

West Sacramento Friends of the Library  
April 25, 2018 Board Meeting Minutes

Board Members present: President, Alex Hirsch; Vice President, Ken MacDonald; Treasurer/Interim Secretary, Helen MacDonald; Membership Chair, Nadine Bollard; Yolo County Librarian and Archivist, Mark Fink; East Yolo Regional Library Manager, Dana Christy; Library Assistant, Ana Landeros; Library Advisory Board (LAB) City of West Sacramento Representative, Susan Martimo; Guests, Aria Berliner, Traci Dawn

Meeting was called to order at 6:02 p.m. by President Alex Hirsch.

Announcements: Save the date! WSFOL will be participating in the Big Day of Giving on May 3<sup>rd</sup>, 2018. Visit our webpage to donate on May 3<sup>rd</sup>: <https://www.bigdayofgiving.org/wsfol>. WSFOL is partnering up with Jackrabbit Brewing Company in West Sacramento to celebrate the Big Day of Giving. Join us on May 3<sup>rd</sup> from 4:30pm to 9:00pm at the brewery to make an in-person donation and purchase a limited-edition pint glass with the WSFOL logo on it! Helen MacDonald asked the Board to spread the word about the “Lest We Forget” event. Alex Hirsch met one on one with Library Advisory Board District 1 Representative, Stephanie Chavez, who is interested in attending future board meetings. Susan Martimo announced that the April Newsletter was mailed out and the next newsletter will be mailed out in mid-September.

Nominations for Communications Chair position: The board voted to appoint Aria Berliner as communications chair.

Approval of the April 4, 2018 Minutes: **Action:** Nadine Bollard moved to approve the amended minutes of the April 4, 2018 board meeting. Ken MacDonald seconded the motion; the motion carried.

Treasurer’s Report: Helen MacDonald distributed the income and expenses statement for April 2018. Helen reported that the Friends of the Library gained two new members. The audit of the 2017 WSFOL books was completed and Helen distributed the audit report to the Board members. Alex will draft a thank you letter to Louie Campos for conducting and completing the past two WSFOL audits. Mark Fink discussed using QuickBooks online to keep the books and an item will be added to next meeting’s agenda. Helen also provided a report of WSFOL income and expenses to date since January 1, 2018.

Membership Report: Nadine Bollard reported there was one renewal that came as a result of the renewal reminder mailer she mailed out in April. We still have 79 household members. Per request, Nadine will send the current membership list to the Board members.

Old Business:

*Aria—Discuss proposed logos for WSFOL:* Aria will update the website to include a history of the artist who designed the sculpture at AFT Community Library and subsequently the feature of the WSFOL logo.

*Alex—Update about nominating the Arthur F. Turner Community Library for a West Sacramento Civic Leadership Award:* Alex submitted the nomination but hasn’t heard back. Alex has also not heard back from the West Sacramento Foundation award but he does not expect to hear back until May.

*Helen and Carol—BigDOG 2018 Update; Donor Outreach Campaign:* Helen reported that the letters soliciting BigDOG donations from previous donors were mailed out and that no mailings

were returned. Helen suggested, and Board agreed to have pre-written Thank you cards or letters for the BigDOG donors. Helen will prepare.

*Aria—BigDOG Update; Publicity Campaign:* Aria shared the flyer that she made for the BigDOG day-of event at Jackrabbit. The Board discussed several places to hang the flyer. Aria mentioned that she's been posting donation and event reminders on both Twitter and Facebook. Alex will announce the event on the various West Sacramento community Facebook groups. Alex and Nadine will post the flyers around town. Alex will send an email to the membership reminding them of BigDOG and the Lest We Forget Event. Helen will reach out to the West Sacramento News-Ledger to add information about the event at Jackrabbit to their free calendar.

*Alex—BigDOG 2018 Update; Event plan for May 3<sup>rd</sup>:* For the day-of event, Alex will bring the WSFOL informational trifold, the WSFOL banner, business cards, and membership applications for the event. Alex will email Lynda to ask her for the list of locations where she posts flyers and to ask her to create a June book sale flyer to hand out at the Jackrabbit event. Aria mentioned that she has emailed Jackrabbit about where WSFOL can table and if they can provide us with a table, power strips, and Wi-Fi access. Aria will follow up with Jackrabbit and also ask them about the cost of the pint glass and if beer is included with the pint glass. Ken will purchase a thank you gift for Jackrabbit Brewing Company for hosting the BigDOG event.

#### New Business:

\* *Alex—Discuss creation of Membership Perks program similar to Winters Friends of the Library:* Tabled until annual meeting. Nadine and Susan will work on creating a membership card.

\* *Alex—Discuss possible fundraisers for June and July:* Alex discussed teaming up with a local restaurant to get part of the proceeds from meals purchased. Tabled until next meeting.

\* *Alex—Discuss proposed guest speakers for Annual Dinner Meeting:* Ken suggested soliciting the State librarian, Greg Lucas. Helen put forth former SacBee columnist and freelance writer, Allen Pierleoni. Other names suggested included: Kate Washington, John Lescroart, and Jack Ohman. There was interest in having an author as the guest speaker. Discussion with continue next month.

Branch Library Report: Dana distributed the branch library report which included the statistical comparison between 2017 and 2018. She reported that the library is getting ready for Summer Reading. 2<sup>nd</sup> graders have been bussed to the library. She also highlighted the teen's anime Sunday and the "I See You" programs. Mark brought a program to the library. The staff learned about the 18,000 Afghan immigrants living in the area during an all-staff training "Cracking the Codes: The System of Racial Inequality". Dia Los Ninos/Libros is on Saturday April 28. Nonprofit Alliance Leaders is holding a training on May 23 in Davis for recruiting volunteers. The Arthur F. Turner Community Library is holding a community potluck to kick-off the start of summer reading at the Arthur F. Turner Community Library on May 20 at 2pm.

County Librarian's Report: Mark Fink distributed copies of the 2017-2018 Yolo County Library accomplishments. Mark highlighted the Books by Mail program in which the number of people participating has increased from 57 to 64 and the number of items borrowed increased from 912 to 1,713. He will distribute the 2018-2019 goals at the next meeting. The Yolo County Library received a grant for a 10-week ESL program for caregivers in Esparto where the library will provide childcare and a meal. The goal of the program is that caregivers can feel more confident with basic life skills (e.g. talk to their children's teachers, make a doctor's appointment, etc.). The Esparto Regional Branch will be offering an ESL class for free and there will be Yolo Reads tutors to facilitate English speak after class, 2 times per week. The semester won't run on a traditional academic calendar. Oct-March. One stop center in Davis where employees assist anyone looking for a job – service is being expanded to Esparto. Soft-skills training for teens at

Esparto. Hours expanding in July at Esparto. New recruitment for assistant county librarian, looking for new circulation person. The Yolo County Library Foundation received their non-profit status from the IRS.

LAB Report: Susan Martimo reported that LAB is coordinating the next forum, Saturday, October 27, 10am-1pm at the Mary L. Stephens Library in Davis.

Website Report: Aria reported that there were 423 unique visitors and 786 page views in April. Helen asked Aria to update the report to show historical trends; Aria will begin presenting a new website report at the May meeting.

Next board meeting will be held on Wednesday, May 30, 2018 at **6:00 p.m.**

Meeting adjourned 8:22 pm. Aria Berliner, Communications Chair