**Friends of Beatley Library - Minutes**

December 7, 2015

**Attendees:**

Chuck Ziegler, VP Advocacy

Laura Kopelson, VP Membership

Nancy Blanton, VP Book Sales

Richard Steelman, Book Sale Committee

Cindy Thornley, Manager, Beatley Central Library

Rebecca Hughes, Secretary

Gary Hacker, Book Committee

Kenneth Banks, Volunteer

Betty Guttman, Volunteer

Annabelle Reitman, Volunteer

Stuart Lamson, VP Finance, Treasurer

7:05 pm meeting called to order by Chuck Ziegler

* Introductions
* **MOTION**: Approved November minutes
* Reports:
* **Advocacy Update (Chuck)**
* Sent copy to the (new) Mayor and City Council a new copy of “The Library Supports…” to reinforce our positioning and messaging
* Kathleen Schloeder requested postponement of meeting on engagement with local businesses to expand funding sources, as they are working on 50-50-50 project. Chuck agreed to the postponement.
* Library Board meeting December 21st – discuss how best to proceed with advocacy and budgeting
* Justin Wilson (Council) will do “town hall” meeting in constituents’ living rooms; Chuck inquired to Cindy if it’s possible to invite Wilson to a Friends meeting
* Betty suggests to offer ALL the Council members to participate in a Friends’ meeting, if it’s not possible to have a single Council member/candidate speak to the group
* **ACTION ITEM:** Chuck and Betty to discuss Council participation in Friends’ meeting
* Eileen Bradley has been non-responsive to requests from Chuck to provide documents for legal incorporation of Friends of Beatley and by-laws, and to separate from the umbrella group of Library non-profits, therefore Friends propose to move forward without Eileen
  + **ACTION ITEM**: Betty to provide former Duncan contact information for attorney to finalize by-laws, and Richard to assist with research for selection of attorney to support the de-coupling from the Library non-profit group
  + **ACTION ITEM**: Betty will call Eileen to make a good-faith effort to obtain by-laws documentation and other legal documentation pending from turnover of leadership (2014)
* **Finance Update (Stuart)**
  + Handouts this week:
    - Fall Book Sale
      * Flash sale of DVDs – revenue included in Fall Book Sale revenue for continuity
      * Payments came in prior to Book Sale, Book Sale, and Remainders are all included in revenue – more remainders revenue coming in in December – will be adjusted accordingly
      * $21,638.01 including all proceeds and including Memberships
      * Gross revenue is $20,013.01
      * Net income after expenses: $19,078.82 (including cost to purchase tote bags)
    - Monthly revenue report
      * End of November, combined total funds available $62,680.91
      * Total uncommitted funds $58,120.00, including $15,000 contingency funds
      * Available funding to spend for library programs is $43,120.00
    - **ACTION ITEM**: there are marks and dings appearing in children’s area and wall murals – it’s imperative to expedite corner-covers – allocate funds from Children’s commitment
    - **ACTION ITEM**: with $43k (and increasing) to spend, we need new ideas to get that money spent! E.g., adult area redesign; garden furniture replacement; etc….
    - **MOTION**: unanimous approval to fund $100 to cover fees for professional tax accountant review of IRS statement
* **Book Sale Update (Chuck, on behalf of Nancy)**
  + Silent Auction raised $195 of signed copies of military memborabilia books
  + Teacher Appreciation Day participated, and 3 alexandria
  + December 17th Book Sale Committee will have an after-action meeting to review customer feedback survey obtained during the sale
  + **Social Media (Chuck, on behalf of Carol)**
  + Website [www.beatleyfriends.org](http://www.beatleyfriends.org) is up and running!
  + Photos and past minutes will be posted when received
  + Online credit card processing capability is still planned
  + 78 Facebook Friends

**Staff Report (Cindy):**

* Review staff report – customer count 25,478 with 51,845 items borrowed (circulation)
* Children’s programs – 60 programs with 1511 children and 1220 adults participating
* Tenative date for Fall Festival 2016 is Saturday, September 24th
* **MOTION**: approved to fund a block grant of $3000 to cover adult and youth services for a year of programs.
* New activity proposed: sponsor “Fall for the Book” book festival in conjunction with George Mason
  + Duncan Friends is funding $1000
  + Request $1000 from Beatley will fund a sponsorship level to get the Library’s name out, and to increase our influence in the caliber of authors we can attract
  + Timing of the start coincides with our Fall Festival weekend
  + No additional admin or coordination on Beatley’s part needed
* **MOTION**: approved to fund $1000 grant to co-sponsor Fall for the Book with George Mason
* “**Maker Faire**”: organization holds mini ‘fairs’ where people come who are into “maker” movement (think science fair crossed with a county fair – entertainment based on science and technology, created by participants rather than by a company)
* **ACTION ITEM**: Stuart to create a line item placeholder for funding, which isn’t due till next summer
  + **Membership Update (Laura)**
  + 73 renewal and new memberships including 64 issued at Booksale, for total membership of 220
  + 8 memberships expire in December, letters sent
  + $2,395 in membership dues received, including $1625 from the booksale and $1000 from 2 lifetime memberships
  + $1000 donation received 12/7 from Beth Beatley, daughter of Marjorie Beatley
  + Compiled a list of volunteer inquiries received through memberships to expand core of active members to support operations
  + **ACTION ITEM**: Functional leadership individually follow up and contact Friends’ members who indicated an interest in volunteering in a specific area on their renewal or application form, to ensure they are welcomed and quickly engaged.
  + **Wrap-up Comments (All)**
  + The group agreed Richard and Patty should move forward with Cindy and Renee to meet with a landscape architect Richard has identified to evaluate the renovation of the garden.

Adjournment 8:00 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 |
| 090815.1 | 9/8/12 | Send email to Carol for posting of video to FaceBook | Chuck | 11/2/15 | Open |
| 090815.2 | 9/8/12 | coordinate promotional content with Communications (Anton, Cindy) to Library’s communications team | Chuck | 11/2/15 | Open |
| 090815.3 | 9/8/12 | Find out where are booksale yard signs stored? (Nancy ask Betty) | Nancy | 10/5/15 | Open |
| 090815.4 | 9/8/12 | Investigate City of Alexandria inclusion of events in City Website & Calendar of Events (Dave/Nancy) | Nancy/Dave | 11/2/15 | Open |
| 10.05.15.1 | 10/5/2015 | Come up with a plan to transfer online payments for memberships to the membership committee | Laura + Carol | TBD – by the time online payments enabled | Open |
| 10.05.15.2 | 10/5/2015 | Work with Cindy to move forward | Chuck | 11/2/15 | Open |
| 10.05.15.3 | 10/5/2015 | Spring book sale – 1 check bounced from a book dealer; no remediation has happened. Nancy/Stuart to provide name to Laura and ensure this person is NOT able to participate in Fall book sale. | Nancy w/Stuart & Laura | 11/2/15 | Open |
| 10.05.15.4 | 10/5/2015 | Friends of Library week event - 2pm-8pm, 2 or 3 people requested to assist, especially after 4pm | ALL – contact Laura to confirm your participation | 11/2/15 | Open |
| 10.05.15.5 | 10/5/2015 | Add fine print to Facebook page to advise that all book sale and media sale content sold are donations, not from Library | Carol | 11/2/15 | Open |
| 10.05.15.6 | 10/5/2015 | Cindy will provide the full report has actual engagement feedback | Cindy | 11/2/15 | Open |
| 10.05.15.7 | 10/5/2015 | Children’s area funding, Teen, and Adult programs unspend funds – why have the expenditures not been consumed? Friends is carrying $1500+ to close out on children’s alone… | Cindy w/Stuart | 11/2/15 | Open |
| 10.05.15.8 | 10/5/2015 | AMAZON.com equipment and account is currently maintained by Joe – Friends signed up for own Amazon.com account to be able to scan books when going through donations… equipment is not being used, and Amazon account not being used… it’s been on Joe’s credit card account; Joe would like to delete the account. Will de-activate account | Joe w/Nancy | 11/2/15 | Open |
| 11.02.15.1 | 11/2/2015 | Chuck to send Eileen’s briefing on why Friends should be an independent organization to Cindy, Richard, Carol, and Laura | Chuck | 12/7 | Open |
| 11.02.15.2 | 11/2/2015 | Include bookmark in new member packets | Laura + Nancy | 12/7 | Open |
| 11.02.15.3 | 11/2/2015 | Rebecca to set up a separate meeting for a short-term “tiger team” to create a plan in November, with January start of work. (Chuck, Richard, Kenneth, Annabelle, volunteer with Cindy as POC for Library Staff) | Rebecca | 12/7 | Open |
| 11.02.15.4 | 11/2/2015 | With Elections, keep an eye on new council members for follow-up post-election (Advocacy) | Chuck | 12/7 | Open |
| 12.07.15.01 | 12/7/2015 | Chuck and Betty to discuss Council participation in Friends’ meeting | Chuck, Betty | 2/1 | Open |
| 12.07.15.02 | 12/7/2015 | Functional leadership to individually contact Friends’ members who indicated an interest in volunteering on their renewal form (Contact info sent to leadership by Laura via email) | All Functional Leadership | 2/1 | Open |
| 12.07.15.03 | 12/7/2015 | Stuart to create a line item placeholder for funding for sponsorship of Fall for Books (George Mason), due next summer | Stuart | 2/1 | Open |
| 12.07.15.04 | 12/7/2015 | Post-Fall book sale, Friends’ have available revenue of ~$42k (and increasing) to spend, and need new ideas to commit those funds against. E.g., adult area redesign; garden furniture replacement; etc…. | Cindy | 2/1 | Open |
| 12.07.15.05 | 12/7/2015 | There are marks and dings appearing in children’s area and wall murals –need to expedite procurement and installation of corner-covers. [*Secretary’s note: there is an open item 10614.5 for the original request; this action to expedite is to draw new attention to the need*.] | Cindy | 2/1 | Open |
| 12.07.15.06 | 12/7/2015 | Betty will call Eileen to make a good-faith effort to obtain by-laws documentation and other legal documentation pending from turnover of leadership (2014) | Betty | 1/31 | Open |
| 12.07.15.07 | 12/7/2015 | Betty to provide former Duncan contact information for attorney to finalize by-laws, and Richard to assist with research for selection of attorney to support the de-coupling from the Library non-profit group | Betty | 2/2 | Open |