

West Sacramento Friends of the Library
August 29, 2018 Board Meeting Minutes

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

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

Announcements:

1. Thanks everyone for your support during our fundraiser at MOD Pizza on August 1st. With your generous hearts (and hungry stomachs!), we raised almost \$130 for the West Sacramento Friends of the Library.
2. **Save the date!** The West Sacramento Friends of the Library Annual Dinner Meeting will be on **Thursday, October 18th** at the Bryte Café with Guest Speaker Beth Ruyak, host of *Insight* on Capitol Public Radio.

Approval of the July 25, 2018 Minutes:

Action: Alex moved to approve the amended minutes of the July 25, 2018 Board Meeting. Helen MacDonald seconded the motion; the motion carried.

Treasurer's Report:

Helen distributed the income and expenses statement for July 2018 in order to inform the Board that the final amount of alcove sales for the month of July was \$747.41. There were no additional changes to the income and expenses statement for July 2018. Helen also distributed the income and expenses statement for August 2018. Income for the month from alcove sales totaled \$765.35 and WSFOL received \$128.28 from the MOD Pizza fundraiser at the start of the month. WSFOL also received \$88.81 from Amazon Smile purchases. The total monthly expenses were \$1,003.94 and the final balance as of August 29, 2018, was a healthy \$23,122.22.

Membership Report:

Nadine Bollard reported that there were no additional members added in July. The Board was aware of three members who passed away: Ken MacDonald, Ted Bagdazian, and Larry Wyneken.

Old Business:

**Alex—Update about the countywide Friends group training event:* Alex informed the Board that the countywide training event is scheduled for Saturday, October 27th from 9am to 12pm at the Mary Stephens Branch in Davis. The cost will be \$30 per participant and Friends groups are encouraged to bring a team of participants to the training event. Following the training event will be a lunchtime gathering from 12pm to 1pm hosted by the Library Advisory Board. Friends groups are welcome to bring additional or different participants for this no-cost gathering. Helen pointed out that the training event will occur after the WSFOL annual meeting so there may be new officers elected who could benefit from attending the training event. RSVP's for the training event are requested by September, but Alex said he would ask Sally Brown, the organizer of the training event, if additional RSVP's could be made after the election. Sally is also looking for volunteers to help plan the event if anyone from WSFOL is interested. Mark Fink mentioned that the Woodland Friends have also been invited to the training event. Mark also said that the LAB gathering will involve networking between Friends groups and each group has been asked to

create a one-page sheet of highlights to share with the other groups, although there will not be enough time for formal presentations from each group.

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

**Aria—Update about the MOD Pizza fundraiser:* Alex informed the Board that MOD Pizza sent a check of \$128.28 and Helen confirmed that the check has been received. Alex shared that he was present for the final 45 minutes of the fundraiser and that it appeared well-attended. MOD Pizza staff said that they look forward to partnering again in the future. Helen mentioned that given the good results, this may be a fundraiser that WSFOL should consider doing again.

**Alex—Discuss participation in West Sacramento Foundation's "All Charities Raffle"*

fundraiser: Alex informed the Board that he picked up 100 raffle tickets and a poster for the raffle fundraiser earlier this month. Tickets are sold for \$10 each, with WSFOL sending a check to the West Sacramento Foundation for the total amount of tickets sold. Ticket stubs and unsold tickets must be returned by October 10th. The Foundation will then present WSFOL with a check for 90% of the dollar amount of tickets sold. Alex suggested hanging the poster in the WSFOL alcove to publicize the raffle tickets. Carol Campbell asked if the poster included contact information and Alex responded that we could alter the poster to show specific contact information for WSFOL. Alex shared that Aria Berliner has already begun to publicize the raffle on the WSFOL website and 5 tickets have been requested. Nadine asked who was responsible for tickets sold online and Alex responded that Aria has been in charge of tickets requested on the WSFOL website but no one has been checking the WSFOL email account yet if raffle tickets have been requested there. Alex mentioned that selling raffle tickets at the October WSFOL book sale could be successful. Dana Christy and Mark confirmed that no library policy prohibits WSFOL from selling raffle tickets at the library. Alex said that Lynda Campbell had informed him that there may not be enough inventory for an October book sale. Carol shared that a book sale involves a lot of labor and may not make sense if inventory is not sufficient. Nadine said that we may run out of room in the Friends room if the October book sale is postponed. Alex noted that even if there is less inventory for a book sale than in the past, WSFOL could hold a book sale with less inventory and this may help reduce the amount of labor needed. Alex shared that he received emails from two individuals who would be interested in volunteering in the Friends alcove. Helen mentioned that Nadine had the great idea of holding a meeting for all individuals interested in volunteering to ensure everyone is on the same page and Dana said that she could also attend the meeting. Helen volunteered to contact the new individuals interested in volunteering and to coordinate a meeting time. **Action:** Alex moved to hold the October book sale on the scheduled dates of Saturday, October 6th, and Sunday, October 7th. Nadine seconded the motion; the motion carried. Alex volunteered to contact Lynda to coordinate the book sale. Alex shared that Aria asked whether WSFOL should publicize that proceeds from the raffle ticket fundraiser would be used to support specific library programs. Dana said that she believed keeping the fundraiser more general may be successful and Susan Martimo suggested publicity could say funds would be used to "support library programs, such as senior programs, subsidizing Via rides to the library, etc." The consensus favored keeping the focus on general library programs instead of earmarking the proceeds for specific programs. Nadine said she could contact Charlotte Dorsey to advertise WSFOL raffle tickets in the BB-CAN newsletter.

New Business:

**Alex—Update about the WSFOL annual dinner meeting:* Alex informed the Board that he spoke with Cheryl Sutton from Bryte Café and she confirmed the price for the dinner would be \$15/person and that she needed to have a final head count by October 9th. Alex shared the menu options with the Board and they selected entrée choices of savory baked chicken, beef stroganoff, and baked ziti, a side dish of lemony green beans, a starch of herb roasted potato medley, and a dessert of classic chocolate cake with cocoa fudge frosting. Alex shared that Beth Ruyak confirmed that she would be bringing a guest with her to the dinner.

**Susan—Discuss contents of September 2018 WSFOL newsletter:* Susan showed the Board her draft of the September newsletter. The newsletter will include a blurb about the October book sale and information about the dinner meeting. Alex requested that the newsletter include a RSVP date of October 8th for the dinner. The newsletter will also include a 2019 WSFOL membership form, information about the All Charities Raffle, notice of the special meeting on September 26th to vote on proposed amendments to the bylaws, and an advertisement for WSFOL elections for 2019. Susan will also include an in memoriam section about Ken MacDonald, Ted Bagdazian, and Larry Wyneken if space permits. Alex will email Susan the final menu selection for the dinner meeting to be included in the newsletter. Susan will share the final draft of the newsletter with Board members before it is mailed to the general membership. Alex asked if there would be room to include the proposed bylaws in the same mailing as the newsletter. Carol responded that postage was sufficient for a mailing of 4 pages and Alex said he would ensure the proposed bylaws printed on 3 pages. Carol can help with the mailing, Helen has stamps, and Nadine can provide mailing labels.

**Alex—Discuss WSFOL volunteer recruitment:* Alex informed the Board that a call for WSFOL volunteers had been emailed to the general members and posted online on the “West Sacramento Community Discussion Board” Facebook group. Alex shared that two individuals have responded and he will share their contact information with Helen so she can organize a volunteer meeting.

**Dana—Discuss rearranging the WSFOL alcove with new genres:* Dana suggested a few changes that could be made in the WSFOL alcove in terms of organization and labeling. Traci Dawn shared that a few patrons have asked her questions about the alcove because they were confused about the organization. A more detailed conversation about organizing the WSFOL alcove will take place at the volunteer meeting organized by Helen.

**Aria—Discuss adding WSFOL to the list of volunteer organizations created by River City High School:* Tabled.

**Carol—Discuss getting rid of old WSFOL fall decorations:* Carol informed the Board that she is the guardian of old WSFOL Fall decorations that were used when the annual dinner meeting was located at the VFW Hall. Carol suggested offering the decorations to the branch library or selling them to raise funds for WSFOL. The Board supported Carol’s suggestions and Carol will show the decorations to Dana at a later date.

Branch Library Report:

Dana distributed the branch library report, which included the statistical comparison between July 2017 and July 2018. Dana highlighted the success of the Summer Reading program with 1,270 signups. 626 participants finished half of the program and 567 completed the program. Dana shared that people enjoyed the prizes and a wrap-up party occurred where library staffers Sylvia Moreno and Ana Landeros did a great job setting up photo-booth stations around the library where people could stand in front of a green screen and choose backgrounds from around the world such as Paris or Hawaii with photos printed out on the spot. 55 people attended the wrap-up party, which was inadvertently scheduled for the same day as the West Sacramento backpack giveaway. Dana represented the library at the backpack giveaway and spoke to approximately 600 people. Dana said that the library is still giving away prizes for the Summer Reading program and library staffer Vaile Fujikawa did a great job getting prizes this year. Dana mentioned that the California Raptor Center will be at the library on the night of Saturday, September 15th. The library is also working on a grant program called “Libraries Illuminated,” applied for by library staffer Dave Tavarez and other library staffers from around the county, where tablets and GoPro camera will be obtained by the library and staff will teach the community how to use the technology. There will be workshops on how to use the GoPro cameras and how to use photo editing software. A GoPro film fest featuring three minute films made by patrons recreating their favorite scenes from books will take place on Saturday, December 15th. Alex asked Dana if library staff could send photos to the Board from library events throughout the year, which can be

shared in a photo slideshow during the WSFOL dinner meeting. Alex also asked Dana about Vaile's statement from a few months prior about finding a teen patron who might be interested in serving on the Board and Dana said Vaile has not received confirmation yet, but does have an individual who she thinks would be a good candidate. Dana informed the Board that a free training event about nonprofit board development by Kim Tucker was scheduled at the library at 6pm on Wednesday, September 12th.

County Librarian's Report:

Mark Fink emailed his August report at the beginning of August. The August report included statistics about library use. Because of the popularity of e-books and online resources, the library has increased circulation over the last year. 1.3 million items were borrowed in the last fiscal year, which is an increase of about 100,000 items and reverses a trend of declining use. The number of people visiting the library countywide declined slightly and the library is looking at ways to take more accurate counts of library attendance. The library will be hiring an assistant county librarian who will hopefully start around October 1st. The Yolo Branch library is currently in the public comment period of the environmental impact report until September 4th. The library is in the process of designing a new website and hopes to launch the new standalone website on November 1st. There will be time in mid-September and October for user testing. The functionality of the website will be simple and feedback is welcome. Mark shared that the Yolo County Grand Jury report included a recommendation to fast track the Southport library development. The county and library response was to stick with the findings in the facilities master plan. There have been a couple meetings about a concept for a second library in Davis, looked at as a joint use project between the city, the school district, and the county. It would be a multi-functional facility that would include a school space, an art gallery, and meeting room space; the design would be different than a traditional library. Mark informed the Board that the County Archives will be closed to the public at the end of September. Everything currently at the archives and record center will be moved to two separate secured off-site facilities for 7 months while a complete renovation at the Archive space takes place. The completion date is scheduled for May 2019.

LAB Report:

Mark informed the Board that LAB had its meeting at the law library in Woodland on August 8th. LAB also had a retreat on August 11th where some Brown Act training was given and time was spent going over demographic data, economic forecasting information, and market segmentation data. A visioning session was held where LAB representatives gave feedback on great things and challenges about living in their communities in Yolo County and representatives shared where they envisioned their communities would be in 5 years. Two general themes were identified and LAB discussed reorganizing around better serving those themes. Susan informed the Board that her term as City of West Sacramento representative ends in December.

Website Report:

Alex reported that August saw dramatically more web traffic than August 2017, although it was slightly down from July 2018. The pattern of unique visitors in August was similar. There were a few contact form inquiries about volunteering for WSFOL and purchasing raffle tickets. Aria updated the library calendar and added information about the All Charities Raffle.

The next board meeting will be held on Wednesday, September 26, 2018, at **6:10 p.m.**

Meeting adjourned 7:42 pm. Alex Hirsch, President