

West Sacramento Friends of the Library
July 25, 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; Guest, Carol Campbell

Meeting was called to order at 6:00 p.m. by President Alex Hirsch.

Announcements: Pizza fundraiser! Do you love pizza and our West Sacramento Arthur F. Turner Community Library? On Wednesday, August 1st, from 4pm to 8pm, MOD Pizza is hosting a fundraiser for the West Sacramento Friends of the Library! Simply follow these three steps to help WSFOL:

1. Print out or save to your phone the WSFOL flyer available on the WSFOL website or at the library.
2. Present the flyer when you visit the MOD Pizza located at 771 Ikea Court #100 in West Sacramento.
3. Enjoy a delicious pizza with the knowledge that 20% of your check will go to supporting the library and its amazing programs.

Approval of the June 27, 2018 Minutes:

Action: Alex moved to approve the amended minutes of the June 27, 2018 Board Meeting. Helen MacDonald seconded the motion; the motion carried.

Branch Library Report:

Dana Christy distributed the branch library report which included the statistical comparison between June 2017 and 2018. Dana highlighted the success of the Summer Reading program with another 200 sign ups since the June meeting, bringing the total number of registered participants to over 1,200. The Lunch at the Library program is serving about 40-50 people per day. Dana commented on the event's popularity and that there is always a crafts event/activity after the lunch. Dana mentioned that the Aguas Fresca Paint Your World Activity was very popular with about a dozen participants. Dana suggested doing a Bob Ross Paint night. For August, the family movie is Wonder. Shuqin Jiao is working on a Chinese film festival with another coworker who is from Taiwan. Shuqin is starting a book club which has the interest of 44 people. Alex asked about the possibility of a Russian or Spanish book club. Dana noted that there are no full time or permanent Russian speaking staff in the library.

Treasurer's Report:

Helen distributed the income and expenses statement for July 2018. Helen went over WSFOL's year to date income and expenses. Helen told the Board that the Alcove sales in July were currently \$540, with the true total available after the last deposit of the month. WSFOL received two anonymous donations from "Network for Good". Mark Fink described Network for Good and GreatNonProfits.org. Aria Berliner mentioned that those donations might be from Facebook during our Big Day of Giving Campaign. The Board asked Aria to investigate how Facebook handles donations to charitable organizations.

Membership Report:

Nadine Bollard reported that there is no change in membership since June.

Old Business:

Alex— Discuss what topics WSFOL would like the trainer to cover during the countywide Friends of the Library group training event: After some discussion, the Board rallied behind three topics that they would like to see covered during the training event:

1. Recruit and retain members, donors, and volunteers
2. How do we incentivize current library volunteers?
3. How do we make the Friends, as a whole, a better place to volunteer?

Aria— Discuss details of upcoming MOD Pizza fundraiser: Aria discussed the outreach that had been done to publicize the fundraising event, such as Twitter posts, Facebook posts, and posting flyers in local West Sacramento businesses. Carol Campbell suggested looking into “Mommies hiring mommies”. Aria mentioned that she was going to start a twitter campaign singling out members of the West Sacramento City Council. Others suggested tagging members of the Washington Unified District School Board and the County Supervisor. Aria was asked to contact Mod Pizza to see how we will get the donations from the fundraiser.

New Business:

* *Alex—Discuss need to amend WSFOL bylaws:* Several Board members made suggestions about the proposed revisions to the Bylaws. Aria will make those changes and send an updated document to the Board for review. Ken MacDonald appealed to the Board to think about how to store the archived WSFOL material. Aria talked about her plans to digitize the meeting packets and that WSFOL should consider digitizing the archived material. Ken suggested looking into companies that digitize documents.

* *Aria—Present updated WSFOL tri-fold brochure:* Aria presented the updated trifold brochure. Board members suggested rewording some of the text and making some of the colors more easily readable. Aria will present an updated tri-fold brochure at the next meeting.

* *Alex—Discuss participating in West Sacramento Community Foundation’s “All Charities Raffle” fundraiser:* Alex asked the Board if they would be interested in participating in the All Charities Raffle. Alex explained that participating non-profits get tickets from the West Sacramento Community Foundation that would sell for \$10. For every ticket WSFOL sells, WSFOL would receive \$9 and the West Sacramento Community Foundation would receive \$1. WSFOL would have until October 10 to sell the tickets. Mark mentioned that there might be some resistance from library staff to sell the tickets based on their experience with selling tickets to the Sacramento River Cats. It was suggested that WSFOL could sell tickets during the October book sale (October 6 and 7). Alex suggested that we could do an additional fundraiser where we sell the tickets, but the Board was hesitant given that the Annual Meeting is mid-October. Alex will contact the West Sacramento Community Foundation.

County Librarian’s Report:

Mark Fink emailed his July report at the beginning of July. The Environmental Impact Report (EIR) for the construction of a new Yolo Branch is open for public comment. The EIR is over 400 pages and it’s available for review on the Yolo County Library website. Mark also mentioned that they have not filled the Assistant County Librarian position.

LAB Report:

Neither LAB representatives were present for the meeting. The next LAB meeting is on August 8 at Library Central Services. LAB has their retreat on August 11.

Website Report:

Aria reported that July saw less web traffic than June 2018. From July 1 to July 24, there were 972 page views and 502 unique visitors. There were 681 fewer page views in July 2018 than in June 2018. The day with the highest number of visitors was July 8. Similarly, July 2018 had

fewer unique visitors than June 2018. July 2018 had 322 fewer unique visitors than in June 2018. In July 2018, there were 1.98 page views per person. Aria updated the library calendar and added information about the Mod Pizza fundraiser.

Next board meeting will be held on Wednesday, August 29, 2018 at **6:00 p.m.**

Meeting adjourned 7:59 pm. Aria Berliner, Communications Chair