**Friends of Beatley Library - Minutes**

October 5, 2015



**Attendees:**

Chuck Ziegler, VP Advocacy

Laura Kopelson, VP Membership

Nancy Blanton, VP Book Sales

Patty Steelman, Book Sale Committee

Richard Steelman, Book Sale Committee

Cindy Thornley, Manager, Beatley Central Library

Rebecca Hughes, Secretary

Gary Hacker, Book Committee

Annabelle Reitman, Book Sale Committee

Carol Abrams, VP Social Media

Kenneth Banks, Volunteer

Jill Sidford, Book Sale Committee

David Chapman, Book Sale Committee

Joe Tilton, Volunteer

Randy Jennings, Online book vendor

7:05 pm meeting called to order by Chuck Ziegler

* Introductions
* **MOTION**: Approval of September minutes; passed with amendments, Nancy edits & append Financials
* Reports:
* **Advocacy Update (Chuck)**
* City manager is soliciting input from citizens, what to consider in the FY2017 budget
* Four meetings will happen: 10/15, 10/20 (at Beatley, 7pm), 10/24, and 11/4
* Chuck after advocacy meeting Thursday will route City letter to Friends email distribution list, along with library “position” statement (“The Library supports…” document) to support consistency of message
* Library Foundation vs. Friends: what’s the difference between what we do and the Library Foundation? We don’t want to make the same ask from both groups/split requests A: Unclear…. Coordination is required.
* Bylaws - **ACTION ITEM:** Chuck will work with Cindy to move forward
* Cindy requested to provide update on: plaques for Children’s library, plaques for large meeting room, Marjorie Beatley, & corner bumpers….
	+ Contacted new sign company, as prior one is not being responsive
* **ACTION ITEM**: review action items list and provide updates for next meeting! (ALL)
* Gary report from library board meeting:
	+ Helen Defaussis (sp?) would like to show video at the budget meeting
	+ Public appears to be unaware that ebooks cost the library any money – education on this subject is needed; big budget item and big consumption
	+ Rose Dawson mentioned passport services are popular; income expected ~$12k (city may decide to collect that money; for now, library is able to keep the revenue)
	+ Burke library will get the space allocated from school
	+ Potomac Yard development area – potential opportunity to expand a new library services; kiosk possibility
	+ Law library – new branch is going to be allocated; located in the courthouse w/1 FTE staff (budget item)
	+ Budget cut may be coming – Friends encouraged to advocate for library for budgets
	+ No update on the “challenge fund” (50-50-50 fund)
	+ **Membership Update (Laura)**
	+ 4 renewals of 16 requests; 1 new membership; $145 dues received.
	+ 50 memberships expiring this month, including 10 booksellers; 5 received, 1 new received to date
	+ Beatley Friends Brand establishment:
		- Flyers and trifolds print media circulated @ Fall Festival
		- Reusable totes in stock $3
		- Website [www.BeatleyFriends.org](http://www.BeatleyFriends.org) – the group now has a website!
		- Content needed
		- Request to share comments and feedback
		- Ability to accept credit cards coming soon…
	+ **ACTION ITEM:** come up with a plan to transfer online payments for memberships to the membership committee (Laura + Carol)
	+ Promoting membership: 1 new, 1 renewal at Fall Festival/DVD sale
	+ Friends of Library Week: ask Cindy to promote sign “Get involved, Join the Friends” & display trifolds by self-checkout machines
	+ **ACTION ITEM:** Friends of Library week event - 2pm-8pm, 2 or 3 people requested to assist, especially after 4pm
	+ Question: Can we advocate for the Friends at checkout?
	+ Question: Can we put a bookmark advertisement for booksale with books when they check out?
	+ Question: Can we sell movie passes at booksales to draw people in?
	+ “Let’s Library Together” (Sephora campaign)
* **Finance Update (Stuart)**
	+ $44,089.88 opening balance 9/1/15
	+ Savings account – square deposits: $533 (DVD sale Sept.)
	+ Finishing 9/30/15 $45, 800 balance
	+ Library video paid in full
	+ SummerQuest budget estimate kept in line to actuals
	+ After all projected pledges/expenses, we’re at $43k account, or net of $22k with $15k reserve
* **Book Sale Update (Nancy)**
	+ New book carts are in and awesome!
	+ **ACTION ITEM:** 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.
	+ Tote bags are in stock, and librarians have them to take to the Market - $3
	+ Friends provided cookbooks to Market stand; sold 7-8 cookbooks last Market
	+ Membership flyers: VistaPrint order submitted for membership flyers ordered to get through booksale and membership renewals
	+ Booksale Committee meeting 10/2 – assignments were made during meeting for major tasks
		- Need someone to support teacher appreciation day by drafting letter to Superintendent of schools
		- Need help for additional tasks – outreach ongoing
	+ DVD /CD Fall Festival sale report **(Jill)**:
		- Report distributed (electronically)
		- >650 CDs, >600 DVDs, & 58 audio books
		- Total sales $3,152.50 (33% increase over prior year)
		- We posted categories of CDs, DVDs – positive feedback
		- **REQUEST:** need jewel cases and DVD cases (inexpensive or free)
		- Pricing: audio books and sets needed to be priced – prices based on
		- Fall Festival flyer didn’t have DVD/CD sale listed (oversight) – check next time
		- **ACTION ITEM**: add fine print to Facebook page to advise that all book sale and media sale content sold are donations, not from Library
		- **MOTION PASSED**: allocate up to a maximum of $1000 to procure 3 refurbished or new tablets that support Square chip-compatible devices, to support chip-and-pin cards
	+ Randy update
		- 380 inventory - total $2200 over 3 months
		- **REQUEST**: consider to get an account with PAYPAL for direct deposit of funds by Randy to Friends account
		- **SUGGESTION**: attend other library Friends meetings, to keep on top of dates and conflicts & collaborations
		- Consider to exchange email lists with other libraries
		- Lean forward to get donations: e.g., when people move they’re given a packet by local real estate agents to include book donation solicitations; funeral homes to raise awareness to solicit estate sales
	+ **Social Media (Carol)**
		- No additional updates.

**Staff Report (Cindy):**

* SummerQuest – would like to extend time for SummerQuest to increase programming
	+ 3x the programming drew 1,050 children + 407 adults (vs. 417 and 122 last year)
	+ Science in the Summer – want to add a week next summer
* Increase the ask from $3800 🡪 $4800 for 2016
* **ACTION ITEM**: Cindy will provide the full report has actual engagement feedback
* Laura first-hand noticeable increase in circulation of children’s content this summer
* **MOTION APPROVED**: soft commitment to support SummerQuest ’16; funding level pending
* Adult area re-design in process – more to come
* **SUGGESTION**: request to install a camera in large meeting room would allow recording, live-streaming, and archiving events, from classes, to storytimes – many things we could post digital content IF we had a camera… we’re camera-ready, but no hardware. (Note: assumes library staff trained and resources available to support and use camera)
* **ACTION ITEM**: 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 is volunteering to host the volunteer appreciation event – November 30th, party @ library.
	+ **Wrap-up Comments (All)**
	+ **ACTION ITEM**: 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.
	+ Nancy noted that it’s no longer needed to buy a new safe, if we have the ability to expand our credit card receiving options.

Adjournment 8:38 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 |
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| 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 |
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