**Friends of Beatley Library - Minutes**

September 8, 2015

**Attendees:**

Chuck Ziegler, VP Advocacy

Laura Kopelson, VP Membership

Nancy Blanton, VP Book Sales

Patty Steelman, Book Sale Committee

Richard Steelman

Cindy Thornley, Manager, Beatley Central Library

Rebecca Hughes, Secretary

Gary Hacker, Book Committee

Annabelle Reitman, Book Sale Committee

Carol Abrams, VP Social Media

7:05 pm meeting called to order by Chuck Ziegler

* Introductions
* **MOTION**: Approval of August minutes (passed)
* Reports:
* **Advocacy Update (Chuck)**
* Gina has agreed to provide an email visual to promote video via Friends email
* **ACTION ITEM**: send email to Carol for posting of video to FaceBook
* More press and media: Photograph of Beatley activity, with links to what it is
* **ACTION ITEM**: coordinate promotional content with Communications (Anton, Cindy) to Library’s communications team
  + **Membership Update (Laura)**
  + Aug 31 - 26 renewals sent, 6 memberships renewed; still pending.
  + Branding Effort:
    - Beatley logo to be used more – Nancy and Volunteer Chris Todd (graphic designer, bookseller / booksale volunteer) developed vertical version of logo
    - Matching letterhead, mailing labels, and bookmark also created
    - Trifold developed for membership brochure w/Carol
    - Membership apps will be accepted during Beatley Open House/Flash Sale
    - Cindy added Friend’s meetings on Library Events Calendar website
    - Advertising slide on monitor as you walk into the Library now features our logo
    - MOTION: request to fund print services and tote bags purchase
* **Finance Update (Stuart)**
  + Unable to attend
  + Rebecca requested email update to append to Minutes, with soft copy of Financials (tbd)
* **Book Sale Update (Nancy)**
  + Welcome new booksale volunteer David (Dave) Chapman
  + Acceptance of Betty Wright estate mass donation:
    - Thank–you note sent by Nancy to family
    - Thank-you note to Randy Jennings
    - Thank-you note to Chris for assistance
  + CC Fox, Library Staff – developed flyer for fall book sale
  + Fall book sale ad placed in BooksaleFinder.com ($45 same as last year)
  + Advertising for Fall and Spring: confirmed, we can put the ‘real estate’ signs on median strips
  + Nov 12-15 sale dates; signs should go up 2 weeks ahead of time.
  + **ACTION ITEM**: where are booksale yard signs stored? (Nancy ask Betty)
  + Sat. Sept. 26 – CD/DVD booksale
  + **ACTION ITEM**: City of Alexandria inclusion of events in City Website & Calendar of Events (Dave/Nancy)
  + **Call for Support**: volunteer needed to research inclusion of Friends events in Gazette, City, other publications that post website and paper calendar of events
  + Call for donations of CDs/DVDs
  + Marketing Materials:
    - Tote bag sample bag w/New Logo
    - Vistaprint quote for paper materials
    - **MOTION APPROVED**: fund (up to) $1500 for Marketing Materials
    - Cindy suggested book carts for Friends in a unique color, would look nice and help advertise… shortage of carts in general, and existing carts are not in good shape
  + Book Carts:
    - Review of carts from vendors with library staff and Friends volunteers
    - Recommend to purchase 4 carts – flat top and slant shelf for smaller items for donations up front; library carts will still be used in the back room for sorting
    - Total requested: $1775 (including inside delivery), incl. non-profit discount
    - Carts will be \*owned\* by Friends
    - **MOTION APPROVED**: fund $1775 for purchase of 4 carts
    - Online booksales revenue: $1800 total raised through Randy Jennings and nd Chris Todd
  + **Social Media (Carol)**
    - If we are going to have a website, which will allow us to process payments online, we need to fund a hosting fee of $75/yr.
    - **MOTION APPROVED**: $100 for URL + 1 year hosting services (recurring fee, approved to fund 1 year, renewable)
    - If we do accept a renewal and membership online, we don’t net the full amount – we would lose 4% off the total amount in fees
    - Question: can we tie this into Square?
      * Answer: it doesn’t appear Square provides website services, only POS & email
    - First step would be to go through a commercial service to reserve the URL
    - You buy the URL with hosting services for a 1 year period (cloud service)
    - Placeholder for Friends minutes (back post), and other content for public review
    - Placeholder for bylaws
    - Placeholder for video
    - **Question**: will the hosting service site be fast?
      * **Answer**: we have to make sure we manage the photo resolution, but this is a function of the service provider
    - **Question**: how do we drive more traffic to the site?
      * **Answer**: membership materials, flyers, bookmarks, events calendars, and other locations
    - **Question**: can you put things like, on Chuck’s emails: volunteer wish-list… supplies wish-list, etc.?
      * **Answer**: yes
    - **Question**: can we get a sign-up sheet to volunteer online on the website?
      * **Answer**: yes (application or document)
    - **Recommendation**: multi-year memberships enabled; before we go final on our new membership publication
    - **MOTION APPROVED**: change membership amounts to $15, 25, 50, 100, and 500
    - Reminder: if you see a post, please “Like” it to ensure it’s promoted
    - Facebook advertising component: we can target sponsored posts
    - **MOTION APPROVED**: $20 to fund a facebook promoted post

**Staff Report (Cindy):**

* August proceeds: $90.60
* Waiting on multiple design companies to return with furnishing proposals for adult areas
* Summer Reading – more than 2x the children involved and 4x involved YoY
* Updated Stats & Fall Festival update provided in written report
  + **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 |  |  |  | Open |
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