



Friends of the Modesto Library
Board of Directors Meeting
5 September 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, Barbara Quinn, Pam Pallios, Cathie Peck, Carmen Pedrioli, Beverly Schlegel Chris Moreno, Modesto Library Manager

ACTION TAKEN: The minutes of the 6 June 2018, FOML meeting were approved on a motion by Maree seconded by Jonaca.

REPORTS

President's Report: Denise Nordell

An Executive Committee, composed of the President, VP, Secretary, Treasurer and Membership Director, has been formed to assist with planning. The Exec Comm met last week to prepare for today's meeting. The members were asked to share their "Hopes & Dreams" for the coming year; and the full board is encouraged to think and dream as well as we continue to work together for our beloved library. Highlights from the meeting:

- We brainstormed possible activities around National Friends of Libraries Week in October. This would be an ideal time to recognize our many volunteers. We are hoping that, if the board approves this effort, a coordinator will step forward.
- A theme, lately, seems to be the large number of opportunities for FOML members to volunteer and get involved. This seems to be the best way to cultivate new members and potential leaders as succession planning is critical to our organization.
- Discussed again the need for an Outreach/PR coordinator and perhaps a Volunteer Coordinator.
- Discussed the advantages of a post-event report for FOML-supported events. Collaborated with Chris M. to create this report (see attached), which we will ask library staff to complete.

Since our last meeting, FOML hosted the Summer Reading Challenge Movie at the State Theatre.

Board members are encouraged to attend the Stanislaus Library Foundation Gala on Sept. 22.

Call for November newsletter articles. Deadline is Oct. 15.

Treasurer's Report Summary: Jonaca Driscoll

Quarterly Report: June 1 - August 31, 2018

Expenses:	\$ 3,028.99
Income:	\$ 6,035.45
FOML Checking Account:	\$ 23,5054.97
FOML Savings Account:	\$ <u>1,698.39</u>
TOTAL ASSETS:	\$ 24,753.36

Fiscal Year: July 1, 2017 - June 30, 2018

Expenses:	\$ 22,402.35	
Income:	\$ 22,557.87	
FOML Checking Account	:	\$ 18,943.61
FOML Savings Account:		\$ <u>1,698.37</u>
TOTAL ASSETS:		\$ 20,641.98

SCHOLATIC IN-KIND BOOK REVENUES

November Sale 2017	\$2,166.98
Wish List Donations	\$ 872.17
May Sale 2018	\$ <u>952.91</u>
TOTAL	\$3,992.59

ACTION TAKEN: On a motion from Jean seconded by Anne the report was accepted as presented.

Pat raised the question of continuing donations to campaign funds for the next return of the County Library tax levy vote, which will be in twelve years. However, the general belief was that the campaign account is no longer active. The question was tabled until confirmation that there is an active account available for donations.

Denise will email the updated 2018/2019 FOML budget with appended list of library requests as approved for expenditure at the June meeting.

Librarian's Report: Chris Moreno

Staff/Library Updates

- Updated Library Rules for Behavior approved by Board of Supervisors 7/31/18:
 - Collective Bag Restrictions: 24"x16"x10" (similar to a carry-on item in air travel)
 - Library gave a 3 week grace/education period before enforcing rules.
- Rick Bachman: Hired as part-time Account Clerk III in Accounting
- 3 New Library Pages for DEN, KEY, TUR, MOD, and EMP: Alma Martinez, Geoffrey Jacobs and Philip Johnson
- Genevieve Oliveira: Hired as Library Assistant in CSV. Replacing Melanio Puzon who decided to go to go back to substitute list.
- Brent Lowe: Hired as WAT supervisor. Replacing Cindy Scott who retired.
- Kathy Davis [Circulation Supervisor]: Retired. Will be conducting interviews this week to fill her position.
- Interviews for Youth Outreach Services Librarian underway.
- Makerspace: Still no actual start date, but we do have a preliminary layout
 - 700 sq ft. will feature recording room, 3D printers, sewing machines, laser cutter, embroidery machine, laptops, and open tables for crafting and creating.
 - Plan is to be open for programs initially, with possible drop-in hours in the future.
- Central Information Desk is scheduled to be delivered sometime in October
 - Actual construction start date is TBD.
 - We are beginning to move furniture and relocate shelves in center area including moving Holds to the DVD area.

- Checkout desk area originally earmarked for FOML is being looked at as a possible location for the self-checkout machines.
- We're still open to finding an alternative location for a FOML store.
- One possibility is a mobile kiosk. Board discussed forming a PR group to investigate equipment and/or location options.
- Current Reference Desk will be maintained as a Passports and Computer Help Desk.
- FOML may be allocated space after the installation.

Children's Department

- The Children's Department currently has a Bilingual Library Assistant vacancy waiting to be filled. In the meantime, Youth Outreach Services staff will be doing Saturday's Bilingual storytime.
- **Summer Reading 2018**
 - In every category we exceeded the number of hours read from last year
 - Children ages 0-8 read for a total of 31,738 hours. A 17% increase from last year
 - Participants Ages 8-18 read for a total 56,861 hours. A 4% increase from last year
 - Adult participants also saw a slight increase as well
 - Overall, our county-wide summer reading challenge participants read for a total of 88,599 hours
 - Big thank you to all our volunteers who helped staff the SRC table!
- **All-Kids Craft Fair:** Oct 13th 9am-1pm. Ages 7-14. Sign-ups through September. Shoppers wanted.
 - Opportunity for FOML to set-up an info table on the portico during the event.
 - Contact Christin Hutsell 558-7810
- **Read to a Dog:** October 27th. Opportunity for more volunteers (1-2). Costumes welcomed.
 - Contact: Elisa McDaniel 558-7810
- **Teen Read Week:** Anime Day book mark contest: October 20th @ Salida Library 12-4pm.
 - Pizza, snacks, prizes, costumes, movie, crafts.
 - Winner of Bookmark contest will be announced. Ages 10-18 can participate. 9/1-10/1
 - Opportunity for Volunteers. Contact: Brian Lillie 558-7810
- **Craft-A-Palooza:** September 21st @ 3-4pm in Children's Library.
- Re-Occurring Programs
 - Game Day: First Thursdays @3:30 pm
 - Coloring Day: Second Friday: All Day
 - LEGO Play: Every Wednesday @ 3:30.

Reference/Adult Programming

- **Scrapbooking Fun:** Saturday, September 8th 12:30pm – 4:30pm. Modesto Library Auditorium.
 - Open to all levels of scrapbooking. Prizes are given out.
- **Home Sweet Home:** Home Buying and Selling. Wed. September 12th 6pm. Auditorium
 - Series that will focus on residential real estate topics. Realtor Cyndy Hackett will discuss the current change in the market from a seller's market to a more balanced market. A question and answer session will follow the program. No sign-ups required
- **MoSt (Modesto Stanislaus Poetry Center) Poetry Workshop:** Sat. September 15th, 1-3pm.
 - Local Poets Gillian Wegener and Gary Tomas will lead writing workshops. All ages and experience welcome.
- **Medicare Basics:** Thurs. September 20th. 2pm. Auditorium.
 - Healthcare advisor Denise Cagle will discuss basic information regarding Medicare such as what Part A and Part B covers, qualifications for enrollment eligibility, Medicare Supplement vs Medicare Advantage, and more.

Membership Report: Ellen Dambrosio

Membership Tally (as of September 4, 2018)

- As of September 4, 2018, we have 116 paid 2018 memberships, 40 of which are new members.
- Where did the new members come from? Largely two membership drives:
 - Emails in the spring to businesses that I thought might support the library, based largely on their having supported other nonprofits in the area (four business members, totaling \$6000)
 - Letters sent to 280 Measure S donors who were not yet Friends, both personal and business (29 members or donors, totaling \$3525)

Plans for Last Quarter of 2018

- I hope to exceed last year's total of 137 members by year's end
- I still expect more new members to join as a result of the Measure S mailings. The last batch of letters was mailed Sept. 4, and I still believe I'll hear from a few others who received July and August letters.
- I'd like to send one last correspondence to 2017 members who have not renewed this year. I always send a reminder when I send the newsletter, but maybe something else too.

Ellen's report was greeted with congratulations from all present on her abundant and continuing success at increasing the membership list and resulting revenues.

FINANCE

Approval of 2017-18 quarterly donation requests

Requested current quarterly disbursements:

Justice Center	\$ 400
CLA Conference	\$2,500
Yule Ball	\$ 700
Adult programming	\$ 375
CX Programming	\$ <u>650</u>
Total	\$4,625

ACTION TAKEN: On a motion from Pat seconded by Maree the first FOML 2018-19 quarterly disbursement of \$4,625 to Modesto Library for previously approved budgeted items was approved by a unanimous vote.

No outstanding bills were presented for approval.

OPERATIONS

FOML Outreach/PR

- The need for a coordinator for publicity and outreach was discussed.
- Maree will take lead for now to investigate possibilities such as a mobile kiosk and report back to the board.

FOML Website Updates

Ellen provided a report on the current situation.

- Sheri is no longer the FOML webmaster. She will still make herself available to me as needed, but I'm the one updating the site—at least for now.
- Everything seems to be working. Google Analytics is tracking usage on our site so we can see how many people visit the site, which pages they visit, for how long, where they are coming from, etc. We seem to get 1-2 visitors per day, on average. Then there are days with 25 hits from India; I need to do some research to determine if I can block them somehow (maybe they are bots???).
- Google Analytics indicates most traffic comes from Facebook. Discussion included a suggestion to hold a Facebook tutorial as part on a board meeting.
- We've changed the home page content once; probably need to do so again to include events like Halloween Parade and Scholastic Book Fair.
- **Please send anything for the FOML website to Ellen.**
- All fundraising information is on the site.
- **Please direct friends and family there if you think they might help us raise money by shopping online, buying groceries, or donating potentially valuable books to us to be sold online.**
- If you haven't viewed the site yet, the URL is <http://modestolibraryfriends.org>

EVENTS/ACTIVITIES

Reports

Summer Reading Challenge:

- *Wonder* was shown to 150 at the State Theater as an extra reward for participating. The \$1000 cost was sponsored by Alfred Matthews car dealership.
- During Summer Reading the desk was staffed by 21 FOML members.

American Animals: Mini-fundraiser at the State Theater in July collected \$156 and one new membership.

Upcoming Events/Dates

National Friends of Libraries Week, October 21-17

Possible activities for the week included a volunteer recognition event, a membership drive at the library and outreach to book clubs. A number of ideas were discussed as well as possible incentives.

ACTION TAKEN: Anne moved and Pat seconded to authorize Ellen and Jonaca organizing staffing a table at the library and up to \$250 for incentive items to be given out.

Pam offered to place an order for Book Lovers Page-a-Day Calendars, if they are available and Pat suggested including FOML membership forms in the Book Club-in-a-Box kits.

Mini Used Book Sale: Pat will be holding small used book sale in her neighborhood in October.

Halloween at the library: Volunteers requested by Cande for the event on the 31st.

Adopt-a-Poll: There was no interest in participating in this election program.

Scholastic Book Fair: Marilyn is scheduling volunteers for November 7-10.

Author Visit: Still looking for one with the right fit.

The Public: A showing at the State Theater is still being investigated. Anne and Denise will follow up.

Other dates of interest:

- September 15: Author Book Fair. Volunteers requested.
- September 22: Stanislaus Library Foundation Authors Garden Gala
- October 15: Newsletter article submission deadline

NEXT MEETING: December 5, 2018

Agenda Items:

Imagination Library: Cathie Peck

Cathie requested that the Imagination Library program at Burbank Elementary School be placed on the December meeting agenda.

The meeting was adjourned at 4:59 p.m.

Respectfully submitted on December 5, 2018.

Anne Britton, Secretary