

FRIENDS OF CHELSEA DISTRICT LIBRARY

Executive Board Meeting
Saturday, November 5th, 2011

CALL TO ORDER

Cynthia Silveri called the meeting to order at 10:19 a.m.

Present: Cynthia Silveri, Theresa Whitaker, Bill Harmer, Kim Verardi, Toni Keim, Beth Jakubowski, & Nancy Neff

MINUTES

- Kim made a motion to approve minutes from October. Seconded by Nancy. Motion unanimously approved.

DIRECTOR'S REPORT

- Bill showed & discussed the framework of the fundraising plan to grow endowment. Information will be in upcoming newsletter

TREASURER'S REPORT

- Kim presented the Treasurer's report. It indicated at the end of October 2011 cash balances were \$9,368.17.

- At the end of October, income included \$412.50 from friendly book cart, \$60.00 from book bags, \$28.00 for flash drives, \$0.53 with interest on savings, with a total income of \$501.03.

- Expenditures included \$58.00 for printing/marketing (\$10.02 was moved from book sale supplies to printing/marketing for bookmarks), \$15.84 for postage/mailing, for a total of expenses of \$73.84.

- Kim suggested closing Chelsea State Bank account & move the \$378.86 in account to endowment. Kim made a motion to close Chelsea State Bank account. Seconded by Nancy Neff. Motion unanimously approved.

COMMITTEE REPORTS

Fundraising

- Nancy reported in the month of October, there were 148 hours volunteered & 17 coupons given out. YTD hours volunteered were 1,802.5 hrs, with a YTD total of 181 coupons.

Book Sale Report

- Even though the racks are still full, incoming inventory levels have dropped in October. Since we have not received a report from MBB for July through October, we show a negative \$761.12 in anticipated revenues for October. Projections will change and be update with the reports that are recent.

- Cynthia discussed report from MBB from August 1st-August 30th

Membership/Communications

- Erika was not present but submitted report via google docs. She met with Bill & they are working together on a PowerPoint that can be used to present to prospective members & groups. Big thanks to Angela Berent for her stories in the Nov-Dec issue of Friendly Banter which had been sent out.

- Erika will be working on preparing the annual membership renewal letter campaign this month & hopes to have them mailed out by Dec. 1st.

Social Networking

- There is a potential prospect to take over networking

Book Sale Task Force

- The Book Sale Task Force met on November 2nd. Present were Sharon Pignanelli, Cynthia Silveri, Bill Coelius, Jan Carr, & Nancy Neff.

- The group briefly talked about dot colors for books & how it related to culling

- Sharon mentioned the importance of having Cynthia Dopp & Joan Birgy at future meetings as their discussions impact their work. The meeting day will be changed. The group will not meet on November 16th as previously planned.

- Role of the Book Sale Task Force was discussed. Right now Sharon has made any and all decisions regarding the book sale. The Task Force will be the “new Sharon” and will make decisions regarding the sale.

The Book Sale Task Force will be made up of the following positions:

Friends Board Vice President (president in the absence of a vice president)

Mission Based Books Coordinator

Inventory Manager

Book Sale Coordinator and “shadow” counterpart—this will be a rotating 4-6 month position on the committee

- Sharon indicated that we will try the idea of culling all of the books immediately following the book sale on November 12 and see how that goes. In the past, cart owners come at their own schedule to cull their shelves and often do not accomplish this task in a timely manner, which then does not allow us to get rid of the culled books quickly.

Sharon has adjusted the work schedule for the sale to reflect this trial, four people will be staying until 3:30, the clean-up crew will come in as usual.

- There was discussion about raising book prices. No decision was made.

- There was discussion about sale prices on books--\$3.00/bag pricing on all withdrawn books, and books to be culled (certain color dots) have always been on sale for \$3.00 per bag. People don't read the signs, so don't know, there is often confusion as to what is on sale and what is not. Sharon used to make mini-sale flyers to hand out to customers—she

will do it for this sale, seems to help.

- In trying to reduce the number of volunteers needed for the sale, Linda and Jan had the idea of large stick-on footprints that lead from the lobby to the top of the stair well to take lead people to the sale. These are available from library catalogs. Jan is working with Linda on this.

- The preview is going away after November sale, so that will help with less work/volunteers for Friday set up.

- Cynthia asked Sharon for more info on the primo book cart owner job. Basically someone needs to be able to check and stock those carts MWF. Cynthia wondered if a library staff person might volunteer for that job, since when they are at work they can see if the shelves need stocking and could do it either before or after their work shift. In the absence of a primo book cart owner, as of the meeting, Sharon was going to do the job but after discussing it at the Friends meeting with Bill, it was decided that the library staff would email Beth when the primo shelves were low & Beth volunteered to come in and re-stock them.

- A good solid contact sheet needs to be put together so that new/potential volunteers can call or email with questions, etc. Should include board members and book sale task force member names. Sharon has been and will continue to copy the Task force on emails she sends out to various people relative to the sale so that we can see the kinds of issues that crop up.

- Nancy Neff will be taking care of water, chocolates, & etc. for the book sale.

- Jan presented her idea of rotating book sale coordinator job in the absence of the position, as no one has volunteered for that yet. This would entail a person shadowing the current book sale coordinator, & then being the book sale coordinator at the next sale. Jan has volunteered to shadow Sharon now for the November sale, then she will do the January sale. She will need someone to shadow her for the January sale, then that person will do the March sale. Everyone thought this was a good idea. Cynthia asked Jan to develop a chart through Sign-Up Genius so that people can sign up. The chart & description of this job can then be sent to the constant contact email list that Erika/Anna use for the newsletter.

- Cynthia will update the organization chart.

- The meeting was adjourned at 8:15pm.

OLD BUSINESS

- 2012 Bookmarks were ordered as approved by a vote via email.

- Cynthia will get with Erika to go over the 2012 Annual Meeting/Formation of Nominating Committee for 2012 Election.

- Cynthia discussed Board Member assignments relative to book sale

NEW BUSINESS

- Bill Coelius came up with the idea to have yard signs made to advertise for book sale. Kim made a motion to get 20 yard signs, that say Book Sale- Chelsea Library, 10am-3pm with blue background & white lettering, costing approximately \$400. Seconded by Beth. Motion unanimously approved.

- Sara Wedell suggested getting 5 copies of the dvd "One Room Schoolhouse", 10 copies of the dvd Chelsea Community History Project: Farmers", & 10 copies of the dvd "Chelsea Community History Project: WWII Veterans" at a total cost of \$250, & sell each one at the book sale for \$16 each. Kim made a motion to buy 25 dvd's for \$250.00 & sell them for \$16. Seconded by Nancy. Motion unanimously approved.

- It was suggested to have some type of gift table for Friends at the book sale in January

- Beth suggested putting sorted books in an assigned box & taking the whole box over to the appropriate cart as to help cart owners.

ADJOURNMENT

- The meeting was adjourned at 12:00pm.

Respectfully Submitted,
Theresa Whitaker