



Friends of the Modesto Library
Board of Directors Meeting
September 6, 2017
Modesto Library Conference Room

Meeting called to order at 6:00 by Co-President, Maree Hawkins.

Officers and Directors present: Christine Brereton, Anne Britton, Cande Brody, Jonaca Driscoll, Pat Glattke, Jean Haven, Maree Hawkins, Pam Pallios, Cathie Peck, Carmen Pedrioli

Chris Moreno, Modesto Library Manager

Guests: Joan Patterson

Absent: Ellen Dambrosio, Denise Nordell, Barbara Quinn

Joan Patterson, FOML member since the 1980's and former Library Foundation board member and FOML treasurer, was introduced by Anne.

MOTION: Jonaca moved and Christine seconded that the minutes of the June 7, 2017, FOML Board of Directors meeting be approved. The motion passed unanimously.

REPORTS

President's Report: Maree Hawkins

1. FOML again received a \$1,000 grant from Omega Nu which will be used to help pay for a winter/spring author's visit targeting children ages 8-12. Raina Telgemeier, a graphic novelist who lives in San Francisco, was suggested and a Saturday presentation recommended to achieve a larger crowd.
2. With help from FOML, a member, Patti Reeder, applied for a matching grant of \$400 from her employer, G3 Enterprises, to support FOML activities.
3. The Nominating Board needs to be appointed in December. Members were encouraged to volunteer now.
4. Newsletter layout expert, Susan Windemuth, has broken her ankle and is unable to continue in this position. Gerbo Design will be doing the design for the time being, but the cost of the newsletter will have to be rebid considering the time involved in putting together the 8 pages.
5. The FOML Website needs to be updated. Members were asked to look at it and send any suggestions to Maree so she can work with Sheri to make the changes.
6. Measure S - Save Stanislaus Libraries campaign: Fund raising has been very successful, with FOML being the largest financial supporter among the Friends

groups. The most critical need is for precinct walkers and people to make phone calls from headquarters. Board members were encouraged to come down and help. Cathie shared some precinct walking experiences.

Treasurer's Report: Jonaca Driscoll

June 1, 2017 - August 31, 2017

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|------------------------|--------------|
| Expenses: | \$ 8,636.74 |
| Income: | \$ 7,970.61 |
| FOML Checking Account: | \$ 15,057.52 |
| FOML Savings Account: | \$ 1,707.35 |

Total Assets \$16,764.87

Anne suggested that we receive an official income/expense accounting for July 1 - June 30 each year. Jonaca explained it could be calculated by adding the income/expenses in June, 2017, to the already submitted July 1, 2016 - May 31, 2017 treasurer's report, and will prepare one.

Librarian's Report: Chris Moreno

1. A new mission statement and strategic plan have been adopted.
2. Personnel changes include the addition of two librarian trainees and a full-time outreach library assistant who will work with Olga.
3. Recruitment is still in progress for Michael Leamy's position.
4. Passports can now be obtained on Fridays.
5. Modesto is sending two librarians to the CLA (California Library Association) annual conference in Riverside. Chris thanked FOML for donating \$2,500 for the employees' registration.
6. The Summer Reading Challenge enjoyed a big increase in participants this year.
7. The library community is looking forward to the Halloween Parade.
8. The Maker Space opening has been delayed until a new architectural firm can be found. Gyroscope and the county could not finalize a contract.
9. Plans are in place to combine the reference and circulations desks in the spring which may open up space for FOML use.

Membership Report: submitted by Ellen Dambrosio

1. Membership tally: At the conclusion of 2016 we had 140 paid memberships. As of September 1, 2017, we have 122 paid members.
2. Business Memberships: We have received our first 2018 business membership. Ellen will get a list from Pat of businesses we might contact, starting with those who did not contribute to the Yes on S campaign.
3. Membership levels:
 - Reader level (\$25 - \$49)
 - Storyteller level (\$50 - \$99)
 - Novelist level (\$100 - \$249)
 - Bestseller level (\$250 - \$499)
 - Classic level (\$500 - \$999)

Epic level (\$1,000 and above)

New membership letters are ready to send, one to individuals and one to businesses.

4. Grocery Store Affinity Programs: Our grocery store fundraising is now through shoppers at Save Mart, FoodMaxx, Lucky, and O'Brien's who have registered with escrip.
5. FOML thank you notes: Ellen ordered from Dittos 200 cards with envelopes that have a printed return address/logo. The price of each card with envelope is \$1.

FINANCE

Approval of 2016-17 quarterly donation requests

It was suggested sending \$400 at this time to pay the 2017-18 annual support for Olga's Teen Book Club snacks rather than paying quarterly.

Recommended current quarterly disbursements:

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|---|----------------|
| Refreshments for Juvenile Hall | \$ 400 |
| CLA attendance | \$2,500 |
| Adult programming | \$ 500 |
| CX Programming | \$ 500 |
| Materials expenditures for Modesto Collection | <u>\$3,000</u> |
| Total | \$6,900 |

MOTION: Anne moved and Pam seconded that we pay the FOML 2016-17 current quarterly disbursement of \$6,900 to Modesto Library for previously approved budgeted items. It passed unanimously.

OPERATIONS

Little Shop Closing - final report: Pam

The Little Shop's Bank of America account and the P.O. Box have been closed.

Anne and Pam organized the paperwork that needs to be kept, and it is in FOML's area in the basement.

Fundraising Committee report: Maree Hawkins

Board members Cande Brody, Anne Britton, Cathie Peck, Pam Pallios, and Maree Hawkins met in June to discuss ways of raising money and increasing the visibility of FOML. The Little Shop closing and the reduction of funding from local affinity programs have reduced our income by about \$500 per year.

Fund and Friend Raising ideas were listed in the report. Among the ideas presented and discussed at the meeting were:

1. Increase business memberships.
2. Members visit other library shops as they travel to discover merchandise that is selling. Cathie reported that Seattle's library shop was amazing.
3. Send FOML newsletter to non-members, to increase our exposure. Ask each member to email five Friends with the newsletter.
4. Write handwritten, personal notes inviting friends to join.
5. Sell high-value used books online. (Michael Leamy will be approached to

help with this.)

6. Sponsor an Adult Craft Fair in the spring where booth space can be rented.
7. Approach local businesses to support their local library by sponsoring a table at the Used Book Sale.
8. Trivia Team contests (perhaps a membership event).
9. Ask Foundation members to join FOML
10. Contact local book clubs encouraging their members to join FOML.
11. Sell Book Lover's Page-a-Day calendars

MOTION: Anne moved and Pat seconded that we purchase one carton (30 books) of Book Lover's Page-a-Day calendars for \$105. The motion passed.

Our cost per calendar to purchase is \$3.50, and last year we sold them for \$13. Pam will place the order.

EVENTS/ACTIVITIES

Imagination Library: Cathie

Cathie, who is a "champion" at Burbank School, reported that her school now has more than 200 children from birth to age 5 enrolled in Dolly Parton's Imagination Library program. There are currently 8 schools participating in our area, and this is the third year for Burbank. She shared the results of a parent survey showing the positive affect the program has had on participating families.

They are eagerly awaiting the results of the most recent Kindergarten Readiness tests to determine the effectiveness of the program.

Help needed for:

Kid's Craft Fair - October 14, 2017

1-2 volunteers are needed to help check in participants.

It was suggested that we look into having a FOML table offering the Book Lovers Calendar for sale.

Halloween Parade: - November 1, 2017

Cande shared the cute favors she has purchased to pass out at the parade.

November Scholastic Book Fair - November 8-11

Cande and Ellen have volunteered to be responsible for this event.

A sign-up for volunteers to help setup was passed around.

Used Book Sale: Pat Glattke

Book collection will start in January.

Meeting changes:

After discussion it was decided that the annual General Membership Meeting will be combined with the quarterly March Board of Directors Meeting and be held March 7, 2018. The first hour will be social with refreshments served and year highlights, and the second hour will be the regular March Board of Directors Meeting.

A possible change of quarterly board meeting times was discussed. It was suggested that 3-5 p.m. would be a more convenient time to meet, thus not interfering with dinner time.

Inquiry:

Joan asked Chris if there was outreach from the Library to the Spanish community.

CALENDAR

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| September 23, 2017 | Library Foundation Gala |
| October 14, 2017 | All Kids Craft Fair |
| November 1, 2017 | Halloween Costume Party/Parade |
| November 8-11, 2017 | Scholastic Book Fair |
| December 6, 2017 | Board of Director's Meeting |
| December 13, 2017 | Denise's Holiday Gathering |
| March 7, 2018 | Board of Directors General Membership Meeting |
| June 6, 2018 | Board of Directors Meeting |

The meeting was adjourned at 7:50 p.m.

Respectfully submitted on December 6, 2017.

Jean Haven, Secretary