



Mesa Verde Branch Library
2969 Mesa Verde Drive East
Costa Mesa, CA 92626
Phone: 714-546-5274

Costa Mesa/Donald Dungan Branch Library
1855 Park Avenue
Costa Mesa, CA 92627
Phone: 949-646-8845

Costa Mesa Technology Library
3033 Bristol Avenue, Suite Q
Costa Mesa, CA 92626
Phone: 714-754-4431

August 5, 2008

City Council of Costa Mesa
P.O. Box 1200
Costa Mesa, CA 92628

Dear Council Members,

In June 2005 the Council requested that the Friends of the Costa Mesa Libraries report on its fundraising efforts for a new Central Library in 2008, 2010 and 2012. This is the first of those reports.

Sincerely,

A handwritten signature in cursive script that reads "Mary Ellen Goddard".

Mary Ellen Goddard
President

Supporting Excellence in Library Services

Costa Mesa LIBRARY FOUNDATION

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Former Costa Mesa Mayor
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Realtor

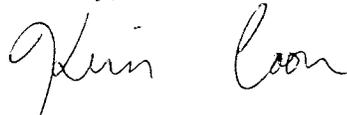
August 7, 2008

City Council of Costa Mesa
P. O. Box 1200
Costa Mesa, CA 92628

Dear Council Members:

In conjunction with the Friends of the Costa Mesa Libraries, the Costa Mesa Library Foundation respectfully submits the following report on fundraising for a new central library. Our relationship with the Friends, local businesses, and residents throughout the city continues to grow. We look forward to meeting our next fundraising goals.

Sincerely,



Kevin Coon
President

Post Office Box 2864 • Costa Mesa, CA 92628 • 2864
Telephone: 949 • 280 • 7793
www.costamesalibraryfoundation.org

2008 Scheduled Report to the Council on Progress in Library Funding
by
Friends of the Costa Mesa Libraries
and Costa Mesa Library Foundation
August 5, 2008.

In June 2005, at a City Council meeting, the Friends of the Costa Mesa Libraries agreed to raise \$50million for a central library in Costa Mesa when the City agreed to set aside Civic Center Park for that purpose. For the Friends, this agreement was entered into with the plan that we would be able to get \$20 million in a Proposition 14 State grant. This did not happen. It would have been necessary for the city itself to submit the grant application. Matching funds were required. Without City involvement in the planning of the library, and its financial backing, no large donors were willing to give us money. The window of opportunity for submission of a grant application was short and the state indicated that there were far more grant applications than there was money to grant. There have been no state library-building grant programs since that time.

We did not, however, give up. The Library Study Committee that had become a committee of the Friends of the Costa Mesa Libraries was composed of members of the Friends and of the Costa Mesa Library Foundation and other community members. In order to have an organization whose sole focus was getting this new central library -- in contrast to the Friends of the Costa Mesa Libraries whose main focus is supporting the 3 libraries the city already had -- certain Friends members joined the board of the Costa Mesa Library Foundation to forge a stronger group to undertake the "new library task".

The Foundation has been working diligently and has an Advisory Group in place -- composed of a veritable "Who's Who" of local community and County leaders. The Foundation has raised "seed funding" to organize and kick off our core fundraising campaign. Our target is to raise 15% of the capital project cost, which comprises the private sector's share of the project. The Foundation's Government Liaison Committee has been meeting with city staff to discuss possible city involvement and alternatives for public funding. The Marketing Committee has put together its materials, including a 3-fold color brochure and is speaking to groups and organizations in our community. In addition, an informative flyer was sent out in last fall's Mesa Consolidated Water District bills. The Library Planning Committee is gathering ideas for this library of the future that will put Costa Mesa at the forefront of library service. The Fundraising Committee has, between July 1, 2005 and June 30, 2008 raised gifts and pledges, mostly from our board, of \$74,258.57 and is actively looking for more. In addition, the Friends of the Costa Mesa Libraries will be putting aside money each month for this new library and is cooperating with the Foundation on various

projects. Not to be forgotten are in-kind gifts ranging from a seminar presentation, architectural services, food and materials, rental of a digital projector, and discounts on services that demonstrate community backing of the project.

The Central Library campaign is a long-term project, but one that is very important for the future of our city. It is suggested that City Council commission a Library Services Master Plan as the basis for determining current and future needs as well as designing a plan to meet those needs, and options for funding and timing. We recommend that the City issue a Request for Proposals for a consultant to formulate such a Plan.

Sincerely,



Mary Ellen Goddard
President
Friends of the Costa Mesa Libraries



Kevin Coon
President
Costa Mesa Library Foundation

Costa Mesa Library Foundation

CM Library Foundation

Case Statement

Board/Advisory Council

Make A Donation

Community Supporters

Fundraising Events

Resources

Frequently Asked Questions

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Mary Ellen Goddard
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Larry Weichman
Realtor

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info@costamesalibraryfoundation.org

The Costa Mesa Library Foundation is a 501(c)(3) Organization

The Costa Mesa Library Foundation is dedicated to planning and raising funds for a central library in the city, to augment current library facilities and to expand library services.