



Friends of the Modesto Library
Board of Directors Meeting
September 4, 2013 6:30 PM
Modesto Library Conference Room

Meeting called to order at 6:35 by President Anne Britton.

Directors present: Judy Pierce, Anne Britton, Kathy Johnson, Ellen Dambrosio, Barbara Quinn **Directors absent:** Jonaca Driscoll, Sully Hannah

Guests: Amy Taylor, Kristine Ezovski, Elizabeth Lucero, Joan Patterson, Douglas Chadwick

Minutes of the May 29, 2013, board meeting were approved.

Reports

Librarian's Report: Amy Taylor

- Amy reported heavy participation in recent events—summer reading, a magician's performance, Python Ron, Caregivers' College for adults, Medicare 101, and healthy living. Attendance statistics attached.
- Computer class attendance is back up, averaging 50 people attending the six classes offered each month. Around the holidays, eBook training will again be offered.
- Upcoming events include:
 - All Kids Craft Fair on Oct. 12, 9 am to noon
 - Local author fair on Sept. 21, 9 am to noon, with a writing workshop in the afternoon. At that event, the library will launch Community Novel, a year-long endeavor
- Painting of the children's room has been postponed to October or early November. Rosemary Wells can't come to paint the doors, so decals of Wells' characters Max and Ruby will be affixed to the doors instead. Paint colors used will be those from the tops of the stools—brown, green, orange, yellow and blue with a neutral gray for office and bathroom doors.
- Amy found a table trolley she'd like to order; the purchase was approved at a previous meeting.
- Story Time schedule will change a bit. Most branches schedule Story Time three months on and three months off. Modesto does six weeks on and two weeks off. The whole system will switch to Modesto's schedule, with the two-week breaks staggered throughout the system so a parent can find a library somewhere in the system with a scheduled Story Time almost any week. There **will** be a four-week break during June/July to allow staff to focus on programming (Day of Play, interactive programs other than Story Time, and activities for the entire family and not just the younger kids). Anne noted that summertime is an important time to reach kids; unfortunately staff can only be spread so thin. This schedule will allow staff to go to schools in late April to advertise the summer reading program, do book talks, and have schools come to the library for tours.

Presidents' Report: Judy Pierce and Anne Britton

- Judy: Sarah Stevenson's June book launch was well-attended; her books are selling in The Little Shop.
- Anne: Ross Dress for Less gave FOML a \$1000 check. The company chooses a charity to which to make a donation when it opens a store; it is presently focusing on libraries.

- Anne: Our “regular” Scholastic book fair will be held Nov. 13, 14, and 16. As usual, the fall book fair offers newer books at full price. We will ask local agencies to create wish lists. Anne will solicit volunteers soon. We hope dittos will print the flyers again.
- Judy: She and her son have spent about 20 hours trying to get MS Office 2010 loaded on the laptop donated to TLS—with no success. She will ask someone at the library to look at it next.
- Anne: The last newsletter got lots of praise. Susan Windemuth is now responsible for the layout and is doing a great job.

Membership Report: Ellen Dambrosio

- 92 of our 131 2012 members have renewed (71%)
- 32 of our 2012 members have not renewed in 2013
- 55 new memberships or memberships of lapsed members have been processed for 2013
- Measure T mailing to 395 addresses yielded 21 new members so far and well over \$1000
- Total membership in 2013 stands at 147, just shy of my goal of 150

Fundraising Report: Ellen Dambrosio

- The next Uno Doughrai\$er is scheduled for Oct. 20-26, 2013. Let’s get the word out. Tracey, manager, will advertise our event on Uno's Facebook page, send a message to Facebook friends, and post a sign in the restaurant up until the event begins. Judy will post a sign and tickets around the library. An article was included in our fall newsletter. I’ll send an email the first week of October. No USPS letters will be mailed.
- Haven Women's Center, a nonprofit organization that helps victims of domestic violence and their families, will receive the coins from Vintage Faire Mall's various fountains in the coming year, not FOML. But, on the bright side, Janice Curtin, senior marketing manager, did apply for a \$500 grant on our behalf. No word on that yet.
- Vintage Faire Mall Christmas tree decoration is coming up soon. I'll send an email to members to try to find a volunteer(s) to organize the making and hanging of the decorations. It could be worth \$500 to us. We could have two people: one to organize the making and hanging of decorations and another to “get the vote out.” Our new TLS volunteer, Elizabeth Lucero, said she could do the online part. She says people are moving away from Facebook but may still have inactive accounts they could use to vote.
- New member Steve Collins has a golf book collection of nearly 400 titles he is donating to us/the library. Mike Leamy, nonfiction collection development librarian, is selecting titles he wants to add to the collection. We will receive what remains and try to earn some money from them. Elizabeth suggested posting a list of the books online to see if we attract any buyers. Maybe she will consider selling them online. Can The Little Shop sell them?
- Raley’s bag reuse program is now donating money to local libraries. Judy will look into whether they may also donate to Friends organizations.

Little Shop Report: Kristine Ezovski

First, Kathy reported that Kristine has taken over for Teyr, who accepted a full-time job and subsequently could not spend as much time at TLS.

- Kristine has ordered Book-a-Day calendars for 2014
- Kristine posted flyers asking for volunteers and got many responses.
- One new volunteer, Elizabeth Lucero, is taking a permanent Saturday morning shift. She thinks she will be able to take over the online duties Stella has been performing. Stella recently accepted a full-time job and would prefer someone else take on her FOML duties.

- Net income for the quarter increased because TLS is open so many more hours now.

The Little Shop Profit & Loss For Period Covering 06/01/2013 to 08/31/2013

Revenues

Income

Sales \$419.41

Total Revenue \$419.41

Expenses

Expenses

For FOML \$106.00

Merchandise \$109.81

Office Supplies \$11.71

Total Expenses \$227.52

Net income for Period \$191.89

Treasurer's Report:

Jonaca submitted her report (attached at end of minutes) but was unable to attend the meeting Anne added to Jonaca's submission the Bank of America balance of \$3,648.86. She noted that even if we spend all that we budgeted this year, we will have a nice cushion remaining.

New Business

Nominating Committee: Anne

Anne and Judy are both stepping down from their co-president positions. No one volunteered at the meeting to serve on the nominating committee; Anne will continue to seek volunteers.

Annual Meeting: Barbara

A discussion of possible speakers yielded the following list: Colleen Bare; the State Theater's film society; Tom Changnon; Melanie Wyatt of YES Company; poets Sam Pierstorff and Gillian Wegener. We can't hold the meeting in the library if we want to serve wine and food as we did last year but we pretty much maxed out the Bee's conference room. Maybe we can consider the Petersen Event Center downtown. *Did we decide which speaker or venue to pursue first?*

Web/social media presence: Anne

We need someone to take over webmaster duties, Facebook, etc. Elizabeth is willing to do this. Kathy will introduce her to Stella.

Halloween Party: Judy for Sully

Sully is organizing this event. She will use leftover prizes from the Summer Reading Program and distribute them at five areas along the parade route. Tickets and bags will be given to children as they enter the auditorium. Gift cards from Barnes & Noble and TLS will be raffle prizes. Cookies will be distributed. The Foundation will again provide \$100 to support this function. Sully needs six volunteers. Those who agreed to help include Anne, Joan, Kathy, and Sully. Kristine will get someone from TLS. Someone suggested Jonaca has helped in the past, so might again this year.

Old Business

Christmas Tree

Discussed earlier in meeting.

Possible Fundraisers

Kristine has a TLS volunteer who may have some ideas. Consider posting the list of Steve's golf books on FOML's home page and see if anyone wants to buy some. Maybe Amy can send an email to library staff offering the opportunity to participate in the scrip programs.

Organizational Review

Anne added Susan Windemuth to the list of FOML contacts. Anne suggested we forward to Susan any "thank yous" and "good jobs" we hear about the newsletter.

Calendar Review

Oct. 20-26 – National Friends of Libraries Week

We have recruited a number of book fair volunteers while staffing a table in the library during FOL weeks past. Anne will call Joanne Smith to see if she will coordinate staffing this year as she did last year. This is also the week of our Uno fundraiser.

Oct. 30 – Halloween Party

Nov. 13, 14, 16 – Scholastic Book Fair

Oct. 12 – All Kids Craft Fair

Discussed setting up an FOML table at the event.

Announcements

Anne: She will be asking for volunteers to help put book plates in books—maybe two people.

Kristine: She will provide an email list of her active TLS volunteers.

Judy: The LOVE Modesto group now has a website where we can post information about our organization. What do we want to ask for help with? Judy will look into it.

Next Meeting

Board of Directors, December 4, 2013, 6:30 PM

Adjourn

The meeting was adjourned at 8:33 PM.

Respectfully submitted December 4, 2013

Ellen Dambrosio

(Attachments on following pages)

FRIENDS OF THE MODESTO LIBRARY FINANCIAL STATEMENT
from June 1, 2013 to August 23, 2013

Expenses

County Fair Book Give-Away	200.00
Save Stanislaus Libraries	3,000.00
Postage	69.00
Mailing Labels	66.17
Hartford Insurance	500.00
TOTAL	3,835.17

(Postage - paid by mall credit card	115.00)
(Postage - paid by B of A debit card	46.00)

Income

Memberships	1,280.00
Donations	231.00
Youth Book Sale	65.95
Raley's	209.26
SaveMart	491.67
Script	26.78
Uno Grill	31.04
Ross Donation	1,000.00
TOTAL	3,335.70

(PayPal	775.00)
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FOML Checking Account

Beginning Balance	25,758.50
Deposits	3,335.70
Withdrawals	(3,835.17)
Ending Balance	25,259.03

FOML Savings Account

Beginning Balance	1,283.24
Interest	.03
Peti Taylor Fund	423.60
Ending Balance	1,706.87

BofA Ending Balance as of 8/27/13

3,648.86

TOTAL FOML ASSETS

\$31,389.76

Summer Reading for Adults 2013

Hi all,

Once again, thanks for your help with the summer reading program for Adults. Overall our numbers are down, but some branches had great participation.

	CER	DEN	EMP	HUG	KEY	MOD	NEW	OAK	PAT	RIV	SAL	TUR	WAT	Totals
2010	272	37	4	14	13	48	11	10	10	154	162	98	379	1212
2011	446	87	43	0	4	119	154	586	51	90	171	25	247	2023
2012	193	83	75	16	5	298	103	43	232	122	202	24	293	1689
2013	80	50	23	158	27	155	29	128	97	101	121	356	166	1491

Winners:

\$100 Amazon gift card went to Hughson customer

\$100 Amazon gift card went to Turlock customer

iPad went to Turlock customer

Samsung Galaxy Tablet went to Ceres customer

Diane

(Reading Ashen Winter by Mike Mullin

Listening to The Silver Star by Jeannette Walls)

Summer Program Attendance

Children's May 13

May 5th Star wars day - 48 attendees

May 8th Dinner Theater -73 attendees

May 11th Shakespeare for all Modesto -100 attendees

Children's June 13

Teddy Bear sleep over – 23 attendees

Tween Aiplane program – 52 attendees

Magician Timothy James – 320 attendees

Day of play – 350 attendees

Children's July 13

Python Ron 2 shows – 330 attendees

Dave the Horn Guy – 97 attendees

ST Craft – 84 attendees

Giant Game Day (tween) – 30 attendees

Coming up ...

October 12 – All Kids Craft Fair – Sign ups run through Sept 30, 2013.

14 Sept 1 p.m. – Ballet Folklorico will perform

17/18 Sept after Story Time – Fall Leaf Craft

21 Sept – Local Author Fair 9 – 12 (Portico)
1 p.m. Family Legacy Writing Workshop

28 Sept – 12:30 Scrapbooking Fun

Community Novel - advertising will begin in September at Local Author Fair

Reference May 13

Senior Awareness Day – 107 attendees

Caregiver College – Medicare 101 – 23 attendees

6 computer classes – 47 attendees

Reference June 13

Caregiver College - Healthy Living - 11 attendees

Scrapbooking – 5 attendees

6 computer classes – 35 attendees

Reference July 13

College Prep & Stress – 8 attendees

Scrapbooking – 27 attendees

Summer Reading 2013 stats

Modesto TCX – 5,352 system 12,847

Mod Increase of 1,828 system 2,278

Teens 395 – participated – Modesto

Adults – 155 participated – Modesto

Summer Reading 2013 Percentage Completion

Branch	Participated	Finished Wk1	Finished Wk2	Finished Wk3	Finished Wk4	% Finished
Ceres	148	50	46	42	39	26.40%
Denair	39	12	11	9	8	20.50%
Empire	40	20	16	18	14	35.00%
Hughson	46	14	10	11	5	10.80%
Keyes	64	11	11	8	6	9.30%
Modesto	395	113	85	67	81	20.50%
Newman	51	22	18	20	13	25.40%
Oakdale	76	26	24	28	18	23.60%
Patterson	103	47	37	17	20	19.40%
Riverbank	148	42	44	47	38	25.60%
Salida	159	66	37	40	40	25.20%
Turlock	247	96	79	75	58	23.50%
Waterford	74	65	23	36	20	27.00%
Total	1590	584	441	418	360	22.60%

Summer Reading 2013 Statistics

Summer Reading 2013 Statistics

Number of participants (Measured by number of reading logs distributed. 2003 was first year to allow repeats.)

	CER	DEN	EMP	HUG	KEY	NEW	OAK	PAT	RIV	SAL	TUR	WAT	TCX	Total
2003	562	204	259	153	200	200	302	400	300	983	837	460	1422	6282
2004	425	192	69	172	100	235	422	353	266	626	611	335	3713	7519
2005	304	159	186	181	129	175	238	350	298	677	491	328	2300	5814
2006	279	159	106	83	154	175	338	325	253	846	597	489	2626	6430
2007	332	152	218	173	119	264	335	424	321	816	812	369	2744	7079
2008	363	129	276	168	81	230	368	423	402	1289	858	337	3123	8046
2009	571	159	271	220	96	270	396	484	444	1298	1181	310	3725	9,423
2010	476	179	108	158	350	205	540	276	443	1,040	1,274	350	3675	9,062
2011	763	183	118	150	248	141	696	720	442	980	1,231	540	3,200	9,412
2012	750	225	135	215	277	298	600	750	567	1,223	1,540	465	3,524	10,569
2013/0-8	464	118	98	150	107	227	450	704	317	762	969	347	3,476	8,193
2013TW	246	87	45	150	119	179	236	307	157	618	540	94	1,876	4,654
2013To	710	205	143	300	226	406	686	1,011	474	1,380	1,509	441	5,352	12,847

Total Prizes Used

	CER	DEN	EMP	HUG	KEY	NEW	OAK	PAT	RIV	SAL	TUR	WAT	TCX	Total
2003	1142	427	432	130	306	295	404	1017	462	1354	1494	823	4642	12928
2004	570	271	132	275	158	388	745	661	456	1160	1235	613	4622	11286
2005	499	299	399	337	217	427	538	525	426	1473	977	519	6299	12935
2006	697	232	361	477	260	455	659	852	616	2217	1676	794	4881	14397
2007	786	257	447	424	236	473	1047	782	924	2543	1955	812	5991	16,264
2008	708	201	441	355	238	511	760	756	972	2590	1919	563	4771	14,785
2009	818	321	566	594	194	803	801	792	738	2324	2366	614	6098	17,321
2010	1050	176	188	230	476	333	867	647	577	1904	2699	550	4769	14,495
2011	1,067	244	172	196	409	479	1,006	992	677	2,129	2,399	428	4,742	14,940
2012	1,270	373	251	293	596	534	1009	1162	792	2265	2514	467	5,321	16,847
2013/0-8	930	245	99	205	147	367	820	836	345	1,400	1,557	286	3,001	10,238
2013TW	348	62	19	193	128	126	296	432	142	891	498	136	1,318	4,589
2013To	1,278	307	118	398	275	493	1,116	1,268	487	2,291	2,055	422	4,319	14,827

Approximately **8,193** children ages 0 – 8, and **4,654** tweens ages 9 – 12 participated in Summer Reading 2013. **10,238** prizes were awarded @ 20 minutes of reading x 7 days = 140 minutes of reading per week per prize 10,238 x 140 = **1,433,320** minutes of reading for SR2013 (**23,889** hours of reading for SR 2013). With **4,654** tween participants, **1,530** game cards were returned @ 9 hours of activity/card = **13,767** hours, for 3 prizes per card, **4,589** prizes total. First year to do separate tween program. Total of **12,847** participants and **14,827** prizes.

Summer Reading 2013 Final Statistics

September 4, 2013