

FRIENDS OF THE MODESTO LIBRARY
MINUTES OF THE MEETING OF THE BOARD OF DIRECTORS
2 December 2009

The meeting began at 6:30 p.m. in the conference room of the Modesto Library.

ATTENDANCE

Present: Board Members Stella Beratlis, Peggy Gardiner, Jonaca Driscoll, Joan Patterson, Ellen Dambrosio, Barbara Quinn, and Anne Britton as well as Library Manager Charles Teval and County Librarian Vanessa Czopek.

Absent: Tracy Sahn

MINUTES

Minutes of the Sept. 2, 2009 meeting were approved as submitted.

A request was made that minutes and all reports include page numbers.

TREASURER'S REPORT

Jonaca Driscoll reported the following assets as of June 1, 2009:

Savings	\$1282.92
Checking	<u>4228.91</u>
Total	\$5511.83

Peti Taylor CD	\$1690.01
“ “ Checking	<u>55.00</u>
Total	\$1745.01

Expenditures since the last meeting include:

Little Shop start-up funds	\$1690.00
Stools for Children's Dept.	1436.50
Animal World – Squirrel	32.94
Postmaster – P.O. Box	<u>44.00</u>
Total	\$3203.44

Income since the last meeting include:

Memberships	\$ 500.00
Donations	\$ 204.18
Scholastic Book Fair Proceeds	<u>\$ 875.50</u>
Total	\$1579.68

LIBRARIAN'S REPORT

- The library will be closed Dec. 24-25th.
- Storytimes will be taking a break the last two weeks of December. During that period the carpet in the auditorium and its lobby will be replaced.

- Saturday, Dec. 5th a program “En Español Borrowing Right/Owning Your Own Home” will be at the library presented by Golden 1 Credit Union.
- Denair Friends are holding used book and yard sale Dec. 5th.
- Staff gave good reports about the Oct. 31st Halloween Fun.
- Specialty seating to be placed under Ryan’s Tree, funded by the Friends, has been ordered.
- Walkie/Talkies, also funded by the Friends, are still under review and should be ordered in the near future.
- Replacement DVDs in the amount of \$1500 approved by the Friends will be ordered now that the funds have been transferred to the Library.
- A Book on CD display unit has not yet been ordered.
- Requests for the 2010-2011 fiscal year will be submitted to the Friends via email in February for consideration at the March General Membership Meeting.

COUNTY LIBRARIAN’S REPORT

Vanessa Czopek offered her thanks for the continuing support from the Friends. She reported that the budget projections for revenue from the Library district tax levy of 1/8th of a cent have fallen short of actual income by \$60,000 per month. This is about a 10% shortfall.

Vanessa, Charles and Stella will attend the Modesto City Council meeting on Feb. 9, 2010 to present information on the library and answer any questions.

Modesto Library’s new branch profile was distributed which include the library’s hours, history, circulation, collection and service data. The library system new annual report is also available.

A Friends of the Library Conference is scheduled at the Modesto Library on March 13, 2010. Joan Patterson announced that the Library Foundation will provide refreshments for the morning meeting. Peggy Gardiner mentioned that the Little Shop will be open for the participants to see our new facility. One of the items on the agenda will be the rules for non-profit organizations donating to political action committees such as one that is in the process of organizing to campaign for renewal of the library tax levy. That election is in 2012.

The feedback from the Halloween events throughout the county libraries was positive and Vanessa seconded Charles thanks for Modesto Friends’ participation.

PRESIDENT’S REPORT

Thanks: Stella was pleased to note that new memberships are being generated by the foot traffic in the Little Shop.

Election Candidates: Stella appointed Ellen and Jonaca to join her as the nominating committee to develop and submit a slate for the March General Meeting election of officers.

Art Walk: Fewer people visited the Little Shop during the November Art Walk than in October. This was probably because the art was in the center of the library rather than near the Little Shop. Suggestions for future artists can be sent to Reference librarian Vickie Salinas. She can be reached at 558-7814.

LITTLE SHOP REPORT

- Peggy reported that the Little Shop opened its account on Sept. 19, 2009.
- There are presently 17 volunteers helping with the shop, which allows hours four days a week: Monday, Tuesday, and Thursday 3-6 p.m., and on Saturday from 11 a.m.-4:30 p.m.
- Friends' startup capital, donations, and sales offset expenses to end November with a surplus of \$1,309.14 which will be used to supplement inventory and cover future expenses.
- Promotion of the shop includes a nice display in the case near the Children's Room, a forthcoming article in the Modesto Bee, a sign on a tripod in the library central room, posters and bookmarks.
- Used books are selling from the little red wagon at a steady pace, priced at \$5 for hardback and \$2 for paperback books.
- Suzanne Staud is handling all consignment contracts. Anyone interested in placing their work in the shop must contact her via email: staudesign@sbcglobal.net.
- Clare Noonan is interested in doing a one-time used book sale and is investigating logistical possibilities.
- Peggy is considering offering Gift Certificates for the Little Shop. She will ask Suzanne to design them.

MEMBERSHIP REPORT

Ellen Dambrosio reported that there are currently 89 paid memberships, an increase of 20 in the last three months. Dues of \$1895 and donations of \$1024.34 combined for a total contribution of \$2919.34 from these people this year. There are 18 memberships that have expired within the year. About \$150 has been generated by Raley's and Save Mart grocery cards, but that income has not yet been deposited with the Friends.

HALLOWEEN FUN REPORT

Roughly 200 people attended the 2009 Halloween event at the Modesto Library on the 31st. The costume contest and parade was funded by the Stanislaus Library Foundation with support from the library's Outreach department, which provided most of the non-food treats. Anne reported that this opportunity for the Foundation and the Friends engaged the public and promoted our efforts in the community. The children, of course, were adorable!

BOOK SALE REPORT

Anne Britton reported on the success of the *Destination Book Fair: Read Around the World*, held November 12-14, 2009. Combined profit, membership renewals and donations totaled \$924.68. Scholastic also awarded \$275 addition credit that can be spent on their products. In addition, over \$600 in books for donation to library, literacy and youth agency programs were collected and distributed with Friends bookplates affixed. [Full report appended.]

Scholastic offers a “Customer Appreciation Warehouse Remote Sale” opportunity that will generate \$1000 cash for the Friends hosting the sale. Friends members can volunteer to staff the sale and earn \$20/hr in product. Anne suggested the sale, with discounts from 30-80%, be scheduled the week of May 11, 2010 when the Children’s Department is not doing storytimes. This leaves the auditorium free for use as a Friends’ fundraiser.

ACTION TAKEN: On a motion by Peggy and a second by Ellen, the Board approved *Anne* contracting a May Remote Warehouse sale with Scholastic.

OLD BUSINESS

Lifetime Memberships – No one knows of any previous members with this status. No interest was expressed in establishing this as a new category.

Peti Taylor Funds – The issue of the dwindling capital and the continued viability of this account was tabled until the March General Membership Meeting.

ACTION TAKEN: *Charles* was asked to bring staff-generate ideas for a large, lasting memorial to Peti Taylor, using the remaining funds in the accounts.

NEW BUSINESS

PUBLIC RELATIONS: The four-year-old cardboard tri-fold used at FOML events was displayed by Anne. She suggested that it needs replacing with something that looks, as Jonaca said, “more professional.” Other issues were updating the membership form and FOML letterhead to include the new logo and submitting the new versions to replace the existing on-line ones.

ACTIONS TAKEN: Stella will ask *Tracy Sahn* to look into options to replace the cardboard information board.

Ellen Dambrosio will send out the new letter head to each board member with the understanding that they will use it responsibly.

Stella Beratlis will post the updated electronic version of the membership form.

SCRAPBOOK: Marietta Bradford will update the scrapbook as items come in. Please place any items in the FOML mailbox slot in the Library Office, noting to her attention. The scrapbook is kept in the basement FOML file drawer when Marietta is not working on it.

FUNDRAISING: Given the current economic situation and the expected increase in requests from the Library for help, the question was raised on how the Friends can help. Suggestions were discussed and people, such as Kathi Cohn, were considered who might give advice.

ACTIONS TAKEN: *Stella* will form a committee including Anne and possibly Kathi to generate ideas to bring back to the Board.

GENERAL MEMBERSHIP MEETING SPEAKER: Ideas for a speaker included the YES company ambassadors, a Poetry night, and Prospect Theater.

ACTIONS TAKEN: *Barbara* will gather the information and then make a recommendation. *All Board members* are asked to send ideas to her as soon as possible.

Agenda items for the General Membership Meeting – March 3, 2010

- Election of officers
- Peti Taylor funds
- Library Requests for funding
- Public Relations Equipment report

Agenda items for the 6:30 p.m. March 3, 2010 meeting have not been set.

The meeting was adjourned at 8:15 p.m.

Submitted by Anne Britton for Tracy Sahn.