



October 14, 2013

1. Welcome and Introductions: 7:03pm, meeting called to order. Members present: Kelly Farrah, Katy Balcer, Adam Steinman, June Axelrad, Jenny Hegearty, Monique Herzig, Beth O'Connor, Ed Burns (FPL Staff).

2. Library Board Liaison Report (Report on Fundraising Retreat with fundraising consultant Gary Dembs and FFL role.) Monique Herzig reported that development needed for planning, though budget is under control. Board would like to work out a way that they are not competing with the Friends for the same \$ resources, though the FFL should be the fundraising arm of the library, board more steering and oversight.

Gary talked about several ways of thinking to capture revenue: 1) annual giving, 2) program-specific. Need to figure out a way to fund a grantwriter/researcher, be it fundraising thru the friends or in another way. (Perhaps a person contracted for a specific time, would also include what grants are available for which to apply.) Biggest hole in library budget is in Operations.

Friends of the FL is a 501c3 organization, which means the grants will funnel through the Friends.

Grantwriters who take a portion of the funding as compensation that they procure is one way this works.

Building and Finance committee / Fundraising and Development Committee on the Ferndale Library Board both involved in this drive/project, as well as the Friends being involved, and worked out which group is involved with doing what kind of fundraising.

History of the library – independent entity with its own board/trustees, separate from the City of Ferndale (no longer part of the city's budget; works from taxpayers' millage).

Crowd-based fundraising: Kickstarter-type projects to raise money are options (incentivized giving).

3. Library Staff Report: Bookstore Chair June Axelrad was recognized as a Distinguished Volunteer for National Philanthropy Day (by the Association of Fundraising Professionals) and

will be recognized on Nov 13 at the National Philanthropy Day Dinner at the Detroit Marriott Renaissance Center. Thank you, June for all of the hours you have dedicated to the Library and the Bookstore in this past year!

Ed Burns: Jessica Keyser thanks volunteers for the volunteers who came to the Power of Myth art show on Oct 12th in the evening. About 100 attended.

4. Motion to Accept new Public Relations Chair (Adam Steinman) Motion made by Kelly Farrah, motion seconded, vote was unanimous to approve.

5. Officer & Committee Chair Reports

- President: Excited to dedicate more time to the FFL Board! Searching for article on how to get businesses into your Friends groups, and pulling more information together on how to grow the group. Membership chair duties are being done by President until a new Membership Chair joins the group. Membership renewal and recruitment plan is needed. .
- Vice President: American Library Association's National Friends of Libraries Week (Oct 20-26). This org has canned promotions materials, including buttons, bookmarks, press releases, etc. Thinking about how to promote our Membership drive and let more people know about what the Friends group.
-
- Secretary: Motion made, seconded and carried to accept notes into public record.
- Treasurer: Absent since July 1, Bookstore has brought in \$2200. Treasurer's report accepted into record.
-
- Membership Chair: vacant and needed. See notes under President's report.
-
- Book Store: Membership drive this week may use some credit at the bookstore to give a prize for joining or renewing as a Friend. Volunteer who the FFL sent flowers to was very grateful and send back a thank you card. Darlene H. contacted Bookstore to offer to sell books at the book and bake sale. Options to sell, but we need a volunteer to work on Saturday. June may need to work.
High school students applying for the Bookstore have filled out applications for the general library volunteering, should be referred to June from Jessica if a general Volunteer form.
- Special Events: Chair is looking for a new person to take over this position (current Chair has been in place for about 5 years). Costume Sale: Oct 19 10am-1 pm at the Library. Will collect costumes until Friday Oct 18. Cash drawer will be needed for event.
- Public Relations: Adam Steinman reported why he wanted to join the Friends board.

6. Action Items

- Need to fill Membership Chair position.
- National Friends of Libraries Week October 20-26, 2013.
- Create FFL Strategic Plan (Membership Renewal & Recruitment; Need for Volunteer Coordinator).
- Other

7. Adjourn : 8:39 pm.

Next Regular Meeting: Monday, November 11, 2013, 7:00pm, FPL.