of the first areas of focus-- the lack of operational budget due to no referendum/increases since 1995.

The Financial Communications subcommittee of the board would like to be able to communicate this in a factual and simple manner.

Some feedback/questions we've received is around how the library does receive operational \$. The tax levy is the biggest basis of the operational budget. While the library has had modest increases in the tax levy over the past 10 years (as illustrated in the attached document), inflation has occurred at a greater pace.

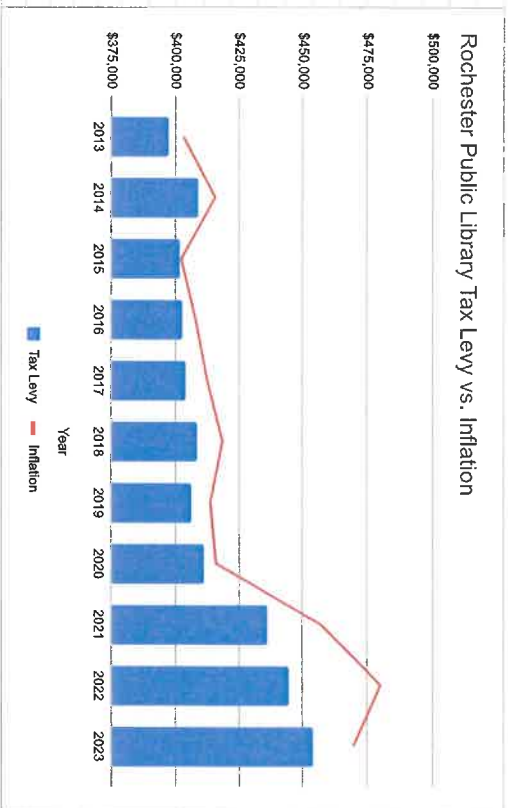
Please provide us with feedback regarding how to best present this. The goal is to reach our target audiences of 1) library patrons 2) library district population 3) Rochester school, village, organizations, and businesses.

Thank you!

Elaine Honomichl Lewis
Lead, Financial Communications Subcommittee

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Source: <https://www.macrotrends.net/countries/USA/united-states/inflation-rate-cpi>



Question: Is it more than \$120,005 due to inflation and how the \$ compound? How much detail should be given--want to be direct and show facts but not give too much info that confuses our target audiences.

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9. The Rochester Public Library is located in a TIF until 2040--this means businesses or residents located within the TIF district don't contribute tax \$ towards the library funding until 2040.
10. The RPL receives only .25 percent of property taxes compared to the school receiving 4.53%.

From: Sarah Deen <sarahdeenrpld@gmail.com>
Sent: Thursday, February 22, 2024 4:07 PM
To: Diana Fairchild
Cc: Janet McAllister
Subject: FOL meeting

Diana,
Here are some talking points for the Friends meeting on Monday. Good luck!--SD

- Board of Trustees requests the Friends of the Library to sponsor 2024 Farmer's Market and Fall Festival
- The library can no longer afford to staff the Fall Festival and cannot afford staffing to take over the Farmer's Market
- Without sponsorship both events must be eliminated in the 2024-2025 library budget
- Board must decide very soon; budget process begins in March
- Both events are important to the planned Vote Yes campaign, slated to begin this summer
- Both events will give Vote Yes volunteers a lot of valuable face time to interact with the community
- The cost of these events are as follows:
 - Fall Festival \$1500
 - Farmer's Market \$2100
- The library does not need the entire amount in one payment or before the start of the new fiscal year July 1

From: Janet McAllister <director@rochesterlibrary.org>
Sent: Tuesday, February 27, 2024 8:47 AM
To: Janet McAllister
Subject: Friends of the Library Meeting

I'm still not sure what is going on with the Friends group and not wanting to spend money.

I talked about Political Campaigns and Charities. How the Friends can donate up to 20% of their peer year's funds. IRS website has all this information.

Vote Yes Political Campaign cannot take place on the library property or with library equipment or funds.

I let them know our attorney advised they may want to see their own council/attorney.

Why did I share this, because previously they stated they didn't want to fund anything until they knew how much money they would need to give to the Vote Yes.

Diana reiterated the information asking for Farmers Market and Fall Festival funds. They did not think Sarah had given a formal request for funds at the meeting she had attended. I have an email where I asked for funding of the newsletter and Sarah would be at the meeting for updates and She will also be asking for a request for the Friends to sponsor programs and how those programs will help with the referendum.

I had also given them a letter requesting funds to sponsor a Summer Reading Program. This has been something the friends do every year. They stated they didn't know this was a request from me???? It is on the library letterhead. I stated again your group does this every year.

I did state that money sitting in the bank does not help the community. Maggie, Audrey and Carole spoke up several times.

As they had not placed any of our requests on last night's agenda, they will have them on the agenda at the next meeting to be held on March 18th at 6:00pm. Maggie had them state it is just a formality and would be funded.

Janet

From: Janet McAllister <director@rochesterlibrary.org>
Sent: Monday, March 4, 2024 1:35 PM
To: Sarah Deen
Subject: Vote Yes

I spoke with Beth Haupt about the Vote Yes - she said to keep her in the loop and she would be happy to help (not run it) she will also talk her husband into helping - now that he is no longer a state employee.

Janet

From: Janet McAllister <director@rochesterlibrary.org>
Sent: Tuesday, March 5, 2024 11:31 AM
To: Sarah Deen
Subject: Vote Yes

Beth and Henry Haupt

Audrey Mock

Here is the link with names and phone numbers/emails from the survey.

----- Forwarded message -----

From: James Rachlin <jnrachlin@meristemadvisors.com>

Date: Wed, May 1, 2024 at 2:57 PM

Subject: Following up - referendum dates

To: McAllister Janet <director@rochesterlibrary.org>

Hi Janet -

Thanks for your time this morning. I'm excited to see the referendum effort move forward!

Following up on those referendum dates, it looks like the deadline for the Board to pass the referendum ordinance is August 19. So presumably, you would pass it at your August 8 meeting if you plan to continue to meet on the second Tuesday of the month. The ordinance would have to be filed with the County by August 29. (You should have an attorney validate those dates for you, however.)

If you want to contact Mike Southworth (Hart, Southworth, Witsman) who wrote your ballot resolution last time, his number is (217) 753-0055. If you want additional names, let me know.

Finally, since we're starting up again discussing bonds, I'm refreshing my conflicts disclosure to you, as required by MSRB regulations. Let me know if you have any questions.

Talk to you soon.

Thanks,
Jamie

James Rachlin, President
Meristem Advisors
773.677.3653 | www.MeristemAdvisors.com

Meristem Advisors^{LLC}

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The information provided is presented as an aid in decision making. Current and future market conditions and interest rates are subject to change and any information based on such market conditions and interest rates is not guaranteed.

Meristem Advisors LLC is a *federally registered municipal advisor*.

From: Janet McAllister <director@rochesterlibrary.org>
Sent: Wednesday, May 22, 2024 1:28 PM
To: Sarah Deen
Subject: Re: Vote Yes

Here is Karen's email address.
Karen Johnson email: [redacted]

Who would have guessed the end of suckers would gain us vote yes support.

Janet

On Wed, May 22, 2024 at 12:10 PM Sarah Deen <sarahdeenrpld@gmail.com> wrote:
Thanks! I made a note of it.

SD

On Wed, May 22, 2024 at 11:46 AM Janet McAllister <director@rochesterlibrary.org> wrote:
Karen Johnson spoke with Lorachelle this morning. Her granddaughter wanted a sucker (which we no longer have). She is purchasing a bag of suckers and wants to help with Vote Yes.

Karen Johnson : [redacted]

She would like to get every parent/grandparent that attends storytime on the committee.

Janet

From: Janet McAllister <director@rochesterlibrary.org>
Sent: Wednesday, May 22, 2024 12:40 PM
To: Sarah Deen
Subject: Vote Yes

No Suckers - wants to help with the vote yes
Heather Cremeens

From: Sarah Deen <sarahdeenrpld@gmail.com>
Sent: Sunday, June 9, 2024 9:35 AM
To: [REDACTED]
Subject: Fwd: Rochester Public Library District
Attachments: Janet McAllister 2023.png

----- Forwarded message -----

From: Janet McAllister <director@rochesterlibrary.org>
Date: Fri, Jun 7, 2024 at 12:07 PM
Subject: Fwd: Rochester Public Library District
To: Sarah Deen <sarahdeenrpld@gmail.com>

Sarah,

Please share with Krist.

Janet

----- Forwarded message -----

From: Ashley Stewart <ashley.stewart@everylibrary.org>
Date: Fri, Jun 7, 2024 at 11:16 AM
Subject: Re: Rochester Public Library District
To: John Chrastka <john.chrastka@everylibrary.org>
Cc: Janet McAllister <director@rochesterlibrary.org>

Hey Janet,

Please schedule a meeting with me next week so we can touch base. I would also like to have the contact information for your lead Vote Yes Committee members - please pass my info along to them so we can get a meeting scheduled as well. I am getting ready to launch biweekly meetings - both for info-only campaigns as well as vote yes committee. I will send you the information for that as soon as it is available.

Here is my calendar link.

I hope you have a wonderful weekend and I will talk to you next week!

Ashley Stewart

Campaign Strategist

[EveryLibrary](#) | [EveryLibrary Institute](#) | [Fight for the First](#)

618.980.2013 ✉ ashley.stewart@everylibrary.org

 [Schedule a meeting with me](#)

Currently Reading: *Political Animals: How Our Stone-Age Brain Gets in the Way of Smart Politics* by Rick Shenkman

On Fri, Jun 7, 2024 at 10:40 AM John Chrastka <john.chrastka@everylibrary.org> wrote:

Janet,

My colleague Ashley will be your day to day partner in the run up to the Election. She's copied here to set up a regular call and to think through your questions, below. I'm with you less frequently but I'm not leaving the room entirely.

John

On Fri, Jun 7, 2024, 9:56 AM Janet McAllister <director@rochesterlibrary.org> wrote:

John,

Hi! We are moving forward with the referendum in November. We have a Chair for Vote Yes and they are setting up the legal stuff. We have a growing list of members.

I wanted to get your thoughts on our next quarterly newsletter that will cover Sept, Oct. and November. Last winter I had the football coach on the cover with a quote. Spring I had a beloved teacher with students using items from our grant. Summer I have a Boy Scout with his Eagle Scout Project - our new digital sign. We also included a couple well known people with quotes on the library and its importance to the community. All three newsletters created a lot of buzz in the community. Who should I go after this next newsletter? This will be the most important newsletter as it will be covering the time of the vote.

Thanks!

Janet



ROCHESTER
public library district

Janet McAllister

Director

217-498-8454

www.rochesterlibrary.org

Director@rochesterlibrary.org

1 Community Drive Rochester, IL 62563

Connect. Discover. Create.

From: Janet McAllister <
Sent: Monday, June 10, 2024 12:33 PM
To: Sarah Deen
Subject: Fwd: Vote Yes
Attachments: Rochester Vote Yes.pdf

|||

See attached.



SUPPORT YOUR
LIBRARY

✓ VOTE YES

NOVEMBER 6

Community starts here.

From: James Rachlin <jnrachlin@meristemadvisors.com>
Sent: Monday, June 10, 2024 2:38 PM
To: McAllister Janet
Cc: Sarah Deen
Subject: Re: Thursday Board Meeting

Thanks - I'll be getting the presentation together this afternoon, and will send it for your review.

Jamie

On Jun 10, 2024, at 10:30 AM, Janet McAllister <director@rochesterlibrary.org> wrote:

Jamie,

Here is the link to the Board Meeting this Thursday at 6:00pm.

<https://us02web.zoom.us/j/85827975139?pwd=MYpZvheIXrtwcbvyjGwLenRruFrRfA.1>

Thanks!

Janet
<Janet McAllister 2023.png>

James Rachlin, President
Meristem Advisors
773.677.3653 | www.MeristemAdvisors.com

 Meristem Advisors_{LLC}

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The information provided is presented as an aid in decision making. Current and future market conditions and interest rates are subject to change and any information based on such market conditions and interest rates is not guaranteed.

Meristem Advisors LLC is a *federally registered municipal advisor*.

From: Sarah Deen <sarahdeenrpld@gmail.com>
Sent: Monday, July 22, 2024 10:35 AM
To: Janet McAllister
Cc: James Rachlin; Elaine Lewis
Subject: Re:
Attachments: Meristem logo-small.jpg; image.png

Thank you for the correction.

SD

On Mon, Jul 22, 2024, 08:36 Janet McAllister <director@rochesterlibrary.org> wrote:
 I also had \$261,363 as the operating in my documents.

Janet

On Sat, Jul 20, 2024 at 9:10 PM Sarah Deen <sarahdeenrpld@gmail.com> wrote:

I ran those numbers and the difference to the taxpayer appears nominal to me. We will continue with the 0.42% that the board approved.

Sample Property	Market Value	Assessed Value (EAV)	Library Taxes at Current Rate (0.248%)	Total Library Taxes at Proposed Rate (0.668%)	Cost Per month at Proposed Rate
Water St.	\$155,000.00	\$40,573.00	\$100.62	\$271.03	\$22.59
Oak Hills	\$216,000.00	\$52,363.00	\$129.86	\$346.78	\$29.15
Parkview	\$284,000.00	\$68,667.00	\$170.34	\$456.83	\$38.24
Katie Ln.	\$314,000.00	\$82,334.00	\$204.19	\$546.69	\$45.63
Wyndmoor	\$341,760.00	\$107,920.00	\$267.64	\$720.91	\$60.08
Sawmill Ct.	\$467,000.00	\$118,741.00	\$294.48	\$783.19	\$66.10
Woodlands	\$566,000.00	\$131,306.00	\$325.64	\$877.12	\$73.09
Park Forest P	\$610,000.00	\$166,237.00	\$412.27	\$1,110.46	\$92.54
			0.248%	0.668%	

SD

On Fri, Jul 19, 2024 at 4:50 PM James Rachlin <jnrachlin@meristemadvisors.com> wrote:
 Janet, Elaine, and Sarah,

I did just talk with Mike Southworth and he will work on drafting up the question. One idea I had to reduce the increase slightly, from 42 cents to 39 cents if that would feel more comfortable, is to pay off the bonds over 25 years instead of 20. I wouldn't want to go longer than that, but 25 years is not unreasonable for a new building.

Let me know if you like that idea.

Thanks,
 Jamie

James Rachlin, President
 Meristem Advisors
 773.677.3653 | www.MeristemAdvisors.com

Meristem Advisors^{LLC}

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The information provided is presented as an aid in decision making. Current and future market conditions and interest rates are subject to change and any information based on such market conditions and interest rates is not guaranteed.

Meristem Advisors LLC is a *federally registered municipal advisor*.

From: Bob Tepatti <btepattirpld@gmail.com>
Sent: Friday, July 26, 2024 1:31 PM
To: Sarah Deen
Cc: Elaine Lewis; Janet McAllister
Subject: Re: Follow-up to slide show
Attachments: Reading Property Tax.pptx

Sarah,

Here is an updated version, 6 slides, of what I sent you, Janet, and Elaine the other day. Speaker notes have been added.

My approach on the math is a bit different than the one shown in the spreadsheet you sent. I focused on the increase amount as opposed to the total tax bill. The amount of increase was something I recall individuals focusing on the last time.

May I suggest adding a column showing the increase amount followed by the total amount. Creating that column is simply a matter of inserting a column and adding a simple formula to do the math. If you send me the spreadsheet, I can do that!

I think that will make things clearer—anyway, that's my 2 cents worth for the Vote Yes Group. Please tell them that I am willing to help create any power points that they might like for public presentation purposes.

Bob

PS: One thing to point out to any senior citizens in the audience and those that qualify for the homestead exemption—the value of the two is an \$11,000 reduction in the property tax value. We may discover some individuals who don't know that they are eligible for one or both of those exemptions. Providing that kind of info might get us a few additional votes. Besides, it's a good answer to any objections somebody might raise by asking if they have applied for either or both of these two exemptions.



Handwritten notes:
 ↓
 1/2



UNDERSTANDING AND CALCULATING THE INCREASE IN PROPERTY TAX

- Understand value taxed on
- View actual assessment notice & property tax bill
- Calculate property tax increase on that property
- Show examples of impact on other properties

Assessment Notice

SANGAMON COUNTY ILLINOIS
 SUPERVISOR OF ASSESSMENTS
 IMPORTANT NOTICE
 CHANGES AFFECTING YOUR 2023 PROPERTY TAX BILL
 TAX (W) Sangamon, Ill. 618

2023 Assessment Notice
 2023 Payable 2024
 Notice Date 03/28/24
 Parcel Number 23-17.0-484-005

This is not a Tax Bill

HEATHROW LN
 ROCHESTER IL 62510-8710

For Questions Contact:
 SANGAMON COUNTY BOARD OF REVIEW
 SPRING BUILDING #2-2627C
 SANGAMON, ILL. 62510
 (217)753-8905

Property Information

Parcel Number	[REDACTED]		
Property Address	HEATHROW LN		
Class	40	IMPROVED RESIDENTIAL	
Farm Acreage	0.00		
Non Farm Acreage	0.00		
Tax Code	W02		
2023 Exemptions HOMESTEAD EXEMPTION SENIOR CITIZEN			
Legal Description:	L 81 WYNOMOOR SUB 6TH ADDN (13,930 SQ FT) 17-15-4		

Type	Year	Non Farm Land	Non Farm Bldg.	Farm Land	Farm Bldg.	Total Assessed Value
ORIGINAL	2023	14976	88964	0	0	103940
BRD OF REV	2023	14976	88964	0	0	103940
FINAL	2023	15516	93955	0	0	109471

Reason for Change:
 Board of Review
 Township Multiplier: 1.0561

Non-Farm Market Value \$ 329,313

YOU MAY APPEAL THIS ASSESSMENT TO THE STATE OF ILLINOIS PROPERTY TAX APPEAL BOARD, ROOM 402 STRATTON BUILDING, WITHIN 30 DAYS OF THE DATE PRINTED ON THIS NOTICE. PHONE (217) 782-6076 IF YOU QUALIFY AND HAVE FILED FOR THE SENIOR CITIZEN ASSESSMENT FREEZE HOMESTEAD EXEMPTION, THIS CHANGE WILL NOT AFFECT YOUR TAX BILL.

NOTE: YOU HAVE TO APPEAL WITHIN 30 DAYS OF THE PUBLICATION OR MAILED NOTICE (WHICH EVER IS LATE IT IS TOO LATE TO APPEAL WHEN THE TAX BILLS ARE ISSUED).

This notice indicates the FAIR MARKET VALUE of this non-farm property and the breakdown of assessed valuation for land and building. This value is for full year and your property taxes will be based on this assessment, subject to state equalization.

If you wish further information concerning this notice of assessed valuation or need any part of this notice explained, you may contact the office of the Sangamon County Board of Review or the Supervisor of Assessments, at the Sangamon County Complex or phone (217)753-8805

- AVAILABLE EXEMPTIONS -** Filing deadlines apply to exemption applications, please call for info.
- Homestead Exemption - Available to homeowner who occupies the residence January 1 of the tax year.
 - Senior Citizen Homestead Exemption - Available to homeowner 65 and over who resides in the house on January 1 of the tax year.
 - Senior Citizen Assessment Freeze Homestead Exemption - Income based freeze of assessment of owner occupied property (annual renewal)
 - Homestead Improvement Exemption - Four year exemption of the assessed valuation of the new improvement
 - Disabled Veterans Standard Homestead Exemption - Available to veterans with 30% - 100% service related disability.
 - Returning Veterans Homestead Exemption - Available to homeowners with 100% disability rating.
 - Forms used to apply for the above exemptions are available in the Supervisor of Assessments office - Room 210, Sangamon County Complex
 - Disabled Veteran Exemption - Call the Illinois Department of Veterans Affairs at (217)782-8645

For information on the Senior Citizen Property Tax Deferral Program, please visit the Assessments Center, Township Office, 217.753.8805

Equalized
 assessed
 value—initial
 property tax value

Market Value
 of Property—
NOT value
 property taxed on

Property Tax Bill

ROCHESTER TOWN
JOE AIELLO, TREASURER AND COLLECTOR
 200 S 9TH STREET, SPRINGFIELD, IL 62701
 Treasurer@Sangamonil.gov
 (217) 753-8800



ROCHESTER TOWN
 2023 Payable 202
 04/28/2022



3110-494-000
 HEATHROW LN
 ROCHESTER IL 62563-8718

"Early Payment" Options
 - Tax Department 222
 - INB Drive, Springfield (Stub required)
 - Mail to: PO Box 19430
 Springfield, IL 62714-9400

Make Checks Payable to: Tax Collector

Fair Market Value: 202,335
 Assessed Value: 103,248
 AV After 1% Abatement: 103,271
 County Millage: 1.0000
 Equalized Value: 103,271
 Senior Citizen Exempt: 5,000
 Value After Exemptions: 98,271
 Total Tax: 7,239.52

Property Information	2023 Rate	Change from 2022	Pension
Parcel Number: HEATHROW LN	4.40716	193.25	187.17
Property Location: ROCHESTER IL 62563	175.79	24.95	7.70
Acres: Tax Code: W02	375.33	17.70	8.62
	200.49	8.97	
	0.4105	4.54	65.34
	0.1017	100.45	37.14
	0.2488	245.74	12.54
	0.7354	19.91	107.37
TOTAL	7.3399	7,239.52	443.88

Total Due: 7,239.52
 1st Installment: 3,619.76
 2nd Installment: 3,619.76
 Messages

Legal Description: L 61 WYNDMOOR SUB 5TH ADDN
 015330 SQ FT 17-15-4

*pd ck # 70615 both in statements
 4-30-20 24*

Sangamon County Tax Payment Receipt

#502 05/01/24 09:15:45 AM CR05/01/24
 6.6 Early 23170484005 Amount

\$7,239.52



Equalized
 assessed value

Value property is taxed
 on after exemptions
 applied

Property Tax Increase Math

Find Equalized Assessed Value from Assessment Notice or Property Tax Bill:

▶ \$109,771

Value after exemptions (from Property Tax Bill):

▶ \$98,771

Multiply by:

▶ .0042 (\$98,771 x .0042)

Amount property taxes will increase by:

▶ \$414.84 (Annually) or

▶ \$34.57 (Monthly) or

▶ \$7.98 (Weekly) or

▶ \$1.14 (Daily)

FIGURING AMOUNT OF PROPERTY TAX INCREASE

EAV'S (TAXABLE VALUES) OF VARIOUS PROPERTIES WITHIN THE ROCHESTER PUBLIC LIBRARY DISTRICT

- EAV's are the lower, taxable value
- EAV's are approximately 1/3 of Fair Market Value
- Fair Market Value (FMV) determined by County
- Market Value is what you can sell your home for—more/less than FMV

Sample Property	Market Value	Assessed Value (EAV)	Library Taxes at Current Rate (0.248%)	Total Library Taxes at Proposed Rate (0.668%)	Cost Per month at Proposed Rate
Water St.	\$155,000.00	\$40,573.00	\$100.62	\$271.03	\$22.59
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Parkview	\$284,000.00	\$68,687.00	\$170.34	\$458.83	\$38.24
Katie Ln.	\$314,000.00	\$82,334.00	\$204.19	\$549.99	\$45.83
Wyndmoor	\$341,760.00	\$107,920.00	\$267.64	\$720.91	\$60.08
Sawmill Ct.	\$467,000.00	\$118,741.00	\$294.48	\$793.19	\$66.10
Woodlands	\$566,000.00	\$131,306.00	\$325.64	\$877.12	\$73.09
Park Forest P	\$610,000.00	\$166,237.00	\$412.27	\$1,110.46	\$92.54
			0.248%	0.668%	

Sacrifices:

- ▶ One less dinner out a month
- ▶ One less trips to Starbucks weekly
- ▶ One less lunch out a week
- ▶ One less candy bar or canned soda a day

Results:

- ▶ More programming space for additional, more innovative programs
- ▶ More program space for participants
- ▶ Additional shelf space and increase in collections
- ▶ More meeting space for groups
- ▶ Additional community resources
- ▶ Additional restrooms and offices that are storm resistant
- ▶ Increase in and retention of staff via competitive salaries

WHAT THIS MEANS

From: Sarah Deen <sarahdeenrpld@gmail.com>
Sent: Monday, July 29, 2024 6:25 PM
To: Elaine Lewis
Subject: Fwd: Referendum

Please see the attached email.

----- Forwarded message -----

From: Cassie Merideth <cassie.m@rochesterlibrary.org>
Date: Mon, Jul 15, 2024 at 3:29 PM
Subject: Referendum
To: Janet McAllister <director@rochesterlibrary.org>

My husband is a musician and has many community roots. He would like to offer a free concert with his band and possibly others to get the word out about the Vote YES campaign. If you would think this would be something the board would be interested in I would be happy to pass on his email to Sarah. Let me know.

His name is Jamie Merideth at

----- Forwarded message -----

From: **Kendall Tracey** <adult.programs@rochesterlibrary.org>

Date: Tue, Jul 30, 2024 at 2:45 PM

Subject: August & Fall 2024 Outreach Dates

To: Janet McAllister <director@rochesterlibrary.org>

Hi, Janet,

Here are the dates I will be at Carriage Crossing and Rochester Estates Senior Living. These dates may be helpful for the Vote Yes volunteers to come and speak with the residents before the election.

Carriage Crossing:

Monday, August 12th @ 2pm (Tech Class)

Wednesday, August 14th @ 2:30pm (Senior Storytime with the Memory Care unit)

Friday, August 16th @ 11:30am

Wednesday, September 11th @ 2:30pm (Senior Storytime with the Memory Care unit)

Friday, September 20th @ 11:30am

Friday, October 18th @ 11:30am

RESL:

Monday, September 14th @ 4pm

Monday, October 21st @ 4pm

I will let you know if anything changes.

-Kendall



From: Kendall Tracey <adult.programs@rochesterlibrary.org>
Sent: Thursday, August 8, 2024 4:09 PM
Subject: August 11th Farmers Market Reminder
Attachments: August 11th Map.png

Good afternoon, Vendors!

My name is Kendall, and I am the new Adult Programs & Outreach Coordinator at Rochester Public Library District. I'm reaching out to remind you about our Farmers Market this Sunday. Setup time is at 10:30am, and our official market time is at 12pm.

I have attached the map with your individual spaces and organization information at the bottom. Please let me know if you have any questions about the map.

See you on Sunday!

Kendall Tracey
Adult Programs & Outreach Coordinator





August 11, 2024

1A Vote YES Committee

1. Library Booth /SNAP Tent

2. Beak Freak Farm

3. Jack's 3D Prints

4. Little Thistle

5. CANCELLATION

6. Knuckles Tiki Shack

7. Knuckles Tiki Shack

8. Gnomaste Gnomes

⚡ 9. Gregurich Beef

10. BenId Adopt a Pet

11. Sage & Sweets

12. Nostalgic Nibbles

13. CANCELLATION

14. Handmade by Katie

15. Millpond Wildflower Honey

16. Paul Barnett (Peter's Produce)

⚡ 17. Harts Heritage Farm

⚡ 18. Greenie's Grill

19. Thirsty Solutions, LLC



Food/Bev



Goods

⚡ Electricity at #9, #12, #17, #18

From: Bob Tepatti <btepattirpld@gmail.com>
Sent: Monday, August 12, 2024 9:29 AM
To: Elaine Lewis
Cc: Sarah Deen; Janet McAllister
Subject: Myths about Library Funding

Not sure how we can use this article or, I should say, how Vote Yes can use this article, but I really like the last item shown:

[Common Public Library Funding Myths \(webjunction.org\)](http://webjunction.org)



Common Public Library Funding Myths

by Advocacy in Action
Last Modified: 25 June 2015



(<https://www.webjunction.org/topics/advocacy-in-action/encourage-action.html>)

Common Public Library Funding Myths (Docx)
(/content/dam/WebJunction/Documents/webJunction/Topics/Advocacy/common-library-funding-myths.docx)

Related Topics

[Advocacy](https://www.webjunction.org/topics/advocacy.html)
(<https://www.webjunction.org/topics/advocacy.html>)

These are some of the common myths that you may encounter when you begin to discuss funding issues with community members. We've provided some suggested "reality checks" that you can employ in response.

Myth: My library has plenty of money—it just opened a new computer lab.

Reality: Many public libraries receive local, state and federal grants to pay for everything from renovations to specific programs. These dollars cannot be used for anything but what's specified in the grant.

Myth: Why would my library need money? We passed a levy only a few years ago.

Reality: Operating levies and referendums usually aren't indefinite and often expire within five to ten years. Your library may be renewing the current levy or asking for additional funding based on future need or to offset cuts in state or federal funding.

Myth: Libraries have too many employees—can't they save money by letting some of them go?

Reality: There is a lot that goes on at a library besides what patrons see—such as planning, purchasing, cataloging, training, marketing, maintenance and community partnership activities. Also, keep in mind that many of the helpful people you see stacking books or assisting with classes are volunteers.

Myth: A new library building means that the library has loads of money in its budget.

Reality: Most libraries have a capital budget, for maintenance or expansion projects, and an operating budget, for staff salaries and other operating expenses. Also, the money used to build the new library was probably a combination of a separate levy, donations and grants.

Myth: Now that libraries have e-readers and other Internet-based technology, they can downsize to save money.

Reality: All of the new technology now available through your local library costs money and, often, creates many ongoing charges—and the need for more technology-savvy staff. Also, access to this technology has increased library traffic, making it even more important to maintain and evolve the library building and staff skills.

Myth: Public library funding is the state's responsibility.

Reality: While state money does help support local libraries, these dollars can be inconsistent and prone to cuts—and for most libraries, a very small portion of the overall budget. Local dollars make up the majority of budgets for almost all American public libraries.

Myth: The busier the library, the more money it receives.

Reality: Unfortunately, library funding is not based on use or demand. Most libraries work on annual budgets based mainly on city or county allocations, or property tax allocations.

Myth: The federal government funds U.S. public libraries.

Reality: Actually, the vast majority of library budgets come from local sources—state and federal dollars usually make up the smallest portion.

Myth: I'm already funding the library by paying my late fees and purchasing items at book sales.

Reality: Late fees and book sale dollars provide a very modest contribution to libraries and support replacement of materials lost or items not returned. Fees and fines are not sufficient to support operating or program activities.

Myth: Every public library in the U.S. is funded in the same way.

Reality: Even though all public libraries are funded by some combination of local, state and federal dollars, the mix is unique. To learn more about how your library is funded, contact your local library.

Myth: Libraries use private donations for extras.

Reality: Some do, but many libraries across the U.S. report that they are also starting to use non-tax revenue, such as donations, to help pay for critical budget items like staff salaries and collections.

Myth: If I do not vote in support of a library operating levy or referendum, other funding from the state or federal government will make up the difference for my library.

Reality: When a library or library system loses a local operating levy or referendum, it can mean cuts in programs, staffing and collections or closing its doors. In the majority of cases, there is no mechanism for state or federal funding to supplement local support.



https://www.oclc.org/?cmpid=md_footer

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----- Forwarded message -----

From: **Lorachelle Eck** <circulation.manager@rochesterlibrary.org>

Date: Fri, Aug 16, 2024 at 4:27 PM

Subject: Cocoa Blue - Vote Yes Sign

To: Janet McAllister <director@rochesterlibrary.org>, <sarahdeenrpld@gmail.com>

Dave Hicks came in and said he talked to Josh at Cocoa Blue and he wants a Vote Yes Sign at his business as well as literature to have at the counter.

Thanks!



From: Sarah Deen <sarahdeenrpld@gmail.com>
Sent: Sunday, August 18, 2024 1:44 PM
To: Lorachelle Eck
Cc: Janet McAllister
Subject: Re: Vote yes sign

Thanks!

SD

On Fri, Aug 16, 2024 at 4:46 PM Lorachelle Eck <circulation.manager@rochesterlibrary.org> wrote:

Heather Andrade

”

Amber Owen

Have both asked for vote yes signs.

Thanks!

From: Janet McAllister <director@rochesterlibrary.org>
Sent: Tuesday, August 20, 2024 8:24 AM
To: Janet McAllister
Subject: Friends of the Library

Last night's meeting:

Friends are looking for a new Treasurer. Bank Account: \$7,239.88 - outstanding check for Vote Yes has not cleared the bank yet.

Friends Book Sale - set up begins Wed. Sept. 18th with the book sale that weekend.

I shared the ALL ABOUT THE RIS PTO document from Facebook and let the group know I think they should create one for the Friends. They are going to look into it.

I also spoke with them about sending Friends members an email regarding the Vote Yes Committee.

Thanks,

Janet

From: Janet McAllister <janetm@friendslibrary.org>
Sent: Tuesday, August 20, 2024 8:29 AM
To: Sarah Deen; Krista JIROUTEK
Subject: Friends of the Library

I spoke with the Friends President and Secretary about sending an email to the Friends members.

Could one of you ladies send an email to
Jeanette
Anne

They will send your email to their members' email.

What they are looking for:

Who to contact to join the Vote Yes, if they want a sign in their yard and link to the Vote Yes facebook page.
Whatever else you think the members should know.

Thanks!



From: Kendall Tracey <adult.programs@rochesterlibrary.org>
Sent: Wednesday, August 21, 2024 12:06 PM
Subject: August 25th Farmers Market Reminder
Attachments: August 25th Map.png

Good afternoon, everyone!

My name is Kendall, and I am the Adult Programs & Outreach Coordinator at Rochester Public Library District. I'm reaching out to remind you about our Farmers Market this Sunday. Setup time is at 10:30am, and our official market time is at 12pm. I have attached the map with your individual spaces and organization information at the bottom. Please let me know if you have any questions about the map.

I look forward to seeing you all on Sunday!

Kendall Tracey
Adult Programs & Outreach Coordinator



August 25, 2024



1A Vote YES Committee

1. Library Booth /SNAP Tent

2. Beak Freak Farm

3. Jack's 3D Prints

4. Popsey's Woodshop

5. Handmade by Katie

6. Knuckles Tiki Shack

7. Knuckles Tiki Shack

8. Gnomaste Gnomes by Barb

⚡ 9. Gregurich Beef

9A. Haley Daniels

Food & Bev

Goods

10. Bend Adopt a Pet

11. Sage & Sweets

12. Nostalgic Nibbles

13. Suttill's Garden

14. Keri's Cozy Corner

15. Millpond Wildflower Honey

16. Paul Barnett (Peter's Produce)

⚡ 17. Harts Heritage Farm

⚡ 18. Greenie's Grill

19. Thirsty Solutions, LLC

Electricity at #9, #12, #17, #18

From: Janet McAllister <director@rochesterlibrary.org>
Sent: Thursday, August 22, 2024 9:41 AM
To: Lorachelle Eck; Sarah Deen
Subject: Re: Links on Vote Yes pages

The wording will need to be - if it passes and if it does not pass - NO vote yes or vote no. I'm confused by the links, please see me.

Thanks,

Janet

On Wed, Aug 21, 2024 at 4:53 PM Lorachelle Eck <circulation.manager@rochesterlibrary.org> wrote:
These are the old links and pages. I can delete them or work from here and change info. Just need to know exactly what info to change, as I know most of it is inaccurate.

Main page: <https://www.rochesterlibrary.org/novemberelection/>

I changed a lot of what Sarah said already, some minor things still to change. We don't have inspirational images yet, correct? That'll need to be deleted. As well as the Vote No - Vote Yes

<https://www.rochesterlibrary.org/how-did-we-get-here/>

<https://www.rochesterlibrary.org/qa/>

Here's the link to the strategic plan:

https://www.canva.com/design/DAFqOF7GioY/0MddJdiP2uULgQqjweIeQ/view?utm_content=DAFqOF7GioY&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview

Thanks!



From: Kendall Tracey <adult.programs@rochesterlibrary.org>
Sent: Wednesday, August 28, 2024 12:03 PM
To: Sarah Deen
Subject: Re: Vote Yes at the Farmers Market

Excellent. Thank you! I will add your organization to the map.

Sincerely,

Kendall Tracey
Adult Programs & Outreach Coordinator



On Wed, Aug 28, 2024 at 11:42 AM Sarah Deen <sarahdeenrpld@gmail.com> wrote:
Yes. We are meant to be there until Farmer's Market ends.

SD

On Tue, Aug 27, 2024 at 1:16 PM Kendall Tracey <adult.programs@rochesterlibrary.org> wrote:
Hello, Sarah!

I'm going over our Farmers Market maps for September, and I noticed the Vote Yes committee is not listed. Will the Vote Yes committee be joining our September 8th and/or our September 22nd markets?

Sincerely,

Kendall Tracey
Adult Programs & Outreach Coordinator



...

From: Janet McAllister <director@rochesterlibrary.org>
Sent: Friday, September 6, 2024 9:11 AM
To: Janet McAllister
Subject: Fall Festival Update

We have 48 vendor spots taken. That includes 5 food trucks. Also includes Library 2 spaces, Vote Yes, Pageant, RFD, RPD.

We can only take 2 more vendors and we are completely full!

Janet

From: Kendall Tracey <adult.programs@rochesterlibrary.org>
Sent: Wednesday, September 4, 2024 5:40 PM
Subject: September 8th Farmers Market Reminder
Attachments: September 8th Map.png

Good afternoon, everyone!

I'm reaching out to remind you about our Farmers Market this Sunday, September 8th. Setup time is at 10:30am, and our official market time is at 12pm. I have attached the map with your individual spaces and organization information at the bottom. Please let me know if you have any questions about the map.

I look forward to seeing you all on Sunday!

Kendall Tracey
Adult Programs & Outreach Coordinator



September 8, 2024



1A. Vote Yes Committee

1. Library Booth /SNAP Tent

2. Beak Freak Farm

3. Jack's 3D Prints

4. Handmade by Katie

5. CANCELLATION

6. Knuckles Tiki Shack

7. Knuckles Tiki Shack

8. Gnomaste Gnomes by Barb

⚡ 9. Gregurich Beef

9A. Sage & Sweets

10. BenId Adopt a Pet

11. CANCELLATION

12. Nostalgic Nibbles

13. Suttill's Garden

14. CANCELLATION

15. Millpond Wildflower Honey

16. Paul Barnett (Peter's Produce)

⚡ 17. Hart's Heritage Farm

⚡ 18. Greenie's Grill

19. Thirsty Solutions, LLC



Food & Bev



Goods

Electricity at #9, #12, #17, #18

From: Janet McAllister <director@rochesterlibrary.org>
Sent: Friday, September 6, 2024 9:11 AM
To: Janet McAllister
Subject: Fall Festival Update

We have 48 vendor spots taken. That includes 5 food trucks. Also includes Library 2 spaces, Vote Yes, Pageant, RFD, RPD.

We can only take 2 more vendors and we are completely full!

Janet

From: Kendall Tracey <adult.programs@rochesterlibrary.org>
Sent: Wednesday, September 18, 2024 5:08 PM
Subject: September 22nd Farmers Market Reminder
Attachments: September 22nd Map.png

Good afternoon, everyone!

This Sunday, September 22nd, will be our last market of the 2024 season. I can't believe it's gone by so fast! Thank you so much for being a part of our Rochester Library Farmers Market. We truly appreciate each and every one of you.

This Sunday will also be the last day of our Friends of the Library Book Sale, and it will be at the same time as the Farmers Market. If you are able to come and set up your vendor booth early, you should be able to get in the parking lot easily without the lot being too congested.

As always, setup time starts at 10:30am, and our official market time is at 12pm. I have attached the map with your individual spaces and organization information at the bottom. Please let me know if you have any questions about the map.

See you on Sunday!

Kendall Tracey

Adult Programs & Outreach Coordinator





September 22, 2024



- 1A. Vote Yes Committee
- 1. Library Booth /SNAP Tent
- 2. Sage & Sweets
- 3. Jack's 3D Prints
- 4. Little Thistle
- 5. Cloyd's Apples & Honey
- 6. Knuckles Tiki Shack
- 7. Knuckles Tiki Shack
- 8. Keri's Cozy Corner
- ⚡ 9. Gregurich Beef
- 9A. Popsey's Woodshop

- 10. Benld Adopt a Pet
- 11. CANCELLATION
- 12. Nostalgic Nibbles
- 13. Suttill's Gardens
- 14. Handmade by Katie
- 15. Millpond Wildflower Honey
- 16. Paul Barnett (Peter's Produce)
- ⚡ 17. Hart's Heritage Farm
- ⚡ 18. Greenie's Grill
- 19. Thirsty Solutions, LLC

 Food & Beverage  Goods

Electricity located at #9, #12, #17, #18



----- Forwarded message -----

From: Elaine Lewis <elainehlewis@gmail.com>
Date: Fri, Sep 20, 2024 at 2:23 PM
Subject: Re: Vote Yes Sign - Patron Request
To: Ayla Yeargain <ysassistant@rochesterlibrary.org>
CC: ELAINE HONOMICHL <elaine.h1@comcast.net>

Thanks for the info.

On Fri, Sep 20, 2024 at 2:04 PM Ayla Yeargain <ysassistant@rochesterlibrary.org> wrote:
Good afternoon Elaine,

John and Cathy Wells are interested in a yard sign. Here is their contact information:
217-725-0172
johnzswells@gmail.com

Please let me know if there is someone else we should be sending yard sign inquiries to and feel free to forward this one if necessary. Thanks!

Sincerely,

Ayla J Yeargain
(she/her)
Teen Services Coordinator
& Youth Services Assistant
217.498.8454
ysassistant@rochesterlibrary.org
1 Community Dr. | Rochester, IL 62563
www.rochesterlibrary.org

From: Bob Tepatti <btepattirpld@gmail.com>
Sent: Monday, October 21, 2024 9:31 AM
To: Krista JIROUTEK
Cc: Elaine Lewis; Sarah Deen; Janet McAllister
Subject: Consequences of a no vote
Attachments: Consequences of a no vote.docx

I saw the discussion on Who's Your Teacher this morning; perhaps there are others as well. The discussion I read was reasonably rational except for a couple of comments about wanting an increase to protect jobs.

I realize that what I have attached may be playing with fire and might well inflame the passions, but I think it is time to throw a dose of hard reality to those who are saying no, to those who claim to love the library but are opposed to a tax increase, to be blunt with the group (s) opposing the tax increase.

Based on comments at the last Vote Yes Meeting I attended, this is the lay it on the line communication that I propose—for the Vote Yes Page, for Whose Your Teacher, Talk Rochester, etc.

And, yes, it might blow back in our faces should we go back, in April, for strictly an operating budget increase. To paraphrase scripture, forgive the naysayers, for they know not what they do.

The Consequences of a No Vote!

The following are the consequences, effective January 1, 2025 (or earlier) should the November 5th referendum fail. The RPLD Board will have no choice, but to implement:

- 15% to 20% reduction in operating hours, from 51 to 44-41
 - No possibility of extended hours or Sunday hours
- 20% reduction in staff, 10 to 8
- NO Farmers Market or Fall Festival
- 50% reduction in publicly available computers, 8 to 4
- 50% reduction in hot spots (Portable internet terminals), 20 to 10
- 50% reduction in programs, 283 to 140 or possibly fewer
- 50% reduction in program participants, from nearly 4,000 to under 2,000
- 50% reduction in summer reading program, 8 weeks to 4 weeks with corresponding reduction in prizes
- 100% elimination of all subscriptions/subscription services
- No additional spaces for private tutoring, zoom meetings, community groups
- Reduction or elimination of partnerships with Rochester Schools, Carriage Crossing, Home Schoolers, and other community groups
- Reduction in new book acquisitions

Significant, additional cuts will be made when the 2025-2026 RPLD Fiscal Year begins July 1, 2025.

From: btepatti <btepatti@comcast.net>
Sent: Wednesday, October 23, 2024 3:15 PM
To: Lorachelle Eck
Cc: Sarah Deen;
Subject: Re: Vote yes sign

My pleasure!

Sent via the Samsung Galaxy S24+, an AT&T 5G smartphone

----- Original message -----

From: Lorachelle Eck <lorachelle@comcast.net>
Date: 10/23/24 2:21 PM (GMT-06:00)
To: btepatti <btepatti@comcast.net>
Cc: Sarah Deen <sarahdeenrpld@gmail.com>, jiroutek1@comcast.net
Subject: Re: Vote yes sign

Thank you!

On Wed, Oct 23, 2024 at 2:16 PM btepatti <btepatti@comcast.net> wrote:
Done

Sent via the Samsung Galaxy S24+, an AT&T 5G smartphone

----- Original message -----

From: Lorachelle Eck <lorachelle@comcast.net>
Date: 10/23/24 1:01 PM (GMT-06:00)
To: Sarah Deen <sarahdeenrpld@gmail.com>, Bob Tepatti <btepatti@comcast.net>
Subject: Vote yes sign

Heather Andrade wants a sign. Said give as many as you want to put in yard as she's a corner lot! She said the more the merrier.
600 Magnolia Dr.

Thanks!