

**FRIENDS OF THE MODESTO LIBRARY  
MINUTES OF THE MEETING OF THE BOARD OF DIRECTORS  
3 March 2010**

The Annual Membership Meeting began at 7:00 p.m. with a performance by the YES Company Ambassadors, who presented lively show tune numbers. The meeting began thereafter at 7:30 p.m., also in the auditorium of the Modesto Library.

**ATTENDANCE**

Present: Board Members Stella Beratlis, Jonaca Driscoll, Joan Patterson, Ellen Dambrosio, Barbara Quinn, and Anne Britton; also Library Manager Charles Teval; and membership that included past president Mark Heinzinger, Joanne Meinhardt, and Susan Novak.

**MINUTES**

On a motion by Barbara, seconded by Ellen the minutes of the Dec. 2, 2009 meeting were approved as corrected.

**TREASURER’S REPORT – Jonaca Driscoll**

Jonaca Driscoll reported the following assets as of March 1, 2010:

Savings	\$1282.92
Checking	<u>3910.99</u>
Total	\$5193.83

Peti Taylor CD	\$1690.01 [Maturing 4/2/10= \$1717.82]
“ “ Checking	<u>55.00</u>
Total	\$1745.01 [\$1771.82 at Maturity]

**Expenditures** since the last meeting include:

Funds to Library for replacement DVDS	\$1500.00
Little Shop Donations	550.00
ALTAFF membership (FOLUSA)	40.00
Postmaster	35.20
Adult Programs	<u>100.00</u>
Total	\$2225.20

**Income** since the last meeting include:

Memberships	\$ 780.00
Donations	\$ 794.78
Savemart proceeds	\$ 136.14
Raley’s proceeds	<u>\$ 196.36</u>
<b>Total</b>	<b>\$1907.28</b>

## **LIBRARIAN'S REPORT – Charles Teval**

Charles Teval reported on a number of issues after thanking the Friends for their continuing support for the library.

The library will no longer use mail for courtesy notifications that materials are being held for people. Notices will be by email or telephone using automated systems to reduce cost of postage and staff time.

Upcoming events include the next Book Discussion session March 17<sup>th</sup>, which will have *The Namesake* by Jhumpa Lahiri as the topic. At 6:30 p.m. on the fourth Wednesday of each month through May the Stanislaus County Library and Community Hospice will be presenting a series of five presentations for family caregivers in the Modesto Library Auditorium. Refreshments will be provided. Contact to register or for more information is 558-7814.

A reading program offered by *In 'n Out Burger* for children is beginning soon. Coupons for a free burger will be given to children who bring a list to the library of 5 books they have read.

A program by *Dan Chan the Magic Man* will be presented on March 27<sup>th</sup> with funding through the Aileen T. Gisler bequest.

The “mushroom” seats have been placed in the Children’s room around Ryan’s Tree and appear to be a big hit with the little ones.

Staff reports that the Little Shop has drawn a lot interest and inquiry about when it will be open.

Charles presented a request for funding for 2010/2011 and asked that a response be returned by April. Also, in consultation with Stella, this year’s request for new shelving has been cancelled because the current library funding situation has changed request priorities. The new funding request included staff suggestions on how to use the remaining Peti Taylor funds, in the event that the Friends decide to extinguish the funds.

## **PRESIDENT'S REPORT – Stella Beratlis**

Thanks again to our active board and many non-board individuals who came together to support the Friends of the Modesto Library. Working together with a vision of providing even greater support for the Modesto Library, we were able to achieve a great number of good things. This past year, we:

- Opened the Little Shop. Artist/designer Suzanne Staud transformed a vanilla office space into a unique, exciting place where you can find basic office supplies and original creations from local craftspeople and artists. A dedicated committee, led by Kathi Cohn, worked tirelessly from July through the end of the year to realize the vision of a retail outlet inside the library.

This was done on a miniscule budget, using all volunteer labor and used and/or donated materials, in an extremely compressed time period. We did it! A massive THANK YOU to everyone, especially those managers who are responsible for running the Little Shop: Peggy Gardiner, General Manager; Anne Holden, Staffing Coordinator; Ellen Meyer, Purchasing and Merchandising; and Suzanne Staud, Consignment Coordinator. Thank you to the committed volunteers who donate their time and energy on a regular basis to staff the shop. We couldn't do it without you—really!

- Our membership increased significantly due to increased word of mouth marketing surrounding the opening of the Little Shop.
- Thanks to the efforts of Anne Britton, the FOML made a total of approximately \$2,000 from two Scholastic book sales, with the help of a number of volunteers, most of whom worked at both sales.
- We donated over \$1000 worth of books to local nonprofits serving children and teens in the community through Wish List donations and credited volunteer hours at the book sales
- We have almost 500 fans on our Facebook page, meaning that we can send out notices and event announcements to that many of our “followers.”
- We received at least \$2,000 in donations from our loyal and ever-supportive members, much of that amount donated as start-up funds for the Little Shop.
- We co-sponsored a poetry workshop with teacher/writer Susan Wooldridge in April last year; and we are now a co-sponsoring of the Modesto Library Book Discussion group, which meets on the third Wednesday of each month.
- We held a very successful Halloween activity at the Modesto Library in partnership with the Stanislaus County Library Foundation. The event was coordinated by Anne Britton and featured a costume contest and trick or treating through the library.
- We were enrolled in several grocery card programs through the efforts of our Membership Coordinator, Ellen Dambrosio, which gave us an additional income stream.
- We found a wonderful ally in artist Suzanne Staud, who created a new logo for us and worked with us through several iterations until it was just right. Of course she also designed the Little Shop (see above) and worked her heart out in a very hands-on way over the summer to create a special space for the shop.

Thanks to everyone who made it possible to carry out our mission of supporting and advocating for the Modesto Library! The work we do really DOES matter.

### **MEMBERSHIP REPORT – ELLEN DAMBROSIO**

Ellen Dambrosio reported that so far there are 60 new or renewal memberships, with an additional 37 who have received renewal notices but not yet responded. Dues of \$1250 and donations of \$755 have been received for 2010.

In addition the total income from grocery cards for Raley's and Save Mart since July is \$507.25. Use is increasing. The last reporting of the grocery receipts was in December when about \$150 has been generated. The cards are available in the Little Shop and are beginning to bring in a steady return. Ideas for expanding the card distribution were discussed and included having them available at the upcoming book sales.

Ellen recently distributed letters to volunteers at the Modesto Library inviting them to join the Friends and is hoping for new members through this avenue.

### **LITTLE SHOP REPORT – Peggy Gardiner**

Stella read from Manager Peggy Gardiner's report on the operation of the shop as Peggy was unable to attend. Her information included:

- Gross sales October through February totaled \$2076.23. Consignor payments for that period reached \$606.38, so those items are selling well for a new shop.
- Hours were changed in February to exchange some afternoons for mornings, which has increased visits to the Little Shop. The March schedule will be 10:30-1:00 on Tuesday through Thursday and Saturday 10:30-4:30. The Monday schedule varies slightly with some morning hours and some afternoon hours on different dates. The shop is closed Fridays and of course on Sundays when the Library is closed.
- The Little Shop is now offering gift certificates in any denomination.
- Weekday shifts for volunteer staff when the store is open are 2.5 hours instead of 3 hours long.
- There is a possibility of having some kind of presence at the Farmers Market when it opens in May.
- Several new Friends memberships have come through visitors to the Little Shop.
- Consignment policies continue to be tweaked and now include a 60 day contract period. Items not sold at that time must be picked up or marked down to then stay a further 30 day period. Holiday items should be brought in at least six weeks prior to the holiday.
- Two new local authors have added their works on consignment: Linda Knoll whose books are for children and Charlie Crane whose autobiographical book was recently featured in a large article in the Modesto Bee [Sunday, Feb. 28, 2010].
- Author Linda Knoll may do a book signing at the Little Shop on the evening of the next Art Walk.

Peggy reminds us that, though the Little Shop's revenue may seem small, it is yet a young business. And – and any money we are making is more than what we made with no shop!

After the report was read the Board discussed possible solutions to ongoing staffing issues at the Little Shop that could prevent “no-show” situations which leave the shop unexpectedly closed even though the posted hours say the shop should be open.

The Board expressed their pleasure with the growing success of the Little Shop and their appreciation of the volunteer managers.

### **ELECTION OF OFFICERS**

Before announcing the slate of candidates presented by the nominating committee, Stella announced that Secretary Tracy Sahn has moved out of the County to take a new job and so has resigned from the Board. No nominations were made from the floor. On a motion by Ellen, seconded by Jonaca the following officers were duly elected to the Board of Directors:

- President                      Stella Beratlis
- Vice President                Joan Patterson
- Secretary                      Anne Britton
- Treasurer                      Jonaca Driscoll
- Ellen Dambrosio will continue to serve as a Director of the Board in charge of Membership.
- Barbara Quinn will continue to serve as a Director of the Board in charge of Activities.

Peggy Gardiner will continue to serve as Manager of the Little Shop, although she declined to remain on the Board of Directors.

### **OTHER DISCUSSION TOPICS**

- Joan noted that the Stanislaus Library Foundation is sponsoring an Author Spotlight by Christie Phillips at the Salida Library on March 20, 2010 at 2:00 p.m.
- A special meeting of the Board will be called for later this month to consider the funding request presented by Charles at this evening’s meeting.
- A joint meeting of all Friends/Advisory/Foundation groups is set for March 13, 2010.

The meeting adjourned at approximately 8:45 p.m. **The next regular meeting will be 6:30 p.m. on June 2, 2010 in the conference room.** Agenda items meeting have not been set.

Dated: March 16, 2010      Respectfully submitted,

Anne Britton, Secretary