**Friends of Beatley Library - Minutes**

August 3, 2015



**Attendees:**

Chuck Ziegler, VP Advocacy

Laura Kopelson, VP Membership

Nancy Blanton, VP Book Sales

Patty Steelman, Book Sale Committee

Stuart Lamson, Treasurer

Richard Steelman

Kenneth Banks

Cindy Thornley, Manager, Beatley Central Library

Rebecca Hughes, Secretary

Gary Hacker, Book Committee

Gail Gardener

Annabelle Reitman, Book Sale Committee

7:05 pm meeting called to order by Chuck Ziegler

* Introductions
* **MOTION**: Approval of July minutes (passed)
  + **Approved with following amendments**:
    - **Second page** – mural protection action item added for Cindy
    - **Book sale** – all sorting volunteers agreed to have email and phone distributed to other volunteers
    - **Amended w/Chuck’s comments (via email)**
* **ACTION ITEM:** Patty Steelman add to email distribution list (Rebecca)
* **ACTION ITEM:** Standardize titles used in minutes “Attendees” section for consistency - use VP titles vs. ‘lead’ (Rebecca)
* Reports:
* **Staff Remarks (Cindy)**
* Key statistics reports: Door count for July 27,179
* Passport soft rollout initiated:
  + Only on State Dept. website as of today
  + Will not use appointments (first-come, first served)
  + $25 fee – check or money order \*only\* by requirement of DoS
  + New applications only – no renewals
  + Photos for passports will be considered for the future (*not action item*)
* NEW – Gale online courses: non-credit free courses for library card holders, new each month
* Test proctoring: we’ve been doing this for a long time but has been in pilot… for $35, you can request a proctor for whatever type of test you’re delivering (drivers test is excluded)
* DVD series box sets: entire set offered now for borrowing BUT, if 1 disk is lost and can’t be replaced, the borrower is responsible for the cost of the entire set
* 2015 Fall Festival update: featured talent incl. Jamie Turner, Dave Miller jazz band, Steelpan Jam, Glitter Tattoo artist, food trucks (Rocklands BBQ, Pop’d, Megrolls, etc.)…maybe photo booth
* Amazon.com – Smile! : access Amazon.com via the Library website, and a portion of your purchase proceeds will be automatically donated to the library! ([www.smile.Amazon.com](http://www.smile.Amazon.com))
* **ACTION ITEM:** Rebecca to send Cindy name of photobooth vendor for consideration for Fall Fest
* **ACTION ITEM:** send electronic copy of Staff report monthly (Cindy)
  + **Book Sale (Nancy)**
  + xxx
* **Advocacy Update (Chuck)**
* Requesting meeting with Anton and Cindy to move to photos and links to advocacy flyer
* Push for more engagement with local press
* Article in WashPo regarding Silver Spring library architecture – libraries should be functional, and librarians need the first input on how it’s designed.
* Action item completed: video final copy delivered by Ian to Richard
  + **Membership Update (Laura)**
  + Beginning July, 6 memberships sent for renewal, 10 received (!)
  + On track for September; October is biggest renewal month due to book sale tie-in
  + Membership ad-hoc meeting:
    - Kenneth Banks and Dar Davis joined Laura for membership discussion
    - Presence at open house and author’s day (9/26-27); book sale opening night check-in table staff needed as well
    - National Friends of Libraries week Oct. 18-24 – consider having a promotion that week, such as bookmarks, tent cards, table, etc. more visible membership efforts
    - Need simpler membership flyer & incorporate Friends logo, use on all print materials … contact point, examples, FB page, etc. highlighted
    - Catch-phrases “That’s what Friends are for”
    - New membership category suggested for ‘lifetime’ member “Best Friend Forever”
    - Recommend participation in Farmer’s Market
    - Recommend participation in “Paws” (pet) events
    - Recommend to ask for donation, vs. price books at $1
    - Recommend to encourage volunteers by soliciting for specific events, specific tasks, etc. instead of ‘general’ volunteer call
    - **ACTION ITEM**: “Volunteer Wishlist” with specific asks, to be drafted for membership at large, vs. Friends (Chuck)
* **Finance Update (Stuart)**
  + No new Finance update, due to focus on taxes
  + Taxes update:
    - Met with volunteer tax prep to assist with preparation
    - Used past president’s guidelines & met with HR Block (pro-bono advice), using 990EZ form
    - **ACTION ITEM**: Stuart and Chuck to meet at 7pm Wed, 8/5 to review tax prep; taxes due to be submitted on or by 8/15
  + Cindy delivered flash sale proceeds of $189.95
* **Book Sale Update (Nancy)**
  + - Children’s book sale netted ~$300; thank you’s to Patty and Richard
  + Sorting:
    - New volunteer, Dar Davis, also supporting Laura with membership
    - Stephanie Collins set up new database for tracking antique books; up to date to end July
  + Chris Todd book re-sale:
    - Taken books as of end July
    - Listed all books taken online, w/Amazon and direct listing for fulfillment
    - 1838 Dickens early edition - $1495 set (incomplete), Friends will get 50%
    - Books not in condition to sell that would’ve gone to recycle netted $56
    - Beatley Friends books are coded in online listing for verification/management
    - **ACTION ITEM**: Nancy to provide Friends with code for reference
  + Randy Jennings book re-sale:
    - Additional book sales: >$700 for 6 weeks
    - Has found books in recycle bin that were successfully pulled and sold
  + October remainders: pick-ups arranged, and will use similar process to April
  + Fall Festival and Author’s weekend: will both need support for booksale
    - Annabelle has volunteered to assist Nancy for Fall Fest/Author’s event weekend
    - More volunteers needed
    - **ACTION ITEM**: CDs/DVDs/Books flash sale of over-stock items at Fall Festival weekend; consider to set up in breezeway
  + **Wrap-up Comments (All)**
  + NEXT FRIENDS MEETING IS TUESDAY, SEPTEMBER 8th, 7pm
  + **ACTION ITEM**: ALL: Review minutes for assigned action items and be ready with updates

Adjournment 8:25 pm

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| **Item** | **Date Created** | **Action Item** | **Assigned To** | **Planned Completion** | **Status** |
| 10614.2 | 10/6/14 | Library Fall Festival was scheduled on Yom Kippur this year – need to raise awareness to not support/endorse programs scheduled on major holidays | Exec Committee to raise w/Staff | 12/31/14 | Open |
| 10614.5 | 10/6/14 | Betty requests transparent ‘corner bumpers’ to protect newly-painted corners – needs discussion | Exec Committee to raise w/Staff | 12/31/14 | Open |
| 10614.9 | 10/6/14 | Fundraising Committee to be started | Exec Committee | 1/31/15 | Open |
| 10614.10 | 10/6/14 | Carol will photograph auction books for social promotion before put in case | Carol | 12/31/14 | Open |
| 10.614.11 | 10/6/14 | Invite Jessica to future meeting to discuss options for expanding (silent auction) | Exec Committee | 12/31/14 | Open |
| 10614.12 | 10/6/14 | Group consensus to investigate multi-year membership, lifetime membership options (amended 11/3: include discussion of increased Friends fee & tiered fees; paypal on website) | Exec Committee w/ Friends | 12/31/14 | Open |
| 11314.5 | 11/3/14 | Create a plan to increase teen attendance, e.g., start a book swap day, advertise to schools; leverage “re-use/recycle” theme | Booksale volunteers & Cindy/Renee | ongoing | Open |
| 11314.6 | 11/3/14 | Devise campaign to targetoutreach to local CCRC/Assisted Living facilities (see also Action Item 11314.7) | Gary & Annabelle | 2/28/15 | Open |
| 11314.7 | 11/3/14 | Monday AFTER sale set aside “Senior Hours” where books are all on tables, and none on the floor to ease their access & avoid conflict with time (see also Action Item 11314.6)  \*Nancy requests update for Fall sale | Gary, Annabelle, Betty | 3/30/15; revised to 9/7/15 | Open |
| 11314.9 | 11/3/14 | Carol to photograph and post the Silent Auction item for November – need to identify item | Betty, Carol | 11/14/14 | Open |
| 11314.10 | 11/3/14 | Discuss providing ability to accept Paypal for dues and donations – on Friends FB page, vs. setup a website, etc. (see also **Action Item #10614.12**) | Friends w/assist from Renee & Cindy | 1/31/15 | Open |
| 11314.11 | 11/3/14 | Establish a directory of Friends contact info – “opt out” email blast, to facilitate collaboration among the Friends | Nancy, Rebecca (cc: David) | 1/31/15 | Open |
| 11314.14 | 11/3/14 | Gary request to have stickers “Compliments of Beatley” for coffee table books distributed to local CCRC/Assisted Living facilities | Renee | 12/31/14 | Open |
| 011515.1 | 1/5/15 | Consider to solicit sponsorships for Teen Writing Program – e.g. car dealerships, restaurants, etc. | Cynthia | Ongoing | Open |
| 020215.1 | 2/2/15 | What is the cost of a plaque for meeting room | Cindy | 3/2/2015 | Open |
| 020215.1 | 2/2/15 | West End Market has reached out to Beatley requesting to have a “Holiday Market” indoors at Beatley – Cindy to follow up with Marketing leadership on their request | Cindy w/David | Ongoing | Open |
| 020215.1 | 2/2/15 | Working on by-laws, looking for assistance through Library, pro-bono | Cindy w/Chuck | 3/2/15 | In Process |
| 030215.4 | 3/2/15 | Cindy and Renee to discuss honoring Marjorie (e.g., plaque) | Cindy, Renee | 6/1/15 | Open |
| 030215.5 | 3/2/15 | Rebecca & Gina to come up with 1/3 cardstock “Join Us!” Friends Membership flyer by 3/10, to facilitate converting new volunteers to Friends members | Rebecca w/Gina | 3/9/15 | Open |
| 040815.1 | 4/8/15 | Post general photo of the book auction box/stand to the website for library and friends, with an update monthly what book is being auctioned (and min. bid, if applicable) | Carol & Library website POC (Cindy) | 6/2/15 | Open |
| 040815.2 | 4/8/15 | Create or have made a sign that is more visible to post with the book auction stand, to draw attention | Richard & Rebecca (tbd) | 6/2/15 | Open |
| 040815.3 | 4/8/15 | Work with staff to find location to move book auction box to more visible location in the flow of foot traffic | Cindy w/Staff | 6/2/15 | Open |
| 040815.4 | 4/8/15 | Cindy and staff to discuss the idea of Friends funding a grant/proposal writer on-demand to create better leverage of funds | Cindy w/Staff | 6/2/15 | Open |
| 050415.3 | 5/4/15 | Cindy to bring proposal for Friends funding of outreach to local Ethiopian and other ethnic communities | Cindy/Carol | 6/2/15 | Open |
| 050415.5 | 5/4/15 | Small reception to be held for Book Sale volunteers, funded by the Friends | Betty | 6/2/15 | Open |
| 060115.1 | 6/1/15 | Cindy to quote Friends on price and scope of 3D printer build-out process (due for July meeting) ; estimate is $550-1350 class fees. | Cindy | 7/6/15 | Open |
| 060115.2 | 6/1/15 | For July meeting, Cindy will provide a recap of what’s been funded, and what’s left, so the Friends can vote on the priorities and specific requests. | Cindy | 7/6/15 | Open |
| 060115.3 | 6/1/15 | Cindy will follow up on Children’s authors living in Alexandria, Marfay Feurgeson Delano, and Professor Elizabeth Clark Lewis. | Cindy | 7/6/15 | Open |
| 060115.6 | 6/1/15 | Work on the idea of a bi-monthly “info sheet” with strong visual appeal | Cindy, Rebecca, Gina | 8/3/15 | Open |
| 070615.1 | 7/6/15 | Suggest complete action item list as historical record, while moving Completed items to separate list to keep Minutes manageable. | Rebecca | 8/3/15 | Open |
| 070615.2 | 7/6/15 | Have a flash sale at Fall Festival & also feature the membership for Friends & promote the Nov. booksale | Nancy & Cindy | 8/3/15 | Open |
| 070615.4 | 7/6/15 | get an estimate for a new wall safe, bigger and easier to access than the current one, before we progress with the installation | Betty, w/Nancy & Cindy on-call | 8/3/15 | Open |
| 070615.6 | 7/6/15 | for Fall Festival, consider to bring in ‘characters’ and get photos in front of murals – with a hand-sign for “I’m a Friend of Beatley Library!” or similar, to create social media buzz | Cindy | 9/7/15 | Open |
| 070615.7 | 7/6/15 | Richard will talk to friends who are Master Gardeners to find out more about Alexandria Garden Club groups (Garden Club of Virginia local chapter?), to discuss options for the garden renovation and volunteer management | Richard | 9/7/15 | Open |
| 070615.8 | 7/6/15 | collect regular attendees email and phone for Friends’ activities involving ‘regular’ meeting attendees | Rebecca | 8/3/15 | Open |
| 070615.9 | 7/6/15 | add a Friends’ membership message for the Library main website | Chuck w/Cindy | 8/3/15 | Open |
| 070615.10 | 7/6/15 | set up Friends’ table for new sign-ups during Election voting period when many people are in the library | Kenneth w/Laura | 8/3/15 | Open |
| 080315.1 | 8/3/15 | Patty add to email distribution list | Rebecca | 9/8/15 | Open |
| 080315.2 | 8/3/15 | Standardize titles used in minutes “Attendees” section for consistency - use VP titles vs. ‘lead’ | Rebecca | 9/8/15 | Open |
| 080315.3 | 8/3/15 | Send Cindy name of photobooth vendor for consideration for Fall Fest | Rebecca | 9/8/15 | Open |
| 080315.4 | 8/3/15 | send electronic copy of Staff report monthly, for distribution | Cindy | 9/8/15 | Open |
| 080315.4 | 8/3/15 | Stuart and Chuck to meet at 7pm Wed, 8/5 to review tax prep | Stuart & Chuck | 8/5/15 | Open |
| 080315.5 | 8/3/15 | Nancy to provide Friends with code for reference | Nancy (to Chuck) | 9/8/15 | Open |
| 080315.6 | 8/3/15 | CDs/DVDs/Books flash sale of over-stock items at Fall Festival weekend; consider to set up in breezeway [also Membership will be represented] | Nancy/Book Sale Committee | 9/8/15 | Open |
| 080315.7 | 8/3/15 | Review minutes for assigned action items and be ready with updates | ALL | 9/8/15 | Open |