

West Sacramento Friends of the Library
September 26, 2018 Board Meeting Minutes

Board Members present: President, Alex Hirsch; Treasurer/Interim Secretary, Helen MacDonald; Membership Chair, Nadine Bollard; Communications Chair, Aria Berliner; LAB Representative, Susan Martimo; Yolo County Librarian and Archivist, Mark Fink; East Yolo Regional Library Manager, Dana Christy; Guests, Lynda Campbell and Traci Dawn

Meeting was called to order at 6:04 p.m. by President Alex Hirsch.

Announcements: 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. Reservations must be received by October 8th. The WSFOL Fall Book Sale will be on **Saturday, October 6th** from 9am to 4pm and **Sunday, October 7th** from 10am to 3pm at the Arthur F. Turner Community Library. There's no better deal in town with children's books for \$0.25, paperbacks for \$0.50, and hardcover books for \$1. Come on Sunday for the \$4 per bag of books special! WSFOL is participating in the All Charities Raffle fundraiser organized by the West Sacramento Foundation. Raffle tickets for amazing prizes will be sold for \$10 each and 90% of the proceeds will be received by WSFOL. Visit www.westsaclibfriends.org to check out the prizes and purchase your ticket now!

Approval of the August 29, 2018 Minutes:

Action: Nadine Bollard moved to approve the amended minutes of the August 29, 2018 Board Meeting. Mark Fink seconded the motion; the motion carried.

Treasurer's Report:

Helen MacDonald distributed the income and expenses statement for September 2018. Helen went over WSFOL's year to date income and expenses. Helen told the Board that the Alcove sales for the first three weeks in September totaled over \$675. The Friends are close to the budgeted numbers for membership. 21 people (including Beth Ruyak and guest) had registered for the dinner. The Friends had received 2 donations since the last meeting. Helen cut the first BigDOG check. Helen also informed the Board that a payment for the Friends' insurance was due on September 14 but the insurance company will not charge a late fee.

Membership Report:

Nadine Bollard reported that there was no change in membership and the Friends still has 79 members.

Old Business:

Aria— Present updated WSFOL tri-fold brochure: Tabled but Aria Berliner will email a PDF version of the brochure to the Board.

Alex— Discuss participation in West Sacramento Community Foundation's "All Charities Raffle" fundraiser: Alex reported that the first 100 tickets had almost been sold. Aria picked up an extra 100 raffle tickets to sell at the book sale.

New Business:

* *Alex—Discuss final logistics for the WSFOL Annual Dinner Meeting:* Alex discussed the final logistics for the Annual Dinner Meeting. Aria volunteered to help Alex set up the welcome table at the school. Susan Martimo agreed to print name tags for the dinner. Aria discussed the work she had been doing on the slideshow for the dinner and agreed to incorporating the video from the City Council Meeting in April. Alex asked that Vaile give a 10-minute presentation about how

the Friends supports Arthur F. Turner library programs. Vaile will talk during the appetizers. Alex also discussed the officer election slate. Traci Dawn expressed an interest in the Secretary position. Helen described the role of Secretary and Aria said that she would help Traci with minutes if elected. Helen announced that she will retire after this year. Aria said she was interested in becoming President. Mark Fink nominated Alex for Vice President and he accepted the nomination. No one was put on the slate for Treasurer but Susan and Helen offered to train 1 or 2 people for the position. Most of the Board thought that for this year's dinner, there should not be a membership survey. Susan suggested administering a survey every other year. Aria said she will follow up with the candidates for local office via email as well as follow up with Oscar Villegas' assistant about attending the dinner. Traci suggested instituting a policy of how to deal with the Friends' office space.

* *Alex—Discuss applying for the Buck Education Grant Program:* Alex brought up that the Friends discussed applying for this program last year. Grant proposals that will be considered this year need to be geared towards increasing literacy and supporting reading at grade-level, early childhood education, etc. Dana Christy suggested applying for the grant and to use the funds for the bilingual story time program. Mark was a little hesitant to apply for the grant for this specific program. Instead, he suggested offering a similar program. Alex suggested that the library come up with a program and then help the Friends focus the scope of the grant proposal. Mark suggested including programming that incorporated take home items for parents and kids that support literacy. The grant has a quick turnaround. Helen asked if there was an amount that we would request from the Buck Education Grant Program. Mark and Dana will work together to make the narrative of what the library is asking for. Mark wanted to incorporate replacement maker's kit parts in the grant application. Mark and Dana will send Alex something in 2 weeks.

* *Alex—Discuss creation of officer training materials:* Next year there will be new officers in new positions. Helen, Susan, and Alex will arrange time at a later date to creating training materials for the new officers.

* *Aria—Discuss adding WSFOL to the list of volunteer organizations created by River City High School:* Dana mentioned that they have lots of students volunteering at the library. One of the questions brought up was if WSFOL wanted to be listed as a volunteer organization for RCHS. Mark liked the idea of having a teen board member. Dana said that Vaile is working with a student who is interested in joining WSFOL. Aria will ask RCHS if we can be on the list. Dana asked who the supervisor would be. Helen suggested removing the phone number in our enquiry because people do not answer the phone. Alex suggested discussing this more at the next meeting. Susan asked about what is expected of the organization. Aria will take the lead on following up what the responsibilities for WSFOL would be if taking on a volunteer.

* *Helen—Discuss applying for the River Cats Foundation Grant:* The River Cats Foundation Grant deadline is December 31, 2018. This year, the RC Foundation is looking for proposal focused on art, drama, and music-related programs. Mark said that if we aren't successful with the Buck Foundation Grant, we could try to re-package the application for the River Cats Foundation Grant.

* *Alex—Discuss participating in BigDOG 2019 fundraiser:* Alex thinks participation in BigDOG 2019 is for the next Board to decide. He brought it to the attention of the Board because of the deadlines.

* *Alex—Discuss adding WSFOL to the list of nonprofit organizations registered with the State of California's "Our Promise" programs:* Our Promise is a campaign by the State of California for state employees. Alex wanted to know if WSFOL wants to be a payroll deduction non-profit. There is no cost to join but there are some overhead fees. The campaign takes some percentage of the donations.

* *Aria—Discuss idea to incentivize members and teachers to attend WSFOL book sales:* Aria discussed giving members and WUSD/West Sac teachers book sale discounts or early access to book sales. No action was taken but this was discussed to keep on the radar for the future. Mark

mentioned the website “greatnonprofits.org” which is a website that the Knights Landing Friends group uses. Alex offered to look at the website and see how to have us listed in their directory.

Branch Library Report:

Dana Christy distributed the branch library report which included the statistical comparison between August 2017 and August 2018. Dana highlighted that school is back in session and the homework center is back and full with 30 students enrolled. The library has been interviewing potential candidates to run the homework center. Dana briefly discussed the success of the Aguas Frescas program which was geared more towards adults and had 15 attendees. The California Raptor Center program had 53 people attend. The next big program at the library is the Local Author Series featuring Cathy Arellano. The GoPro workshop had 6 attendees. The workshop helped people learn how to use the GoPro camera and edit videos. Dana concluded her report by informing the Board that a new display is going up in the display case for Hispanic Heritage Month.

County Librarian’s Report:

Mark sent out his report earlier in the month. The archives will be closing for 7 months starting October 1. The archives and the records collection will be moving to climate-controlled facilities. During that period, the archives will not be accessible. There will be access to the records collection, but it will be expensive. The archives will be formally named in early 2019. The Yolo branch public comment period ended. Mark is expecting the final version of the EIR very soon. The final version of the EIR will be brought to the board in November. Working on the new Yolo County Library website. WSFOL board members will be emailed a link to review and provide feedback on the website. The Friends Foundation and Library Board Forum is on October 27. The first 3 hours is the recruitment/retention workshop which is open to anyone. The cost to attend is \$30/person, each Friends group will provide a check to Winters Friends of the Library. The second half is an information sharing and networking session with each group providing a 1-page document with their achievements and events. The Library Advisory Board will provide a potluck lunch from noon to 1.

LAB Report:

Susan has nothing to present. The next LAB meeting is October 10, 2018 at the Woodland Public Library.

Website Report:

Aria distributed her website report and reported that September 2018 saw more web traffic than August 2018. From September 1 through September 25 there were 1,788 page views and 1,217 unique visitors. There were 350 more page views in September 2018 than in August 2018. The day with the highest number of visitors was September 18. Similarly, September 2018 had more unique visitors than August 2018. September 2018 had 389 more unique visitors than in August 2018. In September 2018, there were 1.60 page views per person. Aria updated the library calendar, added information about the all-charities raffle, added the proposed bylaws to the resources page, and added information about the annual dinner meeting registration.

Next board meeting will be held on Wednesday, November 28, 2018 at **6:00 p.m.**

Meeting adjourned 7:47 pm. Aria Berliner, Communications Chair