

**FRIENDS OF THE MODESTO LIBRARY
MINUTES OF THE MEETING OF THE BOARD OF DIRECTORS
Draft Minutes**

September 2, 2009

MEETING

The meeting was called to order at 6:30 p.m. in the Conference Room of the Modesto Library.

ATTENDANCE

Present: Stella Beratlis, Tracy Sahn, Joan Patterson, Jonaca Driscoll, Anne Britton, Ellen Dambrosio, Barbara Quinn, Charles Teval

Absent: Peggy Gardiner

OLD BUSINESS

July 27th minutes approved.

President's Report:

1. International Festival on October 3rd. The library booth is looking for volunteers
2. Craft Fair will be held October 10th. Last year FOML coordinated volunteers. No word yet on this year.
3. New Friends of Modesto Library Logo chosen, designed by local artist Suzanne Staud.
4. A grant request has been submitted to Modesto Rotary for Early Literacy Stations in the Children's Dept.

Treasurer's Report:

1. 2009/2010 Budget approved (see Attachment 1)
2. Peti Taylor account is almost gone. Should we continue to fund the account or merge it with the FOML account? We will revisit in December.

Librarian's Report:

1. Library self-checkout is up and running.
2. Library is collaborating with Modesto Symphony to promote the Spooktacular this year. There is a coloring contest being sponsored by the library; the winner will be on the Spooktacular program cover.
3. Upcoming adult programming includes 9/19 Medicare, 9/23 National Parks miniseries preview, 9/23 Library Book Club, 9/29 Investing. At the Salida branch, there will be a 2-part genealogy workshop.
4. Library is joining the 3rd Thursday Art Walk. Suzanne Staud will be featured artist in October.

Membership Report:

As of September 2, 2009:

We have 69 memberships paid through 2009.

Student (\$5):	4
Individual (\$15):	33
Family (\$25):	30
Business (\$100):	1
Patron (\$200):	1

We have 16 memberships that have expired in 2009. All have been sent reminder letters by email or postal mail. Ellen sent grocery fundraiser information to expired members and again encouraged them to rejoin.

Individual:	3
Family:	13

Money Received From Active Members

- We have received \$1545 in membership dues from members who are currently active. This includes those who paid the new rates for the 2009 calendar year as well as the few remaining who paid in 2008 and are still paid up through some point in 2009.
- We have received \$449.34 in donations from these same people in addition to their membership dues.
- Total=\$1994.34

NEW BUSINESS

Little Shop:

1. Needs money to fund its bank account. FOML Board has already donated \$2050. Any further amount will have to be approved.
2. Shop volunteers will be library volunteers.
3. Business Plan of Little Shop is Attachment 2.

Halloween Event at Modesto Library:

1. Foundation will support event and will supply treats.
2. FOML will organize and staff event
3. Date of event will be 10/31, Saturday. Time of event TBD. There was discussion regarding the timing relative to both the Farmer's Market and the Symphony Spooktacular.

\$32 was approved to pay for new children's puppet, which will be used for the new marketing plan of the Children's Library. Stella Beratlis will be reimbursed the cost of this expense.

Scholastic Book Sale:

1. Will be held Nov 12-14. Setup will be the morning of Nov 12th.
2. Volunteers will be solicited by Anne.

Meeting was adjourned at 8:24pm.

Dated: September 11, 2009

Respectfully submitted,

Tracy Sahn, Secretary

Attachment 1
2009-2010 BUDGET--FRIENDS OF THE MODESTO LIBRARY

Line	Revenue	Program or Project
1	Book Sales	2,000
2	Membership Dues	1,400
3	Donations	400
4	Corporate contributions	500
5	Endowment	0
6	Interest income	0
7	Other	0
8	Gift Store Revenues	4,000
9	Total	\$8,300
10	In-kind	\$1,067
11	Total Revenue	\$9,367
Line	Expenses	General
12	PO Box	45
13	Postage	250
14	Secretary of State	20
15	Name Tags	35
16	Membership	40
17	Scrapbook	50
18	Marketing and advertising	100
19	Gift Store Startup	2,050
20	Refreshments	65

Gift Store Items	
Locks	350

21	Supplies	240
22	To Library Programs	4,000
23	Miscellaneous	20
24	To Reserves	1,385
25	Subtotal	\$8,300
26	Total	\$8,300
27	In-kind	
28	Newsletter Printing	780
29	Book Sale Flyer Printing	150
30	Coffee Service	50
31	2 Posters	50
32	25 Color Flyers	37
33	Total In-kind	\$1,067
34	Total Expenses	\$9,367
35	Revenue over Expenses	\$0

Signage	500
Painting	200
Merchandise/Inventory	1000
Total	2050

NOTES

Line 4: Corporate contributions - donation from Ruby Slipper LLC DBA The Surf Apts.

Line 8: Gift Store Revenue--projected revenues, assuming profit of \$8.50 per hour, open 12 hrs/week for 40 weeks this year.

Line 24: To Reserves - if we make \$4000 in gift shop revenue this year, we'll have \$1385 beyond noted expenses. I earmarked it for reserves but can be diverted into other budget items, such as **Marketing & ads**

Attachment 2

**Friends of the Modesto Library Gift Shop
Business Plan Outline**

Mission

To augment funds raised by FOML in order to support programs and increase awareness of the Modesto Library.

Vision

To create a boutique style shop inside the Modesto Library that features supplies, new and unique reading-related gift items, works by local authors and crafters, select regifted items, and Modesto Library-branded items. A section will be reserved for select used books and best sellers.

GOALS

1. FINANCIAL

GOAL: To raise funds in support of the mission of the Friends of the Modesto Library

Objectives:

- Increase annual FOML donation to Modesto Library by 25% within first year of store operation, extra increase to total \$1000.

Activities:

1. Sell items in gift shop.
 2. Make financial donation opportunities available in library shop to all customers.
 3. Member of FOML (or team) to be responsible for staffing and management of the shop, or shall be responsible for delegating key responsibilities to qualified personnel.
 4. Audit gift shop finances annually.
 5. Create a volunteer FOML team to write a minimum of two proposals annually to apply to local, regional and national foundations to underwrite the cost of the shop development and continued growth as applicable.
 6. Add grocery store incentive support to augment store revenue stream.
- Become a self-supporting entity within first two years

Activities:

1. Reimburse FOML reserves for all funds utilized to launch shop project in year one.
2. Build and maintain appropriate budget (or specific dollar figure??) for shop inventory orders
3. Augment FOML volunteer staffing in shop by 20% with local youth in training programs both paid and unpaid
4. Secure a minimum of 1-3 local service clubs to "Adopt-A-Month" of the shop revenue (or profit) as a matching grant.

2. COMMUNITY INVOLVEMENT/AWARENESS

GOAL: To increase participation in FOML and increase awareness of the Modesto Library.

Objectives:

- Increase FOML membership by 20% in the first year of shop operation.

Activities:

1. Solicit new Friends members via library shop customers using posters, informational brochures, and word of mouth.
2. Tie FOML membership drive into special promotions in shop.
3. Provide merchandise discount to all FOML members in shop.

- Increase shop patronage by 5% after first-year baseline is established.

Activities:

1. Publicize library programs and services in the gift shop.
2. Include library programs and services in gift shop advertising.
3. Solicit gift shop volunteers using local resources including United Way, etc.
4. Post flyers for gift shop in at least 15 local businesses
5. Increase number of FOML Facebook "fans" to 300 (currently at 132) and send monthly gift shop/FOML updates to fans.
6. Create page on FOML website for gift shop.