



**friends | FERNDALE
LIBRARY**

Ferndale Friends of the Library
Board meeting minutes,
August 17, 2010

Kevin Yezbick called the meeting to order at 6:38 p.m.
Doug Raber was a special guest.

Administration: Kevin Y. discussed a quarterly online newsletter for communicating with membership. Members discussed sending out a general online or op-in newsletter. Doug Raber also suggested announcing board meetings and sending out the board agendas. Kelly said about a dozen members don't have email addresses.

Webinar: Jim O'Donnell described free webinar sponsored by the Association of Library Trustees Friends and Advocates which he attended last week. It was conducted by Peter Pearson of the St. Paul Friends and discussed philanthropy, fundraising, planned giving, and annual funds in libraries.

Three points from O'Donnell:

1. The library board has a fundraising and development committee. Rather than dilute our efforts, we should probably have a joint fundraising committee for planning and strategy.
2. We have a long term need for tens of thousands over the years. Big donors are reluctant to give that kind of money to a government entity but will give it to a 501c3 (which the Friends are filing to be).
3. Short-term, get a committee from the Friends and meet monthly with the board. Longer term, the idea of a foundation, for a separate 501c3 corporation. An alternative, a merged Friends and board foundation.

Raber said the merged foundation is feasible and board members would probably be willing to put up seed money to join the foundation board (\$1,500?).

O'Donnell: A board of well-off or well-connected donors; probably wouldn't be interested in sitting on the Friends board. First thing to look at: An annual (November) appeal.

Raber: A bulk mailing to everyone in Ferndale is @\$2,500.

O'Donnell: A copy of library needs and how library might raise the money to meet those needs was distributed to board members. (Programs, materials, building renewal, service hours)

Raber: Two areas of library with most need are programming and collections. Which one would be the most likely to generate the most appeal to donors? Have to be careful we're not spending it on the kind of programming or collections they think we need.

O'Donnell: our revenue from city taxes is about 17% less than year before. Property tax taxes down from year before. State grants to be eliminated (was \$8,000). Fines can't be collected; people don't have the money.

Financial discussion to be deferred because treasurer Matt Nowaczok is unable to attend.

Programming: Darlene Hellenberg

Library programming/Annual plan.

Distributed program ideas to board for adults, children, family and Big Year.

Doug: May have to spend some money to publicize and advertise programs in local papers (Daily Tribune, Woodward Talk) and the Ferndale 115. Also proposed the idea of a column in local papers. Darlene is looking for help with ad costs, and volunteers during programs, and likes the idea of Big Read/Year being the programming flagship. Also the street banner for quarterly events.

At DIY, Darlene proposed having a book sale on the lawn.

Bookstore: Don DeGenzo

Procedures: Being resent out to some people.

First full week library's: \$186 made, 30 hours of volunteer coverage

Goal of at least 50% coverage while library's open. Now at 55% or 120 hours coverage for the month.

Jeannie's goal: To have people work different shifts in store and to have more people working in the store.

Doug would also like to have more cross-staffing between store and circ desk, but the circ desk has been busy in the afternoons. Haven't been able to get self-check going for simple checkouts yet; and circ desk also does readers advisory. Hoping to get to the point where friends shop is open where library is open.

More bookstore donations than we can cope with; need to have staff go through the donations in the next week.

Kevin Y. suggested using Google Calendar for scheduling bookstore volunteers.

Membership: Kelly Farrah

Events document on Google Docs.

Are we/will be ever be allowed to take credit cards? Have had to turn away some people for not having checks on them in person. Doug: Need a commercial account @ bank, and the self-check system at the library will take credit/debit cards.

Working on a new form.

Events: Some bling/swag to hand out at events.

DIY: Thought it would be cool to have a DIY section.

Business members: Give big business members honorary membership for a year. Get logos on website.

Last month's minutes approved.

Special events: Beth O'Connor

Spent more than what was raised ... was supposed to be an expenditure of \$3500

Doug: a "friendraising" expenditure.

Meeting adjourned at 8:15 p.m.

Respectfully Submitted,

Joanne Scharich

Secretary

Ferndale Friends of the Library