



friends | FERNDALE
LIBRARY

**Friends of the Ferndale Library
Board Meeting Minutes,
July 12, 2010**

Meeting called to order at 6:41 p.m. by president Kevin Yezbick.

Memorandum of Understanding: Jim O'Donnell. Memo outlines agreements between library and the Friends. Also needs an attachment and clarification of policies the library board adopted of relations between friends and board which the board adopted a few months ago concerning statements made by Friends about the library and policies about Friends fundraising and programming events.

Members discussed the need for a way to have fundraising events at the library. Current library board policy is to not have fundraising events on library property. Jim is to negotiate with board members regarding these policies tomorrow at the library board's Fundraising and Development Committee. He also suggested members take a look at the ALTAFF Fact Sheets and website. We also may need to develop a separate library foundation to raise money for longer-term fundraising projects such as grants.

The memo of understanding also says that the Friends also agree if they cease to promote the library, they disband.

Finance: Matt Nowaczok said he was unable to access accounts today. Kevin Deegan-Krause said the Friends had about \$4,000 in savings, \$2,000 in checking, \$2,000 in PayPal, with a balance of about \$6,000-\$7,000 after costs of events. Liability \$1,000 owe the library for Grand Opening. Memberships made up for costs of Sneak Peek event. Matt Nowaczok, Kevin Deegan-Krause, and Kevin Yezick discussed changing the official names on the Friend's checking accounts.

Bookstore: Don DeCenzo. July 10 was grand opening of the store. Three goals: To get room ready (achieved), open the store and get it staffed for the grand opening (achieved), and get staffing ready for the rest of the month (delayed). Made \$186.99 in sales at grand opening. Library will provide bookstore storage; they just don't know where yet. People want to bring donations to the library but library's not yet open. Library staff will assist in selling items when bookstore's open but not staffed. Future concerns: What will the money be used for? Also wants the membership to understand

it's the Friends bookstore and the Friends need to support the bookstore in some way (volunteering, promotion, books sorting, etc.).

Kevin Yezbick said there shouldn't be a problem getting members to staff the bookstore, but it's going beyond what expectations are for membership.

Bookstore Staffing: Jeannie Davis said we should encourage Friends members to work at the bookstore; board members are busy and work in the day. Kevin Yezbick said we should worry about staffing the bookstore during prime hours. Kevin Deegan-Krause said we might have to lock up certain items such as CDs in order to protect profits. Also we will get donations from culled library books and donations from open shelves. Kevin Deegan-Krause also said we should give the library the first opportunity to take from donations to Friends at will. Darlene H. asked if volunteers should be referred to Friends; Kevin Deegan-Krause said yes, or vice versa. Kevin Yezbick said his Friends of Libraries book does have sorting categories for books.

Programming: Big Year Kevin Deegan-Krause

Planning for Picture, Music and Books: Darlene Hellenberg.

Looking for nominations for books this time around.

Raise money for books and speakers/programming.

Thinking of calling it "Ferndale Reads," "The Big Story," "The Big Book," etc.

Kevin Deegan-Krause: Project is about community literacy in all forms of arts and culture. Committee is to take three ideas and vote on them in three months (or by the DIY Festival).

DIY Festival: Have a book sale on the lawn during the festival or another event to get people into the library. Have programming committee get something ready for the DIY Festival.

Dream Cruise: Jeannie Davis suggested an ice cream cart; the Friends did it one year. She will look into it for this year's Dream Cruise.

Special Events: No report available.

Membership: Kelly Farrah. Six members signed up before Sneak Peek. Kevin Deegan-Krause has printed out a new batch of membership cards. Discussed many different categories. Will people be able to join the Friends in the bookstore?

Discussed membership database. Matt suggested putting it into Excel and then protecting it and putting it into Google Docs. Kelly said information needs to flow to her so it can be put into a master list.

Kevin Yezbick proposed business memberships. Kelly said she would propose it. Matt said the Friends should be a chamber member if we do that (library is a chamber member).

Publicity: Michael Pierce. Meeting with Bridget tomorrow about picking up signs. Up in the air right now about keeping the signs or having them keep them. "How to Get the Word Out" packet: A template for how to publicize events, to be passed around publicity group and to be put online. Fonts (Official?) and logo are on the Ferndale Friends.org website. Kevin Deegan-Krause has mapping software for sign locations; about 70 signs are out.

Projects: Kevin Yezbick

Volunteer coordination: Between library and the Friends.

Outreach services: Have Friends take lead on this in future, since library staff is small.

Jeannie Davis suggested this could be through Meals on Wheels.

Adjournment at 8:30 p.m. by Kevin Yezbeck.

Respectfully submitted,

Joanne Scharich

Secretary

Friends of the Ferndale Library