

West Sacramento Friends of the Library
June 27, 2018 Board Meeting Minutes

Board Members present: President, Alex Hirsch; Vice President, Ken MacDonald; Treasurer/Interim Secretary, Helen MacDonald; Membership Chair, Nadine Bollard; Communications Chair, Aria Berliner; Yolo County Librarian and Archivist, Mark Fink; East Yolo Regional Library Manager, Dana Christy; Yolo Regional Library Staff, Vaile Fujikawa; Library Advisory Board (LAB) District 1 Representative, Stephanie Chavez; LAB City of West Sacramento Representative, Susan Martimo; Guest, Jennifer Micheli

Meeting was called to order at 6:04 p.m. by Vice President Ken MacDonald.

Announcements: West Sacramento Friends of the Library (WSFOL) raised over \$1,600 during our Summer Book Sale in June. Thank you everyone for your support! Helen MacDonald verified that the “bag of books” price increase did not see a decline in sales. WSFOL sold 67 bags on Sunday.

Approval of the May 30, 2018 Minutes:

Action: Aria Berliner moved to approve the amended minutes of the May 30, 2018 board meeting. Mark Fink seconded the motion; the motion carried.

Treasurer’s Report:

Helen distributed the income and expenses statement for June 2018. Alex Hirsch gave Helen a check from Jackrabbit Brewery for WSFOL’s portion of the pint glass sales. Helen reported that we gained one new member during the book sale. Helen also provided a report of WSFOL income and expenses to date since January 1, 2018. Helen noted that we are lagging on donations, but the donations received during BigDOG exceeded our expectations. Additionally, WSFOL had budgeted \$2,330 for year-to-date expenses, but has spent less than \$200. Helen provided a copy of the check from the Sacramento Region Community Foundation for our BigDOG donations and highlighted that publicizing the Golden1 Credit Union prorated donation matching negated almost all the transaction fees collected through the BigDOG website. Helen asked the Board if there was interest in purchasing terrorism insurance; the Board declined. Adobe Systems Incorporated sent WSFOL a check as part of their donation matching policy for employees; in order to deposit the check directly into the WSFOL bank account, they need WSFOL’s bank account information. Aria checked with the Adobe employee that made the donation to see if Adobe publishes a list of nonprofit organizations to donate to; they do. **Action:** Alex made a motion to provide Adobe with WSFOL’s bank account information. Mark seconded; the motion carried. Helen will provide Adobe with WSFOL’s bank account information.

Membership Report:

Nadine Bollard reported that there are still 79 household members, even with the new member. There was an error that one household was counted twice, the error has been corrected. The membership list is correct and up-to-date.

Old Business:

Alex— Update about proposed guest speakers for Annual Dinner Meeting: Alex spoke with the Bryte Garden Café and reported that there is no school or campus rule that prohibits an author from selling or signing a book. Alex updated the Board that journalist, Beth Ruyak, agreed to be the speaker at the annual dinner.

Alex— Update about proposal from other Friends groups to participate in a joint training event on recruiting and mentoring new volunteers: Alex reached out to the other Friends presidents.

Most of the Friends groups expressed an interest in participating in the training event. The Davis Friends group was not interested since they had attended a session with this trainer. Based on the Davis Friends' experience with the training, the Board was concerned that there would be less interest in the training session. Mark updated the group about the other Friends groups' sentiment. The training program has changed; each Friends group will be charged \$30 per person for the training. The Friends groups will be asked to send the trainer topics that they would like to have covered in the training. Ken suggested that the Board discuss what we hope to get out of the training. Mark and Helen both discussed trying to figure out which groups of people, such as millennials, we would like to target for recruitment and volunteering. Mark said that the training should be scheduled for a Saturday or Sunday. Alex will contact Sally Brown, President of the Winters Friends of the Library, and the other Friends' presidents and will provide them with a list of what WSFOL wants to see covered in the training. Discussion was tabled until next meeting.

New Business:

* *Vaile—Present plan for spending BigDOG funds to enhance teen services:* Vaile Fujikawa gave the Board a list of items split into four categories, totaling \$4,981.37, that she would like to purchase using the money donated during BigDOG. Vaile gave a presentation about each item category: circuits, audio/visual, gaming, and extras. Vaile mentioned that when generating this list, she was sure to receive input from the teens. Vaile was very enthusiastic about circuit activities. Vaile explained that Makey Makey is a tiny processor and circuit board that demonstrates how conductive an object is. Makey Makey can be used to build video games. Vaile assured the group that the Makey Makey kit is reusable. Helen asked if it would be left out in the teen room. Vaile said that most of the items purchased would be on a check-out system for use in the teen room. Vaile also showed the Board a Chibitronics, aka little electronics, tutorial on how to turn on an LED light with the kit. Helen asked about chibitronics usage – Vaile assured the Board that the little electronics would not be used every day and would last. For audio/visual equipment, Vaile envisioned that the teens would use the items to record videos, experience virtual reality with Google cardboard, use the blue yeti microphones, Sanheiser headphones, Behringer mixer, and the digital recorder to record podcasts or music. Vaile explained that the camcorder and stereo microphone would be used to create various kinds of media projects, as the teens have expressed interest in creating their own movies and music videos. Vaile also requested that the BigDOG funds be used to purchase an HD television which would be used to watch the teen-made movies or to display information, in the teen room. For the gaming equipment, the teens are requesting to use the money to purchase a Sony Playstation 4 and a Playstation 4 controller. Vaile mentioned that the Arthur F. Turner Community Library is one of the only libraries in the Yolo County Library System that does not have a video game console. Vaile stressed that the teens that come to the Arthur F. Turner Community Library typically do not have a place that is stress-free and having access to a video game console and games, which would be borrowed from the Mary L. Stephens Branch in Davis, could provide them with that type of environment. For extras, Vaile is requesting HDMI cables and a wall mount for a flat screen TV. Ken asked about warranties and return policies. Vaile said that items from Amazon were returnable but was uncertain about the return policies and warranties for the other items. The Board thanked Vaile for all the work and research into this topic. Helen asked Vaile if the teen program was growing. Vaile said it was and used the example of the Barrio Writers program application. Vaile recounted that in 2017, there was only one applicant from West Sacramento for this program, but in 2018, there were 30 West Sacramento applicants. Vaile said that with these items, she could go to local schools and the teen center to publicize the library. Mark suggested Vaile do a pre-and-post survey to measure the effectiveness of the items purchased. Vaile said that she could do these surveys quarterly. Helen suggested sending out letters to BigDOG donors with an update on how the money was used. Ken suggested that Vaile do a short presentation at the Annual Dinner. **Action:** Ken motioned to approve the purchases outlined in the list provided

by Vaile. Alex seconded the motion; the motion carried. Vaile will purchase the items that she outlined in her list. Mark suggested that we have a teen member for the Board. Vaile said she had a teen interested in joining.

** Aria—Discuss potential fundraiser events for July or August:* Aria gave the Board a list of mostly West Sacramento businesses that have held fundraisers, or have an interest in holding fundraisers, for local nonprofit organizations. Aria highlighted that when she first looked into fundraising for WSFOL, one restaurant chain had lowered the percent of profits donated to the nonprofit organization. Aria said that WSFOL, if interested in doing a fundraiser, should act quickly just in case other businesses followed suit. Alex asked if there was a need for a fundraiser since there is a five-month gap between BigDOG (in May) and the Annual Dinner (in October). Ken suggested taking a step back to explore what WSFOL would be raising money for. Mark pointed out that a fundraiser like this creates more awareness of the organization. Alex remarked that the downside of this type of fundraising is that WSFOL cannot personally thank each donor. Mark and Alex both discussed the success of the Winters Friends of the Library and how important it is to do events outside the library. Alex suggested having the fundraising event at the beginning of August to avoid conflicting with Back to School events. Since the minimum amount needed to be spent at Chipotle is \$300, based on the list and available information, Alex suggested the WSFOL approach Mod Pizza to host a fundraiser. **Action:** Alex made a motion to do a fundraiser at Mod Pizza in West Sacramento. Aria seconded the motion; the motion carried. Aria will contact Mod Pizza to arrange a fundraiser in early August. For publicizing the event, Mod Pizza will provide a flyer which the Board can post around town. Aria will check with Mod Pizza if it is sufficient for a customer to simply say he or she is supporting WSFOL during the fundraiser or if the customer is required to show them the flyer, either digitally or hardcopy. Jennifer Micheli mentioned the importance of advertising for an event of this nature and having information about the event. Helen reminded the group to look for the Rivercats Foundation Community Grant and take note of the application deadline.

** Alex—Discuss need to amend WSFOL bylaws:* Tabled until next meeting.

** Aria—Present updated WSFOL tri-fold brochure:* Tabled until next meeting.

Branch Library Report:

Dana Christy distributed the branch library report which included the statistical comparison between May 2017 and May 2018. Dana highlighted the success of the Summer Reading program with over 1,000 people signing up. Dana mentioned that new this year is lunch at the Arthur F. Turner Community Library five days a week and that the library has received funding to give the parents and caretakers lunch. In her update, Dana discussed the family movie night success and free popcorn. The big program for July is the Barrio Writers program which is a teen writing program where an author comes in to a different library branch. There will be a reading to celebrate the culmination of the Barrio Writer program on July 13, 2018.

County Librarian's Report:

Mark Fink emailed his June report at the beginning of June. The Grand Jury report came back, and Mark emailed that information to the Board. The Yolo County Library will be putting together a response to the findings of the report. The library is in the process of doing a \$2 million renovation on the Archives that was not referenced in the Grand Jury report. Based on the findings of the Grand Jury report, there will be an effort to partner with social services to increase access to information in West Sacramento. Mark mentioned that he was interviewed by the Sacramento News and Review. Mark published a list of priorities for the new school year starting July 1. Mark highlighted the expanding hours at the Esparto library starting on July 2. Esparto library will be open for an additional five hours per week. The Esparto library will be open during

the lunch hour, which was not available to the students before. For the second year in a row, the library received an award from the California Library Association. The PR Excellence Award was given to Yolo County Library for their campaign "Everyone is Welcome at the Library". The Yolo County Library will be receiving that award at the CLA conference in November. The campaign was focused around bibliographies and the proclamation from the LAB that everyone is welcome at the library. Interviews for assistant County Librarian begin on June 28. The library is moving towards creating a website that is independent from the county website. The library is very excited about having their own presence on the web. The URL would be yolocountylibrary.org. Mark updated the Board on the construction at the Yolo Branch Library. The library is very close to releasing the draft Environmental Impact Report to the public for comment.

LAB Report:

Stephanie Chavez mentioned that she and Alex want to work on market segmentation, which they have been discussing offline. Stephanie discussed that her analysis can help WSFOL recruit new members. Stephanie and Alex will present on market segmentation on West Sacramento households and consumer spending at a future meeting. Stephanie explained that their analysis will provide detailed information on West Sacramento households. Mark ran analytics for 3 areas in West Sacramento and reiterated that we could use that information for membership recruitment in addition to helping stock the library and develop library programs. Ken and Alex suggested using analytics to try to target households in West Sacramento to recruit volunteers and increase library engagement. Stephanie will take the lead on analyzing the data and will report back to the Board in future meetings. Susan Martimo informed the Board that Rebecca Fridae's last LAB meeting was on June 13. Rebecca was a LAB member for 32 years. Susan's LAB appointment concludes at the end of December and she will not seek re-appointment. She suggested that the Board begin a search for recruiting a new LAB representative. The next meeting is August 8 at the Yolo County Law Library. The LAB will have their retreat on August 11.

Website Report:

Aria reported that June 2018 saw more web traffic than May 2018 and June 2017. From June 1 to June 26, there were 1530 page views and 750 unique visitors. There were 65 more page views in June 2018 than in May 2018 and there were over 1,000 more page views than in June 2017. The day with the highest number of visitors was June 17. Similarly, June 2018 had more unique visitors than both May 2018 and May 2017. June 2018 had 128 more unique visitors than in May 2018 and 536 more unique visitors than June 2017. In June 2018, there were 2.08 page views per person. This month a member contacted WSFOL through the website to update their home address. Aria updated the Book Donation Guidelines on the website to match the handout distributed at the library.

Next board meeting will be held on Wednesday, July 25, 2018 at **6:00 p.m.**

Meeting adjourned 8:21 pm. Aria Berliner, Communications Chair