



**Friends of the Modesto Library
Board of Directors Meeting
5 December 2018
Modesto Library Auditorium**

Meeting called to order at 3:00 p.m. by President Denise Nordell.

Officers and Directors present: Anne Britton, Christine Brereton, Cande Brody, Ellen Dambrosio, Marilyn Drew, Jonaca Driscoll, Pat Glattke, Jean Haven, Maree Hawkins, Denise Nordell, Pam Pallios, Cathie Peck, Carmen Pedrioli, Beverly Schlegel; Chris Moreno, Modesto Library Manager; guests Claudia Curtis and Susan Lilly.

Minutes of the 5 September 2018 meeting were approved as amended.

President's Report: Denise Nordell

Executive Committee

In order to streamline the process, elected officers along with the membership chairman have begun holding meetings to set agendas for upcoming FOML meetings. Agenda items are always welcome from others as well.

Board of Directors Change

Barbara Quinn spoke recently with Denise. She asked that her name be removed from the board of directors as her schedule no longer permits her time to attend the meetings.

Newsletter

Deadline for submitting newsletter items to Denise for the next issue is 11 January 2019.

Treasurer's Report: Jonaca Driscoll

[Full report available upon request.]

Bank Balance as of 30 November 2018

Savings: \$1,688.41

Checking: \$23,027.24

Total Assets: \$24,715.65

ACTION TAKEN: After review, a motion by Maree with a second from Cande was approved to accept the report as presented.

- Other items discussed included eScrip and iGive funding sources and a new possibility, Good Search. Ellen will investigate how the percentages offered differ.
- A tutorial for the board members on the different affinity funding programs was suggested for the future.

Librarian's Report: Chris Moreno

Staff/Library Updates

- Clerical Division Supervisor: Michele Bertolero selected. (Replacing Kathy Davis)
- Full-Time Recruitment for Circulation Library Assistant to replace Michele B.
- Currently recruiting for part-time bilingual Library Assistant vacancy in the Children's Department. [*In answer to a question Chris explained that volunteers are not used at library story times to assure quality control. Chris reported there are 12 bilingual speakers in the library system.*]
- Youth Outreach Services: Annie Snell hired as Librarian. (Worked as an LA Sub in Modesto many years ago, has been working as an Outreach librarian in Hayward PL).
- IT Updates: All library computers updated to Windows 10 and Office 365
 - Getting ready for transition to new e-commerce software (Envisionware)
- Electric Vehicle Charging Stations (ChargePoint) have been installed and are operating in Modesto and Oakdale Library parking lots. Free! No costs to charge up.
 - Money provided by two \$6,000 grants from San Joaquin Valley Air Pollution Control District.
 - 2 parking spaces at each library. Only site near downtown Modesto with plug-in
- New Library Logo
 - Locally designed by Marcia Herrmann Design Group (12th St. /L St.)
- Story Time: Currently on break. Back on in January 2019.
 - Will begin a "new" family story time on the 2nd Tuesday every month at 6:15pm.
 - Attendance numbers for evening story time fluctuated, so the idea is to offer a larger more involved story time for the whole family (crafts, special themed stories, ect...)
- Harry Potter Yule Ball (Friday, 12/14, 6:30-8pm): Free tickets are available at the Children's reference desk. If interested in volunteering, please contact Amber 558-7810.
- Read to a Dog: (Saturday 12/15, 2-4pm): Will be held in Auditorium. Opportunity for two volunteers. If interested, please contact Elisa McDaniels 558-7810.
- Great Valley Museum: Dinosaurs and Prehistoric Life (Thursday 12/18, 4pm) Interactive STEAM program.
- Holiday Card Craft (Friday 12/19, 6:30-7:30, Auditorium): For ages 12 and older. Library will provide supplies and work tables.
- Quilling, The Art of Paper Curling: (Saturday 12/29, 1:30-3pm, Auditorium): For ages 8 and older. Customers will get to make a greeting card to take home.
- Author Visit: Brian L. is working on scheduling author/Illustrator Liz Climo (possibly in June 2019?). Money would be coming from "Modesto Performer Budget" with the FOML co-sponsoring.
 - Age Group: 4-10

Programming Report

- Halloween Story time and Parade (10/31/18)
 - 170 attended

- Thanks to all our volunteers: Anne B., Carmen P., Christine B., Cande B., Pam P., Jean H., Maree H., Beverly S., Marilyn D., Jonaca D.
- Great feedback from participants and staff! It's something everyone looks forward to.
- Feedback: Have FOML volunteers come in early and meet with Children's Dept. to go over details.
- Sound system for Story time. There were so many people it was tough to hear at times.
- Halloween Jeopardy (10/27/18)
 - 17 attended (Teens/Adults)
 - Lead: Vicki Salinas
 - Feedback: Event went well with enthusiastic participants. Will be adapting event for summer reading 2019.
- All-Kids Craft Fair (10/13/18)
 - 145 vendors (7-14yrs old), approx... 250 shoppers
 - Leads: Christin H. and Elisa M.
 - FOML Volunteers: Anne B., and Linda O.
 - Feedback: Received really nice feedback and gratitude. Many first timers responded that they will definitely be back next year with new ideas.
- Read-to-Dog (10/27/18)
 - 85 Participants
 - Lead: Elisa M.
 - FOML: Carmen P.
 - Feedback: Well attended and customers were excited to see this program return. Future programs will be held in the Auditorium to allow for more space and less distractions.
- Lego Play (Wednesdays @ 3:30pm)
 - 266 Participants in last 3 months
- CLA Conference Santa Clara, CA (11/10/18): Kelly Ferrini (Children's) and Vicki Salinas (Reference) attended
 - Kelly: Attended classes focused on Collection Development, Summer Reading 2019 ideas and prep, and creating meaningful displays in libraries.
 - Vicki: Attended classes focused on serving recently released incarcerated members of the community, Grant writing for libraries, and active listening skills.

Chris answered several questions:

FOML can use photos taken at library events in the FOML newsletter;
FOML can set up information/recruitment tables at library programs; and
FOML volunteers are often welcome/wanted at library programs.

Budget Requests current and 2019/2020

1. Jonaca stated that there is approximately \$2400 yet to fulfill in quarterly payments for approved budget items contributed to the library.

ACTION TAKEN: After discussion, a motion presented by Jonaca with a second from Pat was approved to pay the quarterly installment of \$1025 to the library for 2018/19 requests and to reimburse Cande for \$93.55 for Halloween Parade 2018 expenses.

2. Requests for FOML contributions for the next fiscal year, 2019/2020 were presented for review as listed below. In addition a request for \$200 to provide mobile speaker equipment for programs was mentioned.

Item	Request	Needed
Modesto Dia Event	1200	12/4/2019
CLA Conference 2019: (Southern CA)	2300	9/4/2019
Yule Ball/Harry Potter event	700	9/4/2019
* Modesto Library Fish Tank Renovation (Tile and Glass Top)	800	9/4/2019
Juvenile Justice Center book club (YSO, Annie Snell)	400	9/4/2019
Adult Programming (\$375 x 9/4/19, 12/4/19, 3/4/20, 6/3/20)	1500	Quarterly
Children's Programming (\$700 x 9/4/19, 12/4/19, 3/4/20, 6/3/20)	2800	Quarterly
Books for County Fair (Susan Lilly)	300	6/3/2020
Total Request	10000	

- These items will be considered for approval at future meetings.
- Comments included a suggestion from Jonaca that the Juvenile Justice Center allocation be raised, perhaps doubled.
- Renovation of the fish tank would replace the top and substitute tiles for carpet on the sides of the tank and likely include an acknowledgement of FOML's establishment of the tank.
- The CLA conference item would fund two additional Modesto Staff to attend the state event.
- Given the current bank balance, Denise asked if library staff might not have additional requests to suggest? **Chris said he would return with any additional requests.**

Group Photo

Susan Lilly, Library Public Information Officer, assembled those board members present and an official photo was taken.

Membership: Ellen Dambrosio

Membership Tally (as of December 3, 2018)

- As of December 3, 2018, we have 157 members in 2018, exceeding the goal of 150 I've been striving for these past 3-4 years. Twenty-nine have already paid through 2019. Next year's goal will be 175.
- To see our business members, scroll down our homepage (<http://modestolibraryfriends.org>).

Plans for The Next Three Months

- In January, send emails/letters to all 2018 and 2017 members urging them to renew/rejoin in 2019. Will include new bookmark and return envelope, though w/o postage, in USPS mailings. People have been using them when I have included them in letters this year.

- In February newsletter, plead again for members to renew/rejoin.
- On Valentine's Day, send a "show your love for the library" letter to those who have not yet renewed.
- In first two months of 2019, send letters to businesses and individuals who have been local philanthropists. I have various lists of donors to local causes from which to draw these names.

Website Update

Everything seems to be working. People are using the contact form to ask questions and are making donations online. If you have suggestions, please do not hesitate to offer them.

Congratulations were offered to Ellen for the look of the revised membership form and the success of her recruitment efforts.

The passing of longtime FOML member Richard R. Gardiner was noted and that a condolence card had been sent on behalf of the full board to his wife, Peggy, a former FOML board member.

Mobile Shop Recommendations

Maree outlined the results of the Committee to Assess the Viability of a FOML Mobile Shop. Members also included Cathie Peck, Cande Brody, Pam Pallios and Marilyn Drew. Two recommendations were presented:

1. A shop (mobile or permanent) should not be established until
 - there is a permanent, highly visible location in the library,
 - a larger membership pool is available to staff the shop on a regular basis and
 - a cost analysis shows the income potential is greater than expenditures.
2. Consideration should be given to staffing a "table" once a month or every other month in the library or at a closely associated event to increase our membership, visibility and income.

A reported thread in their discussions was the need for FOML to raise funds but not at the risk of draining financial or human resources. Membership, all types, should always be a focus.

Discussion was lively with ideas ranged from promotional sales items to "tabling" at story times. Maree will research possibilities.

Nominating Committee

- Denise reported that the current executive committee members have all agreed to continue in their current roles. This slate of officers will be presented at the March General Membership Meeting and any additional nominations from the floor will be accepted at that time.
- She was also happy to report that Ellen is continuing in the additional role of FOML webmaster and website coordinator and is soliciting feedback on the website and other FOML social media outlets.

Additional areas of responsibility still need leadership beyond the Executive Committee:

- Public Relations (Maree is interested in forming a team)

- Volunteer coordinator for events coverage
- Fundraising

Imagination Library

Cathie Peck offered an overview of the history of FOML involvement with this early literacy program. Three Modesto schools are participating: Burbank, Chrysler, and Sylvan with 388 children enrolled. Discussion included a reminder that FOML donated \$1500 when the program was initiated here about five years ago.

ACTION TAKEN: Maree presented a motion with a second from Beverly to fund \$750 to cover the three schools this year and to consider an equivalent donation in the next fiscal year. The motion was approved on a voice vote.

Scholastic Book Sales

Anne presented a report on the successful November Book Fair. [Detailed report available on request.] Highlights of this effort included

- \$2,337.35 proceeds in FOML's credit with Scholastic,
- \$1,565.72 worth of books donated to local youth agencies.
- Volunteers worked 100+ hours toward the success.
- Scholastic donated/matched nationally about \$1,300 worth of books to children in need.
- Marilyn Drew and Ellen Dambrosio joined Anne as co-chairs for the fundraiser.

Approval for the May discount Scholastic Sale is still pending, but likely.

Halloween Parade

Cande reported that a good time was had by all. [See Librarian's Report for statistics.]

National Friends of Libraries Week 2018

Coordinated by Jonaca Driscoll and Ellen Dambrosio, 14 volunteers staffed a FOML information table in October. New and renewal memberships collected there totaled \$215, though more may have come in later as there were many personal contacts through this effort. Their recommendation is to repeat this week-long outreach again in October 2019. And/or possibly once a month during a busy library time.

Mini Book Sale and Used Book Sale

- Pat reported that, though the Mini Book Sale at her complex raised only \$50, it was good PR for the May Used Book Sale. It also sparked a number of publicity ideas for next time, such as listing on Craig's List.
- Used Book Sale preparation begins in January. Call for donations begin in February. Jean Haven and her husband, Ed, will take on coordination of sorting when Pat is unavailable. Calls for sorters will be sent out from time to time. Sale is set for the first Saturday in May: 4 May 2019.

Author Visit

The ongoing search for an appropriate/available author led to the Manteca Book Festival. Linda Joy Singleton was noticed as a possibility. Maree and Denise are coordinating with Brian Lillie in the Children's Department to confirm possibilities to fulfill this grant funded event.

March Annual Membership Meeting

Pam, Maree and Christine will form a committee to organize the event. The consensus seemed be to hold both the board meeting and the general meeting the same day, one after the other.

Volunteer Requests

Opportunities include the upcoming Yule Ball. Contact the Children's Department, if interested.

Philanthropy Conference

Denise brought information regarding a "What If" conference on philanthropy to be held Feb. 6 in Sacramento.

ACTION TAKEN: After discussion, Ellen moved and Pat seconded the expenditure of the \$75 discounted registration fee through the Stanislaus Community Foundation to allow Denise to attend. Motion carried.

ModestoView

Pat gained approval from the ModestoView to run an article in the monthly publication on FOML. Maree and Denise will write and submit it.

Correspondence

FOML received a letter from County Librarian Diane McDonnell thanking us for our continuing support for the library's mission.

Calendar review

- 11 January – Newsletter Submission Deadline
- 6 Mar – Annual Membership Meeting
- 8-13 Apr -- National Library Week
- 12 Apr -- Newsletter submission deadline
- 13 Apr -- All Teen Craft Fair
- 20 Apr -- Shining Star Awards/Volunteer Recognition
- 27 Apr -- Día De Los Niños/Libros
- 4 May -- Used Book Sale
- 9-13 May -- Scholastic Discount Sale

Announcements:

Denise is hosting get-together for board members. Invitation to follow.

Next Meeting

Annual General Membership and Board of Directors meetings, 6 March 2019, time TBD.

Adjourn: The meeting was adjourned at 4:55 p.m.

Respectfully submitted 6 March 2019

Anne Britton, Secretary