**Friends of Beatley Library - Minutes**

July 6, 2015

********

**Attendees:**

Chuck Ziegler, Advocacy Lead

Richard Steelman

Laura Kopelson, Membership Chair

Nancy Blanton, Book Sale Committee

Patty Steelman, Book Sale Committee

Stuart Lamson, Treasurer

Cindy Thornley, Manager, Beatley Central Library

Joe Tilton

Gail Gardener

Betty Guttman, Booksale Committee

Gary Hacker, Book Committee Member

Kenneth Banks

Rebecca Hughes, Secretary

7:05 pm meeting called to order by Chuck Ziegler

* Introductions
* **MOTION**: Approval of June minutes (passed)
  + **Approved with following amendments**:
    - Page 3, booksales – 5th item, Second reminder should be “remainder”
    - 050415.1 – draft e-blast is Complete
    - **ACTION ITEM**: Suggest complete list as historical record, while moving Completed items to separate list
* Reports:
* **Staff Remarks (Cindy)**
* Key statistics reports: Door count for June 25,618
* **Fall Festival Saturday Sept. 26, 10am-5pm**
* **Authors Celebration Book fair Sunday, Sept. 27, 1:30-4:00pm** (still investigating authors to add to our list)
* **ACTION ITEM**: Farmers’ Market - request Friends to provide more Cookbooks for sale (Nancy)
* **ACTION ITEM**: have a flash sale at Fall Festival & also feature the membership for Friends & promote the Nov. booksale (Nancy + Cindy)
* **ACTION ITEM**: have cookbooks $1 cart at the Edible Books event (Nancy + Gary + Cindy)
* June Friends’ Remainders booksale proceeds $197.30 for **$20,168.27** grand total Spring booksale!!!
* Wall Safe: Painters’ Touch estimate – site visit completed; estimate has not yet been provided
* **ACTION ITEM**: 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)
* **ACTION ITEM**: Mural protection: recommendation to price out clear full-wrap protection high enough to protect from little hands and bumping by carts
* Increased Kid’s Quest program attendance from 195 to 289, for a 67% YoY increase in participation
* November **Book Sale dates fixed for 11/6-11/18** – large meeting room has been reserved.
* No update on 3D printing so far (in process)
* Still researching Funding priorities and Build priorities – Renee has been out for 3 weeks, and need to coordinate topics
* Renee in ALA meeting in San Francisco – early learning room options that will be brought to the Friends for consideration for funding
* **ACTION ITEM**: 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)
* **ACTION ITEM**: Richard will talk to friends who are Master Gardners 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)
  + **Book Sale (Nancy)**
  + Online bookselling action item follow-up:
    - Antiquarian solicitation to Chris Todd: provided CV & online references
    - Small database has been recommended to be established to track books provided for online asset tracking
    - Book sorting has already been done, ready for Todd to begin work upon contract signature
    - 50-50% share of sale price
    - **MOTION APPROVED** to sign contract with Chris Todd
  + Official Beatley Friends Volunteer nametags now in use, provided by Cindy
  + Doorstop installed on door and trashcan (donated by Cindy) for sorting area
  + Whiteboard donated for sorting room to improve communication day-to-day
  + Children book sale Flash Sale planned
  + Fall Book Sale: confirmed **no conflict in dates** with other libraries
  + All sorting volunteers agreed it’s ok to share a list of phone numbers and email to regular meeting attendees
  + NOTE: Stuart provided the petty cash for the online booksales – Action Item COMPLETED
  + **ACTION ITEM**: collect regular attendees email and phone for Friends’ activities involving ‘regular’ meeting attendees (Rebecca)
* **Advocacy Update (Chuck)**
* Completed “The Library Supports…” activity, reviewed and approved by Advocacy group, and presented to Library Board with a preface confirming ‘in conjunction with’ the Beatley Central Library staff, to clarify a Board concern that this document was a product of Beatley Central Library management.
* Cindy & Anton continuing to work on the “external” advocacy initiative
* e-Blast had minimal feedback
* Recommendation: establish a table at upcoming Library events to advertise Friends
* **ACTION ITEM**: add a Friends’ membership message for the Library main website (Chuck & Cindy)
* **ACTION ITEM** **& MOTION**: Stuart will purchase 2 additional Square devices to enable all 4 cashiers to accept credit cards at sales, and also to facilitate accepting Friends membership sign-ups with credit cards at Library events.
* **ACTION ITEM**: set up Friends’ table for new sign-ups during Election voting period when many people are in the library (Kenneth w/Laura)
* Video follow-up: Richard has been in touch with Ian, but no updates on progress on project
* Board Liaison activity: Beatley Leak Remediation funded for FY17 – but Gen Svcs is trying to shift services to improve the most recent leak problem (improvement already observed)
* Fundraising: “Fundraising by Friends of Library Groups” report
  + Top Fundraising initiative is Passport Center Acceptance facility
  + Almost 7x median income compared to book sales
  + $25-35 per passport processed comes to the Library
* Recommendation: emphasize leadership cultivation to establish a ‘bench’ of ~~resources~~ Friends members ready to step into officer positions
  + **Treasurer’s Report (Stuart)**
  + Cash on-hand: $51,285.66
  + Open items on the books: Cindy’s funding for adult, teens, and children’s programs are open and committed funds but have not been disbursed because there are no requests for programs
  + Report format updated slightly for readability
  + Net income $39,156.21
  + Taxes: in coordination with other libraries, filed joint extension w/taxes due August 15th (prep quote was $1k, declined to contract for this)
* **Membership (Laura)**
  + 3 expiring memberships in June, with 1 renewal
  + 6 expiring in July, with 2 renewals
  + 12 in August coming due
  + **Wrap-up Comments (All)**
  + Adjournment 8:25 pm

**FRIENDS’ ACTION ITEMS – ROLLING LIST**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Item** | **Date Created** | **Action Item** | **Assigned To** | **Planned Completion** | **Status** |
| 10614.1 | 10/6/14 | Discussion needs to happen to evaluate ROI for CY15 | Exec Committee to raise w/Friends | 1/31/15 | Replaced by 011515.3 + 011515.4 |
| 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 |
| 10614.3 | 10/6/14 | Discuss w/Renee and new Manager what programs are the ‘big programs’ for the year, and discuss establishment of annual budget and a discretionary fund for general Library use. Recommendation to allow the Library to use the funds per their priorities – including, e.g., adult program (tea tasting) type activities | Exec Committee to raise w/Staff | 12/31/14 | Completed |
| 10614.4 | 10/6/14 | Request annual wish-list from the Library from Renee and Cynthia | Exec Committee to raise w/Staff | 12/31/14 | Completed |
| 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 |
| 10614.6 | 10/6/14 | Add note “Bags will be provided” to Sunday sign | Betty | 10/19 | Completed |
| 10614.7 | 10/6/14 | Stuart offers to pick up bulk water for book sale | Stuart | 10/16 | Completed |
| 10614.8 | 10/6/14 | David to send Carol a JPG or TIF file version of the Friends logo | David | 10/8 | Completed |
| 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 |
| 10614.13 | 10/6/14 | David to distribute information on memorial service to regular attendees of the monthly Friends meeting | David | 10/7 | Completed |
| 11314.1 | 11/3/14 | Betty to send group notes from post-sale debrief meeting | Betty | 12/1/14 | Completed |
| 11314.2 | 11/3/14 | Recommendation to follow up on accepting credit cards next year – over a certain minimum (Stuart to investigate options) | Stuart | 1/31/15 | Completed |
| 11314.3 | 11/3/14 | Add note to the Oct sale recap/debrief notes that we need to revise concept of “bag of books” price for next sale | Betty (add note) | 12/1/14 | Completed |
| 11314.4 | 11/3/14 | Add note to the Oct sale recap/debrief notes that each sale we check to ensure that member preview night doesn’t conflict with other library book sales | Betty (add note) & booksale staff (assist w/ checking dates) | ongoing | 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) | Gary, Annabelle, Betty | 3/30/15 | Open |
| 11314.8 | 11/3/14 | How can we utilize more vertical space for book storage, and in sale? E.g.,rolling bookshelves, or keeping shelves on dollies (U-Line) | Nancy & Stuart w/Cindy & Renee | 1/31/15 | Completed |
| 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 |
| 11314.12 | 11/3/14 | Discuss with artist what recommendations to protect the murals (see also **Action Item #10614.5**) | Renee | 12/31/14 | Completed |
| 11314.13 | 11/3/14 | For ribbon cutting for Children’s area – Friends are invited, please propose several dates for early December that would work for Friends representatives & ID who will attend on behalf of Friends | Chuck w/Renee | 11/14/14 | Completed |
| 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 |
|  |  |  |  |  |  |
| 120114.1 | 12/1/14 |  |  |  | Open |
| 120114.2 | 12/1/14 |  |  |  | Open |
| 120114.3 | 12/1/14 |  |  |  | Open |
| 120114.4 | 12/1/14 |  |  |  | Open |
| 120114.5 | 12/1/14 |  |  |  | Open |
| 120114.6 | 12/1/14 |  |  |  | Open |
| 011515.1 | 1/5/15 | Consider to solicit sponsorships for Teen Writing Program – e.g. car dealerships, restaurants, etc. | Cynthia | Ongoing | Open |
| 011515.2 | 1/5/15 | Chuck to send out reminder to membership about Budget meetings | Chuck | 5/15/2015 | Completed |
| 011515.3 | 1/5/15 | Cynthia to discuss with Renee how the Library will move forward with the Farmer’s Market | Cynthia | Update 2/2 mtg | Completed |
| 011515.4 | 1/5/15 | David to provide turnover materials for Farmers’ Market to Cynthia | David | 4/6/2015 | Completed |
| 011515.5 | 1/5/15 | Friends need to determine what is a logical reserve fund for capital expenditure/ emergency, and whether there is a maximum set in bylaws or other law; with input from Friends’ accountant, identified by Stuart w/help from Library staff | Group | 4/6/2015 or as group determines | Completed |
| 011515.6 | 1/5/15 | Cindy to propose a ‘petty cash’ fund amount for Library free use, (e.g., $500), and a recommended “recurring programs” fund the Friends will set aside annually to fund known-expense programs | Cynthia | 3/2/2015 | Completed |
| 011515.7 | 1/5/15 | Children’s Books and Cookbooks are excessive – plan to distribute, donate, etc. or have special sale? Need a plan. [SECRETARY’S NOTE 7/6: OBE due to remainders sale, donations, flash sales, etc. over past 6 mos.] | Group | Ongoing | CLOSED |
| 011515.8 | 1/5/15 | Stuart asked if Beatley participates in the ‘city-wide read’… Cynthia to provide more info next month. | Cynthia | 2/2/2015 | Completed |
| 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 | David to provide Cindy/Library with ground weights, wrenches, and money box – i.e., move to Library space, out of Friends’ space | David | 3/2/2015 | Completed |
| 020215.1 | 2/2/15 | SummerQuest and Alexandria Reads 2015 requests/disbursements vary from past value – recommend Cindy review to ensure the request for 2015 is accurate | Cindy | 3/2/2015 | Completed |
| 020215.1 | 2/2/15 | Stuart to review with Cindy the last 3 years of budget data to generate the minimum amount. | Cindy w/Stuart | 3/2/2015 | Completed |
| 020215.1 | 2/2/15 | Chuck to draft email for Betty soliciting help for book sorting | Chuck | 3/2/15 | Completed |
| 020215.1 | 2/2/15 | Chuck to send reminder to Friends about 2/9 City Council Committee meeting | Chuck | 2/5/2015 | Completed |
| 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 | Gina to follow up with Carol to work on resolving formatting issue w/newsletter online | Gina & Carol | 3/2/15 | Completed |
| 020215.1 | 2/2/15 | Working on by-laws, looking for assistance through Library, pro-bono | Cindy w/Chuck | 3/2/15 | In Process |
| 030215.1 | 3/2/15 | Date of next City Council Meeting for Advocacy meeting (3/5) | Cindy | 3/5/15 | Completed |
| 030215.2 | 3/2/15 | Cindy to distribute the market schedule in case Friends would like to volunteer for any of the dates, even though the Library will be staffing booth | Cindy | 3/5/15 | Completed |
| 030215.3 | 3/2/15 | Stuart will discuss with Bank about options to put $15k reserve into CD or other financial instrument, and bring back Bank’s feedback to April meeting | Stuart | 4/6/15 | Completed |
| 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 |
| 040815.5 | 4/8/15 | Collect signatures from officers to enable online access to accounts | Stuart, Officers | 6/2/15 | Completed |
| 040815.6 | 4/8/15 | Cindy to look at potential to reserve large meeting room for Wed or Mon to enable more attendees to participate in Friends regular meetings [SECRETARY’S NOTE 7/6/15: Closed after determination NOT FEASIBLE – no change.] | Cindy | 6/2/15 | Closed |
| 050415.1 | 5/4/15 | Chuck to draft "E-Blast" to members soliciting more volunteer participation | Chuck | 6/2/15 | Open |
| 050415.2 | 5/4/15 | Cindy to bring proposals for the "next big thing(s)" for Friends funding to June meeting | Cindy | 6/2/15 | Completed |
| 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 |
| 050415.4 | 5/4/15 | David to prepare instructional memoranda concerning his activities for use by his successors | David | 6/2/15 | Completed |
| 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 |
| 060115.4 | 6/1/15 | Cindy to provide the revenue total for the Remainders sales (July) | Cindy | 7/6/15 | Open |
| 060115.5 | 6/1/15 | Stuart will provide the petty cash on Thursday at Nancy’s contract signing for the online booksales. | Stuart | 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 |
| 070615.3 | 7/6/15 | have cookbooks $1 cart at the Edible Books event | Nancy & Cindy (Gary opt.) | 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 |
| 070615.5 | 7/6/15 | Farmers’ Market - request Friends to provide more Cookbooks for sale | Nancy | 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 Gardners 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 |
| 070615.11 | 7/6/15 | Mural protection: recommendation to price out clear full-wrap protection high enough to protect from little hands and bumping by carts | Cindy | 09/7/15 | Open |
| 070615.12 | 7/6/15 |  |  | 8/3/15 | Open |
| 070615.13 | 7/6/15 |  |  | 8/3/15 | Open |
|  |  |  |  |  |  |
|  |  |  |  |  |  |