**Friends of Beatley Library - Minutes**

November 2, 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

Diana Price, Library Services

Carol Rademacher, Book Sale Volunteer

Annabelle Reitman, Volunteer

7:05 pm meeting called to order by Chuck Ziegler

* Introductions
* **MOTION**: Approval of October minutes; passed with amendments, Amend with Correction from Chuck
* Reports:
* **Advocacy Update (Chuck)**
* Chuck and Kenneth attended Budget committee meeting at Beatley, advocating for libraries
* Gary attended Saturday budget meeting:
  + residential area by Home Depot & assisted living facility both will drive more patrons to Beatley;
  + most people at meeting were asking for what they had plus more - without proposing how to bring more money in to supplement – recommend get the word to the budget staff that we’re not only taking, we’re bringing in revenue
* Meeting dates proposals: Cindy proposes to take off 2 months of meetings; counter-proposal to skip only one – August
* **\*\*\*Decision taken to move Friends meetings from Mondays to Tuesdays\*\*\***
* Eileen Bradley responded to by-laws updates; expect to have these in 1 week
* **ACTION ITEM**: Chuck to send Eileen’s briefing on why Friends should be an independent organization to Cindy, Richard, Carol, and Laura
* Website is in excellent shape – our website is a great place for driving traffic after Carol’s updates
* 50-50-50 campaign: no new news.
* **Finance Update (Stuart)**
  + Unable to participate
  + Figures not delivered by bank in time for meeting
  + **ACTION ITEM**: Chuck will distribute on receipt from Stuart
* **Book Sale Update (Nancy)**
  + Committee met 10/22
  + Approved to purchase new Square readers and tablets – Stuart made the purchases
    - Stuart provided a written sheet of instructions for Book Sale volunteers
    - Bring in volunteers 15 minutes before their shift to take a quick test-run/training
    - Software downloaded by Stuart ready to go
  + Brochures are in and around the library
  + Signs for new Book Sale –
    - 6 existing signs from last year;
    - group opted for 10 new, spread further around community intersections vs. on grounds of library
    - signs will go up tomorrow, after campaign signs are taken down
    - Banner is posted
  + Bookmark has been updated for Spring, ordered 1000 – each person who buys something gets one with the dates, and the rest will be used by Circulation desk closer to spring sale
  + **ACTION ITEM**: include bookmark in new member packets (Laura coordinate with Nancy)
  + Chris Todd (online sales) designed “Volunteer” label to ID Book Sale volunteers
  + Post-sale ‘remnants’ disposal: non-profits solicited to accept used books, and we now have a list of ~14 organizations that are interested in used books post-sale
  + “Teacher Appreciation” program in place; booksale flyer will go to teachers to advertise in schools
  + Volunteer schedule should be finalized 11/3, including 1 new volunteer
  + Cindy will arrange for team to get in Sunday 11am to begin set up of books on tables
  + Patty and Richard purchased new laminated table signs to better see book categories in the room
  + 11/3 is Election day at the library: advertisement on book cart with flyers, to capture people waiting to vote.
  + Press releases sent to local media; Alexandria Times included in their current publication
  + Sent advertisement to Washington Post
  + Lt. General Robert Foley, neighbor of Nancy, winner Medal of Honor – donated 3 books on the Medal of Honor recipients with signatures for Book Sale – will be used as Silent Auction item
  + Discover Books will be here 10am on 11/18 – we move books to door, they bring carts and remove
  + Life Magazines collection being researched for value; compact shelves space will be freed up
  + Blackout against accepting book donations from 11/8 until 11/30 to allow for recovery after book sale (Duncan & Burke will be primed to accept new books – can refer people to Duncan)
  + **Social Media (Carol)**
  + N/A

**Staff Report (Cindy):**

* Report from Diana Price on Summer Reading program and review of new budget request
  + Major programs YoY (year over year) performance review:
    - 34 programs in ’15 up from 10 programs in ‘14
    - 1145 registered participants for ’15 up from 145 in ‘14
    - Book check-outs 1383 in ’15 up from 633
  + Sign-up incentive bags strong response – will repeat this for ‘16
  + Youth Services will continue partnerships with ACPS media and Alexandria Rec Centers in ’16 to drive participation
  + Request for increase funding:
    - expand to 6 weeks and increase weekday performances
    - Saturday night programs are not generating good numbers – cancel in favor of adding more daytime programming Saturday
    - Use evenings for staff-lead hands-on STREAM programs that are better for small groups; Use some of the money originally allocated for evening performances to fund the supplies (tech supplies)
  + **MOTION**: unanimous approval of staff new budget request $5500 for teen & summer reading
* Donation of 300+ books offered to the Library, referred to Friends/Nancy for sale
* Life Magazine collection will be donated to Friends for sale; evaluating pricing online (Nancy)
* Posters donated by a Library Board member to Friends, of original map of historic Alexandria
* Request pending for bolting safe to table
* Corner protectors reply pending
* Special Thanks party for book sale volunteers – Mon, 11/30 7-8 large meeting room
* Invitation Thursday, Nov. 5th – Smithsonian is paying for it, and we’re showing it: it’s the photography of Roland Sherman
  + **Membership Update (Laura)**
  + 15 memberships up for renewal (out Oct 1); 14 renewals and 2 new memberships $295 in dues received; 3 memberships expire in Nov (Oct 31 letters sent)
  + New table display in front lobby – Friends of Library Week, poster with trifolds placed; totebags, and Book Sale signs
  + Promoting membership:
    - Preparing table for foyer for membership check-in for preview
    - Kenneth and second volunteer will be working on check-in
    - Cindy received another membership today
  + **Wrap-up Comments (All)**
  + **ACTION ITEM**: 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)
  + **ACTION ITEM**: with Elections, keep an eye on new council members for follow-up post-election

Adjournment 8:35 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 |