**Friends of Beatley Library - Minutes**

January 4, 2016

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**Attendees:**

Chuck Ziegler, VP Advocacy

Laura Kopelson, VP Membership

Nancy Blanton, VP Book Sales

Cindy Thornley, Manager, Beatley Central Library

Rebecca Hughes, Secretary

Gary Hacker, Book Sale Committee

Kenneth Banks, Volunteer

Stuart Lamson, VP Finance, Treasurer

Carol Abrams, Webmaster and Social Media Maven

Nancy Blanton, VP Book Sale Committee

Sharon Colbert, President Village Resource Foundation (book recipient)

7:07 pm meeting called to order by Chuck Ziegler

* Introductions of participants
* December minutes will be approved at February meeting due to late delivery by Rebecca.
* Reports:
* **Staff Report (Cindy):**
  + **MOTION**: Approved to continue funding Meetup account. Friends have been funding the Library’s “Meetup” account for promotion of activities (social media-driven opt-in format). Bi-annually, $89.84, being charged to the account of a staff member who is departing; request to shift funding reimbursement to another staff member instead. (Cost is based on participation.)
  + Finalized book sale dates: Friday, March 11th, 12:00 pm, room is open for set-up, with pre-sale day on Wednesday, March 16th. See additional info below in Book Sale update
  + **MOTION**: Approved to donate 5 tote bags to Cindy and staff for use at Staff discretion (e.g., Sisters-in-Crime group has been coming for >10 years – Liaison stepping down. Request to donate a tote bag for an appreciation gift.)
  + “Yarn Storm” knitting program: Scarf-knitting program has donated approximately 195 scarves to Community Lodgings (up from ~135 in past years)
  + “Downton Abbey” marathon: 27 attendees over 3 days
  + Holiday Card Workshop: 72 attendees (joint with Youth Services)
  + How to get Published: 30 participants
  + Adult Coloring activity: 45 attendees
  + Blockbuster Thursday isn’t drawing as many attendees, so gaming is slowly replacing this content
  + Silent Auction: $151
  + UPCOMING programs:
    - Sisters in Crime
    - Annabel Reitman retirement seminar
    - Tea Traditions with Tea Specialist Laurie Bell
    - Symphony Film Screening, La Boheme
  + Wednesday, 1/6 – Cindy will meet with landscape architect to discuss garden renovation (recommendation from Patty Steelman)
  + Follow-up on water intrusion abatement: there have been NO intrusions since renovations were completed, through December heavy rains
  + “Random Act of Kindness”: a book donated to the Friends was found with $140 in cash inside!
* **Advocacy Update (Chuck)**
* **ACTION ITEM**: Library Staff to provide talking points for 1/23rd Libraries advocacy meeting
* Justin Wilson, now-Deputy Mayor of Alexandria, is offering to host town halls “in your living room”; Chuck proposes Justin to meet with the Friends at “Special Meeting” (this has been cleared with Rose/Library Board)
* By-Laws & Conflict of Interest content update: Eileen Bradley finally responded to Chuck on By-Laws and Conflict of Interest documents for Board members of Friends of Beatley Central Library; draft is with Eileen for review; MOU with Beatley is in review. This process will complete the legal separation from Friends of the Alexandria Libraries and leave Friends of Beatley as a completely independent organization.
* **ACTION ITEM**: Laura to provide addresses of members who don’t have, or haven’t provided email addresses at registration, to Chuck, to distribute By-Laws for review
  + **Membership Update (Laura)**
  + December 1 new, 8 renewal memberships
  + January has 7 memberships up for renewal; letters sent 12/24
  + Membership total EOY: 222 members
  + Month total: $3565, including $2000 from regular annual Patron and $1000 from Marjorie Beatley’s daughter
  + See attachments for Cumulative 2015 membership revenue figures and membership data
  + **MOTION**: the group agreed to establish a **new Functional Area** for “**Outreach**”, operating under the Membership area with Kenneth as the lead
    - What is the definition of what this Functional Area will do? What is the goal?
    - Generate new memberships through engagement, events, etc. – increase membership
    - Create activities and programs to generate interest and participation, e.g., volunteer Open House; coffee
* **Finance Update (Stuart)** 
  + Note: slight differences from Membeship due to check clearings
  + Opening balance: $51, 411.13
  + Closing Balance (Savings Account): $55,008.48
  + Revenue for the month: ~$5100, including November remainder sales
  + December remainder sales revenue pending from Cindy
  + Pledges from Staff versus individual asks are working well – there is a pending list of pledge requests from Cindy to be provided for a vote in February
  + **ACTION ITEM**: Cindy to email Stuart list of Pledges
  + Cindy has $12,750 program money pledges outstanding to be spent
  + Friends has ~$48,000 available funds for spending in 2016
  + **Social Media (Carol)**
  + Website has not initiated accepting online payments – vendor selection imminent
  + Facebook content promotion challenge: algorithm drives how many people see the likes… the more you get, the more people see it – need to drive more clicks to Like things, to drive more visibility… an average of 16 people are notified of FB posts from Friends page, due to FB algorithm
  + **ACTION ITEM**: Carol to provide a ‘tickler’ to remind people to LIKE
  + **ACTION ITEM**: Rebecca to send Carol photos of Thank You Cards for posting on FB
* **Book Sale Update (Nancy)**
  + Changes to 2016 Book Sales Process:
    - Will Eliminate more books that shouldn’t be put into the sale (e.g., Economics and Business books that were outdated; books that would be better served to NGOs or need to be recycled)
* *Surprise! Older Travel books sold very well – a lot of people when it comes to the end of the sale, at ½ price will buy the guidebooks, likely to get ideas of tourism options*
  + - Will simplify the sorting categories: there had been a recommendation to refine categories MORE prior to this last sale, which was tested, but it ended up not working well; returning to prior categories, but will keep Military History. Illustrated “coffee table” type books did not sell well, and will not be broken out again.
    - Will only advertise Members Preview to existing Friends members, due to confusion by general public who saw signs and wanted to come in, but were not members.
    - Will extend the Sale by 1 day, reducing prep days by 1 day, and increase sales days instead. Still will end on Sunday. Why? There were hundreds of high quality books left after the sale. Adding another sales day gives us the potential to make substantial additional money with minimal additional work.
    - Will re-instate the “bag day” on the last day, given that the extra regular sales day will be done – DVDs and CDs will be ½ price, but as usual will not be included in the bag sale (books only)
    - Will reorganize back sorting room and compact shelving, to make more efficient use of space and label to match sorting categories
    - Will no longer separate out signed-by-author copies
    - Randy Jennings suggest the Friends send a letter or approach Real Estate agents who may work with those moving out of their homes, or even Funeral Homes who are helping the families, Auction Houses, and can make recommendations…. Provide tri-folds and a letter inviting them to make clients aware of the Friends’ as an option to support them, e.g., *“As someone who works with people at times of transition in their lives, we invite you to share with your clients that the Friends of Beatley Central Library are a resource for them to give their and their loved ones book collections and multi-media collections a new life. The Friends of Beatley Central Library is a 501c3 non-profit organization dedicated to supporting the mission and programs of the Library through book sales, fundraising, and outreach activities to the community.”*
    - **ACTION ITEM**: outreach and volunteer request to get on a list of those with SUV or van or truck who would be willing to assist in large-volume book pickups and drop-offs to keep “on-call”
    - **MOTION**: Approved action to renew online book-sellers contracts, under the 2015 terms.

**Secretary’s Note**: by email after the meeting, Nancy sent a message that she “forgot to ask for approval of the online booksellers' contracts”, and asked for an email vote to renew the contracts” “Since the financials have not changed from those approved by the group last year and since we have been very pleased with Randy and Chris’ work for us”, and in light that “They are continuing to work for us without a contract, but this is my fault and I want to correct my mistake.” The email was sent to the executive committee plus meeting attendees, and the motion was approved without dissent by 1/13/16.

* + **Wrap-up Comments (All)**

Adjournment 8:30 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 |
| 01.04.16.01 | 1/4/2016 | Library Staff to provide talking points for 1/23rd Libraries advocacy meeting to Chuck | Cindy | NLT 1/20 | Open |
| 01.04.16.02 | 1/4/2016 | Laura to provide addresses of members who don’t have, or haven’t provided email addresses at registration, to Chuck, to distribute By-Laws for review | Laura | 3/1 | Open |
| 01.04.16.03 | 1/4/2016 | Cindy to email Stuart list of Pledges | Cindy | 1/5 | Open |
| 01.04.16.04 | 1/4/2016 | Carol to send Chuck a paragraph ‘teaser’ to remind people to LIKE Friends content to include in next Friends communication | Carol | 2/1 | Open |
| 01.04.16.05 | 1/4/2016 | Rebecca to send Carol photos of Thank You Cards for posting on FB | Rebecca | 2/1 | Open |
| 01.04.16.06 | 1/4/2016 | Outreach and volunteer request to get on a list of those with SUV or van or truck who would be willing to assist in large-volume book pickups and drop-offs [ONGOING/ ROLLING ITEM] | Carol, Nancy, Kenneth… | TBD | Open |