

Friends of Beatley Library - Minutes

November 1, 2016

Attendees:

Chuck Ziegler, VP Advocacy & President
Laura Kopelson, VP Membership
Dar Davis, VP
Cindy Thornley, Branch Manager
Nancy Blanton, VP Book Sales

7:05 pm meeting called to order by Chuck Ziegler

- Introductions of participants
- Approval of Minutes from October:
 - Correction: minutes state that during visit with M. Sutter, attny – Eileen, past president, was not on site at the meeting, please edit notes to reflect this.
 - **MOTION**: Approved with edit.
- Handouts for November:

Reports:

- **Staff Update (Cindy)**

- Thanks for the very successful book sale!
- Kudos from Chair of the Library Board for the successful sale as well
- Budget request for 2017 will be sent to Chuck for consideration.
- Cindy will not be participating in December meeting (Chuck not able to attend either)
- Total budget for adult and youth programs: \$15,300.
- Request covers adult and youth program requests, including SummerQuest, Clara Barton exhibit, and adult programs.
 - Summer quest kickoff earlier with a bigger promotion/marketing of event
 - Start 3-4 weeks earlier to sign them up, with same start time
 - Coordination with schools so teachers can encourage them and they can get info back to parents - this will drive higher attendance
- Question: how do we measure the success of these programs? A: we measure participation and attendance over a period of time. Last year there were 58 SummerQuest programs – when it started there were 10. Attendance has increased from ~470 to over 1900 children participating. 2015-2016 participation jumped significantly.
- Teen request is double this year because we will have this dedicated resource to do it this year.
- \$15,300 commitment would be the total program amount requested.
- New teen services coordinator T. Isaiah West. Coming out of Atlanta-Fulton library system: experience driving program attendance in young adult programs.
- Other staff changes: Katie Dowel promoted to Librarian II; Allison Carmola (sp?) also promoted to Librarian II; Jenny Imeah (sp?) moved from IT to frontdesk and is bi-lingual. One FTE headcount remains open for an additional librarian.
- “Design for Experience”: still working on getting a design for Adult Services area; recently met with a potential vendor; moving forward – priority is the passport area build in January and camera installation project (Sean). Planning for Renee and IT to go see an installation example.
- Thank you note received from “The Bubble Guy” who supported our Fall Event, for gratuity.

- **Membership Update (Laura)**

- October
- \$990 dues collected
- 56 memberships processed including 31 new.
- 72 Membership renewals mailed last week in October.
- Thanks to Ken for decorating the membership table and the work he and his friends did during the Preview
- Started inserting bookmarks with dates of next two sales in the Thank You letters

- **Book Sale Update (Nancy)**

- Big thank you to the 45 volunteers, including especially the 15 NEW volunteers, who supported the fall booksale!
- Several new volunteers expressed interest

- Estimated revenue is over \$20,000
 - Made over \$1000 the extra day added on the fly - thank you to Anton for promotion assistance!
 - Considering to add an extra day to the sale based on volume of content available
 - Contacted vendor “Thrift Books”, who work with Friends groups all over the country, including 3 in Virginia – they will do similar to Discover Books, with some differences; they consign the books that are sold online, and will send a portion of any online sale proceeds to the group – possibility for what to do with the books being sent out at the end of the sale. (Contract requested for review.)
 - Drastically increased the number of teachers who participated in the Teacher Day – much higher than the Spring sale, which also was unfortunately during spring break.
 - Thank you to CeCe for promotion, awareness, and support
 - Non-profits – we more than doubled the number who participated in the event this event
 - Had enough children’s books that we could supply for the teachers’ night, as well as for Cindy’s barbershop program
 - Nancy made a contact with a coordinator at the TC Williams leadership academy, who have mandatory community service, and also with the international group – work in process
 - Jill Seifert requests for volunteers, such as the wife, husband, and kids who can’t come to Thank You party during the day, to offer to take them for a coffee and invite them personally to get more involved long-term and ‘personalize’ the ask.
 - Chuck notes that this is the core of our work and we have to think about how to continue to improve our appreciation efforts
 - Invest in cultivating stronger ties for the long term
 - **MOTION**: approved - \$500 approved for volunteer retention activities
 - Patricia, head of maintenance, again cleaned the book room and spaces after the sale – would like to give her a gratuity again, as this is not part of her regular duties and it’s a significant amount of work.
 - **MOTION**: approved \$100 gratuity for Patricia
 - Training session in early December – booksale committee meeting followed by training
 - Cindy and Renee will be able to join for the thank-you event for the volunteers
 - Bylaws related: liability insurance needs to be addressed. It would be wise to look at this for future reference.
 - **ACTION ITEM**: Chuck to provide info on bylaws liability requirements
 - New book donations are starting up again!
- **Advocacy Update (Chuck)**
 - Sent a note to Vernon Miles at Alexandria Gazette – no response yet
 - Alexandria Gazette and Times both are including us in their calendars
 - Would like to get an article/photo in the paper – if anyone has a contact
 - Public Affairs photographer for the Detention Center came to the library and took photos to post on their library pages – Anton said he would post reciprocal information about providing reading material for City inmates.
 - City Council budget retreat will be happening in November

- **ACTION ITEM:** Chuck has 3 minutes to speak in front of the Council in January: would like to come up with some new ideas for talking points from Library Staff
 - With passport services, ESL classes (which are beyond capacity), and more the library is beginning to fulfill the vision of being an outreach and community center beyond the historical educational function.
- **Wrap-up Comments (All)**
- How can we better quantify the benefit to the community and the taxpayers the benefits to the community that come from improved literacy, changing the lives of children who are engaging with the library for improved English literacy whose parents are not native English speakers... ? How do we access that “other side of the story” that we see and hear every day?
 - The Friends express immense appreciation for the work of the outstanding library staff, and support of the staff through all the friends activities.

Adjournment 8:00 pm

Book Sale Report

Nancy Blanton, VP Book Sales

November 1, 2016

- A big thank you to all 45 volunteers (including 15 first-time volunteers) who helped to make our Fall 2016 Book Sale successful.
- The estimated sale amount, before expenses was \$20203.82. Stuart will subtract expenses, add money from the sale of remainders (for the next 8 weeks) and add our online sales for the last six months. The final book sale total will be updated when he returns from his trip and completes this process.
- Anyone who has outstanding expenses from the sale should turn in a request for reimbursement right away.
- Forty-five teachers attended our Teacher Appreciation Day
- Seven non-profits attended our Non-Profit Day.
- Many of our first-time book sale volunteers and several others have indicated they would like to become weekly book sorters. We will be scheduling a training session for them shortly.
- The Volunteer Thank You Party is scheduled for Wednesday, November 9th, from 12:00pm – 2:00pm in the large meeting room. It will be a covered dish luncheon.
- New book donations are being accepted as of today. The staff received some donations during the sale, which will need to be sorted. In addition, I expect many donations this week due to pent up demand.

October 2016 Membership Data

- --56 memberships processed—31 new, 25 renewals. (47 from book sale preview)
- --\$990 in membership dues received
- --72 memberships up for renewal in November. Letters sent out October 28.
- --Thanks to Kenneth Banks for decorating the membership table and to him and his friends for staffing it during the book sale preview evening.
- --From now on, I will insert the book mark advertising the dates of the 2017 book sales in the thank you letters to new and renewing members

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	Complete
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	Complete
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	Complete
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 target outreach to local CCRC/Assisted Living facilities (see also Action Item 11314.7)	Gary & Annabelle	2/28/15	Complete
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; revised to 9/7/15	Closed – <i>discussed and agreed to close 9/2016</i>

		*Nancy requests update for Fall sale			
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	Complete
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 – <i>deferred due to other priorities</i>
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	Closed – <i>not allowed due to City rules</i>

020215.1	2/2/15	Working on by-laws, looking for assistance through Library, pro-bono	Cindy w/Chuck	3/2/15	Complete – Matthew Sutter engaged, 9/2016
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	Complete
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	See Action Item 10/4/2016
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	Complete
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	Completed / In process (ongoing)
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	Closed – <i>flash sales are regular feature now</i>
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	Complete
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	Cindy	9/7/15	Open

		Library!" or similar, to create social media buzz			
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	Complete
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	Complete
080315.2	8/3/15	Standardize titles used in minutes "Attendees" section for consistency - use VP titles vs. 'lead'	Rebecca	9/8/15	Complete
080315.3	8/3/15	Send Cindy name of photobooth vendor for consideration for Fall Fest	Rebecca	9/8/15	Complete
080315.4	8/3/15	send electronic copy of Staff report monthly, for distribution	Cindy	9/8/15	Complete
080315.4	8/3/15	Stuart and Chuck to meet at 7pm Wed, 8/5 to review tax prep	Stuart & Chuck	8/5/15	Closed

080315.5	8/3/15	Nancy to provide Friends with code for reference	Nancy (to Chuck)	9/8/15	Closed – <i>no one requested code to review books via our online account</i>
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	In Process
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	Complete
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, <u>especially after 4pm</u>	ALL – contact Laura to confirm your participation	11/2/15	Closed
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 unspent 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	Closed
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	Joe w/Nancy	11/2/15	Open

		the account. Will de-activate account			
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	Complete
11.02.15.2	11/2/2015	Include bookmark in new member packets	Laura + Nancy	12/7	Complete
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	Complete
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	Complete
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	Complete
12.07.15.04	12/7/2015	Post-Fall book sale, Friends' have available revenue of ~\$42k (and increasing) to spend, and need	Cindy	2/1	Complete

		new ideas to commit those funds against. E.g., adult area redesign; garden furniture replacement; etc....			
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. [<i>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.</i>]	Cindy	2/1	Complete
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	Complete
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	Closed – OBE (overcome by events)
01.04.16.01	1/4/2016	Library Staff to provide talking points for 1/23 rd 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	Complete
01.04.16.04	1/4/2016	Carol to send Chuck a paragraph 'teaser' to remind people to LIKE	Carol	2/1	Open

		Friends content to include in next Friends communication			
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
02.01.16.01	2/1/2016	Friends' ask Cindy to provide more information on what "Services" are included in the cost of annual maintenance, as this is outside of warranty repairs	Cindy	Prior to approval of budget request	Complete
02.01.16.02	2/1/2016	Cindy to provide details of what is included in the proposal, and ask to City for funding	Cindy	Prior to approval of budget request	Complete
02.01.16.03	2/1/2016	Cindy to request Sean to provide detailed proposal for cost breakout.	Cindy	Prior to approval of budget request	Open
04.05.16.01	4/5/16	Compact shelving has never had maintenance, and has had some functionality issues – request to recommend the Library solicit quotes for someone to come in and perform maintenance IF city capital funding is not available for this	Nancy	None assigned	Complete
05.03.16.01	5/3/16	Cindy needs volunteers for additional work on the garden – will send text to Chuck to solicit	Cindy/Chuck/Carol	May	Open

		for assistance; also send to Carol for Facebook			
05.03.16.02	5/3/16	Cindy requests support to promote the Garden Party from Friends – both regular supporters as well as City Council members – Cindy to provide text to Chuck and Carol, Chuck to distribute	Cindy/Chuck/Carol	May	Complete
06.07.16.01	6/7/16	Nancy to invite Anton to a Friends meeting to build collaboration	Nancy/Anton	September or October	Open
06.07.16.02	6/7/16	Volunteer coordinator from Library could potentially help us to identify ways to work with local students & contact Marion Bruncan w/Volunteer Alexandria	Gary	September or October	Open
06.07.16.03	6/7/16	Request for Chuck to raise issue of lack of press outreach and PR visibility for Library for work being done	Chuck		Complete / ongoing
07.12.16.01	7/12/16	Rebecca and Chuck will draft a message to attorney and Chuck will send	Rebecca		Complete
07.12.16.02	7/12/16	Need volunteers to water the large potted plants (hoses are in place) & perform weeding	Cindy		Open
9.05.16.01	9/5/16	Cindy to come back on “wrap” mural for door to garden	Cindy		Open
9.05.16.02	9/5/16	Tote bag marketing - recommend to order a sign to advertise they are available (at the booksale)	Nancy	October 20	In Process
10.04.16.01	10/4/16	Chuck to email Alex. Gazette reporter photo & info to promote Sale; Nancy/Cindy	Chuck, Nancy, Cindy	October 14	Open

		provide photos and content; see photo of Bookmark, attached			
10.04.16.02	10/4/16	Laura to confirm Kenneth availability for evening shift	Laura	October 17	Open
10.04.16.03	10/4/16	Cindy to provide update on cost of high-frequency use 3D printer for Library <i>NOTE: the Friends encourage the staff to evaluate the variety of capabilities, material consumption efficiency, and longevity of printers as well as materials and machine cost when making a recommendation, e.g., desktop-run professional level printing from http://formlabs.com/ \$2500-\$3500 supports making jewelry, entertainment figures, machined parts, and uses the higher-detail SLA technology but with materials that don't require a UV cure.</i>	Cindy	December 31	Open
10.04.16.04	10/4/16	Recommendation to provide a bigger scale logo to "Fall for the Book" for next year to increase visibility of our participation	Cindy	End of Q2/17	Open
11.01.16.01	11/1/16	Chuck to provide info on bylaws liability requirements	Chuck	January 2017	Open
11.01.16.02	11/1/16	Chuck has 3 minutes to speak in front of the Council in January: would like to come up with some new ideas for talking points from Library Staff	ALL/Staff	January 2017	Open