

Friends of the Roseville Public Library

2021 Board Planning Meeting Minutes

July 20, 2021

Meeting held at Melisa Roden's home

1) Welcome

- a) Meeting facilitator: Melisa Roden, President
- b) The meeting was called to order at 6:18 p.m.
- c) Attending: Matt Bridge, Melisa Roden, Marsha Lucas, Norah Leddy, Kelsey Short, Jessica Turner, Rachel Prouse, Madison McCrary, Sophia Leddy, Melissa Solano-Rojas, Madeline Kellogg

2) Introductions/Contact Info Collection/Volunteers Hours

- a) Introductions were made
- b) Contact information was collected
- c) June volunteer hours: 85.25

3) Consent Agenda

- a) Corrections
 - i) Norah clarified that item 4b was correct and the question marks were removed
 - ii) Correct the spelling of Melisa's name on item 6d
- b) Matt made a motion to approve the minutes. Kelsey seconded the motion. The motion passed with a unanimous voice vote.
- c) Norah complimented Marsha's efforts with the Downtown Bookstore. Marsha has been listing books on social media and websites and speaking in the community to increase interest.
- d) Marsha noted that although we are below budget, we are doing a terrific job in light of the challenges presented by the pandemic.

4) Library Update (Rachel Prouse)

- a) Summer Reading Challenge: 1,888 participants; 872,575 minutes read; 545 book reviews; 648 participants have completed the challenge so far
- b) Doing the best with the staffing they have, and recruiting for new staff. Current openings include full-time and part-time library assistants and library pages.
- c) Hoping to resume regular hours in September or October, dependent upon staffing.
- d) Working with consultants on a Library Strategic Master Plan with estimated completion in May 2022.
 - i) Process will include meeting with stakeholders (including FOL) and surveys sent to the community.
 - ii) Melissa asked for clarification about the purpose of the master plan. Rachel explained they hope to learn more about how the community currently uses the library's services and facilities and identify what else the community would like.

- iii) FOL cannot share links to the surveys, but can help communicate when the surveys are available.
- e) Fiscal Year 2021: 948,772 items circulated; 9,128 computer sessions; 169 program sessions; 3,089 program attendees; and 4,463 new cardholders.
 - i) 3GI increased new cardholders, but exact numbers are not captured
- f) Tequila Mockingbird print ad was shared. It will be included in next *Experience PRL*

5) Teen Update

- a) Melisa announced Sophia and Maddy will continue as co-chairs this year.
- b) In addition to the co-chairs, there are five members who consistently participate in meetings and events
- c) Will help with the Homeless Resource Fair on July 28th
- d) Applying for a booth at Family Fest. Matt and Norah offered to help with the application process. An adult will be present to supervise teens during the event.
- e) Focusing on outreach and recruiting new members at local high schools
- f) Marsha complimented the efforts of the Teen Committee and thanked them for their contributions to the Friends.

6) Current Business

- a) Tequila Mockingbird
 - i. September 25
 - ii. A call was put out to members asking for help with planning the event
 - iii. Currently focusing on sponsors and auction donations. Greatest need is appetizers sponsors.
 - iv. Tickets are available to purchase. 18 sold so far and at least 30 additional tickets with sponsors. All have been the Tequila for Two packages
 - v. Artwork for cocktail glasses has been approved
 - vi. Remaining committee meeting dates have been set, and will be held on Zoom.
 - vii. Need volunteers to help on the day of the event. Melisa has secured volunteers from National Charity League
 - viii. Liquor license will note indoor and outdoor areas in case of smoke
 - ix. Marsha complimented the committee's efforts and Melissa acknowledged Matt and Norah for their work.
- b) Bookstores and Book Sales
 - i. New bookmarks with Book Sale dates were shared
 - ii. Norah clarified that all book sales will be held indoors
 - iii. Rachel announced the November and December dates will be advertised in *Experience PRL*

7) New Business

- a) Library Volunteer Needs: Elizabeth may need more space for internet book sales. Rachel suggested refreshing the bookstore inventory at Riley to create storage space.

- b) Volunteer Gifts: Marsha and Joan made gift book boxes for bookstore volunteers
- c) Homeless Resource Fair Event: July 28th. 600-800 families were invited to participate. Norah, Jessica, Joan and teens will attend and help distribute books.
- d) Family Fest: September 25th. Teens are handling the booth this year because the event is the same day as Tequila Mockingbird.
- e) Fiscal Year Date Change: Marsha has reached out to the accountant who will donate their time to make the change. Our 2021-2022 fiscal year would be 10 months, and that will need to be reflected in the budget.
 - i. Norah made a motion to call for an all member meeting to approve changing the bylaws to align our fiscal year with the City's. Marsha seconded. The motion passed with a unanimous voice vote.
- f) In-person Board Meetings at Library: Current operating hours conflict with FOL's evening meeting time. In-person, Zoom, and hybrid options were also discussed. Will discuss further in the future. Current library hours can accommodate Teen Committee's afternoon meetings.
- g) Existing Fundraisers
 - i. Tequila Mockingbird
 - ii. Quarterly Trivia Nights: Monk's is open to hosting trivia again. Melisa mentioned branching out to other sponsors in the future. Norah suggested Big Spoon Yogurt.
 - iii. T-shirts: Available online at Cotton Bureau. Suggestions were made to begin selling t-shirts at events and add new designs. Sophia suggested a Tequila Mockingbird shirt.
 - iv. Bookstores and Used Book Sales were noted
 - v. Matt also mentioned the annual holiday giving campaign
- h) New Potential Events/Fundraisers
 - i. Volunteer-made Sales Items at Library Displays: Melisa suggested we contribute additional items. Ideas included t-shirts, magnets, finger puppets, book crafts and book jewelry.
 - ii. Custom Homemade Little Free Libraries - Matt shared the idea of holding an auction or raffle for the items.. Melisa suggested a competition where volunteers could make the libraries, and Marsha added that we could stock the auctioned free little library
 - iii. Pop-up Book Sales: Melissa suggested the possibility of using an outside vendor. Another idea was to have a pop-up sale instead of a booth at First Fridays at the Fountains.
 - iv. Harry Potter Party at the Library - Melisa shared the idea of renting space at Riley library for the event. Activities such as wand-making could occur in different rooms. Tickets could be sold for the entire event, or each attraction. Sophia suggested adding these activities to a Harry Potter Fun Run.
 - v. Adult Spelling Bee - Matt shared a previous idea of Joan's. Participants could purchase mulligans.

vi. Matt suggested participating in one of the City's parades. Participants could dress as literary characters.

8) Set Goals and Benchmarks

- a) Membership. Grow membership by 100. Norah asked if there is a protocol for encouraging lapsed members to renew. Matt clarified the process and added that they receive email communications unless they unsubscribe.
- b) Events and Fundraising - Subcommittees will hold meetings separate from monthly board meetings
- c) Grants and Corporate Memberships - Increase the number of corporate members. Marsha suggested creating a letter that we can hand out to prospective corporate members. Melissa mentioned using the Tequila Mockingbird sponsorship letter as a guide.
- d) Board Recruitment and Onboarding - anyone can bring suggestions to the board. Five spots are available. Focus on diversifying the board. Norah suggested adding some linguistic diversity. Melisa suggested a goal of maxing out our board by the end of this year.
- e) Set up at least one new mid-sized fundraiser and one additional smaller fundraiser.

9) New Committee Formations (chairs and members)

- a) Memberships - All board members will help. Norah suggested adding this as a recurring agenda item and everyone can share how many new members they recruited. Matt mentioned that donor stewardship is an area where we are lacking.
- b) Grants and Corporate Memberships - Matt volunteered to chair
- c) Board Recruitment and Onboarding - Norah volunteered to chair
- d) Events and Fundraising - Kelsey, Norah, and Melisa volunteered to co-chair
- e) Teen Committee - Sophia and Maddy are co-chairs

10) Adjournment

- a) Kelsey made a motion to adjourn. Norah seconded. The motion passed with a unanimous voice vote.
- b) Meeting adjourned at 8:37 pm.

Parking Lot:

- 1. Endowment Fund Proposal
- 2. Book donation to Adventure Clubs
- 3. Email address collection at events

Volunteer Needs: Member Stewardship, Governance, Philanthropy, Marketing, Corporate Membership, Social Media