

Friends of the Roseville Public Library

Board Meeting Minutes

Planning Meeting

July 20

Via Zoom

1.) Meeting facilitator: Matt Bridge, president

The meeting was called to order at 5:08

2.) Attending: Matt Bridge, Natasha Martin, Marsha Lucas, Norah Leddy, Melisa Roden, Jessica Turner, Rachael Prouse, Sandra Buckner, Sherrie Linville -Young

3.) May / June volunteer hours: 75.5 hours

4) Consent Agenda

a.) no comments / notes

b) Sherrie made a motion to approve. Melisa seconded the motion. The motion passed with a unanimous voice vote.

5) Library Update : Rachael Prouse

a) The libraries have extended curbside pick up hours to 10:00-4:0 and have added curbside pick up to the Downtown library. Curbside pickup is now available at all 3 locations.

b) There was a reopening plan in place for when restrictions were almost lifted. Libraries were almost ready to reopen when the new shutdown occurred.

c) In the next week or so, libraries will offer a Reader's Advisory online where patrons can ask for book recommendations, librarians will give recommendations, then curbside pick up will be available.

d.) The library is offering book bundles: 5 books preselected for curbside pick up. Facilitates pickup without placing holds. Just ask when you pick up for a 5 book bundle (board books, picture books, young readers.)

e.) The summer reading program is going well, although no prizes have been given out yet. Libraries will set up prize items outside on a table so kids can select. Storytime walk participants get squishy will be available for pick up too, might give tote

f.) Rachael explained that the Storytime Walk is an outdoor picture book walk at Riley where patrons follow the signs/ participate at each post on the story walk.

g.) Beanstalk is working out well: already 1,000 books read. Audio books work too.

h.) Jessica asked if Reader's Advisory is for adults too. Rachael explained yes!

6) Plan for 2020-2021

a.) Committees: Matt would like to try to keep the same committees going. There is a need to reach out to more volunteers, build committees back up. Matt will be putting out an email for FOL members to join committees. The committees are:

- 1.) Stewardship / General membership / donors: Jessica Turner. Last year we had Sandra, Suzanne (maybe they are still interested?)
- 2.) Corporate Membership: *need help here
- 3.) Social Media: Ann Thomasmeyer is stepping down *need help here
- 4.) Events / Outreach: Melisa Roden
- 5.) Teen: Melisa Roden / Norah Leddy
- 6.) Governance / Recruitment: Norah Leddy/ Matt Bridge

b.) Need to update renewal membership with more persuasion to renew. Will make sure that new membership options (family / evergreen) will have an announcement (was ready to go but didn't go to the printer due to COVID.)

Sherrie shared her new donation drop box.

c.) Fundraising

- 1.) Don't know when bookstores / sales will reopen. A brainstorming discussion was had regarding fundraising options during COVID closures.
- 2.) Trivia is limited to online for the foreseeable future.
- 3.) Perhaps book sales outside will be an option, with logistics and costs to figure out. Melisa asked if we could put the used book sales online. Curbside pickup maybe? Is the sorting room even open? Preorder, prepay online? The book donation stock is down. Natasha mentioned that maybe there are books on the book store shelves that could be sold.
- 4.) Melisa suggested maybe an online FOL craft sale.
- 5.) All ideas need to be weighed against effort vs. funds vs. germ transmission. Matt will run ideas by the bookstore team. Maybe more fundraiser online ideas would be appropriate.
- 6.) Sherrie shared that Denio's is fully open and operating; maybe that could be an option for donation tables. Logistics of moving heavy books needs to be considered.

d.) Events

- 1.) Tequila Mockingbird postponed until June 2021. It is still too early for the committee to work, but Melisa reminded us that we need to follow up with the 2 winners of free tickets to this year's Tequila Mockingbird. Matt will follow up.
- 2.) Trivia Nights will be online. Matt shared that the online experience is different. For the last Trivia night and the next Trivia night, the Chamber of Commerce is co-presenting with us and splitting the proceeds. Last trivia night was more of a "mixer" with teams made there. Kevin from the chamber was the emcee; Matt kept track of answers and scores. Break out rooms had a hard time getting the text version of the question. For the next trivia night (Harry Potter trivia,) the questions will be on the answer sheet. Matt shared the online format/ answer sheet / live

scoreboard. So far, 20 participants have signed up, which is good but far less than our in-person Trivia Nights at Monk's Cellar. This will be the last time we will split with Chamber; FOL promotion is where we are getting the majority of the participants. Melisa asked if there will be bonus points for Harry Potter costumes. Matt explained bonus points will be provided for FOL membership and if the participant supported a chamber business that day.

e.) Book store / sales

- 1.) Matt will share our ideas with Joan from the brainstorming session (see notes under Fundraising.)

f.) Social Media

- 1.) Matt can no longer invite people to have a role on our FB page. Facebook live events will no longer be an option. We will likely have to make a new FB FOL page. This poses a problem as the new FOL page would be starting with no followers. Matt explained that we would need to do a campaign to switch all of our followers to the new FB page. Melisa suggested making a group on FB. Matt said you still need a page to post.

g.) email marketing

- 1.) Used Mail Chimp for years, 2000 contacts for free. Coming up on the limit for the number of email addresses we can have for free (it even counts emails that no longer receive our email.) After 2000, it will cost us \$300.
- 2.) Matt signed up for a free demo on Mailerlite, to try it. 2500 email is \$126/year. At 5,000 is \$252. We could have multiple admins with a paid account. Melisa made a motion to approve. Marsha seconded the motion. Unanimous voice vote, motion passes.

h.) Endowment Fund

- 1.) \$55,187 in account. \$48,370 is principal. \$6,817 available to grant.
- 2.) Account has lost about 9K over the past few months, but it has started to come back too. We are looking forward to the next statement.
- 3.) 50K was the original principal investment.
- 4.) Matt proposed moving more funds into the PCF (Placer Community Foundation), unless the library has a big ask. The benefit of moving funds to the PCF account, is that the PCF board is constantly looking at portfolio performance. Our Schwab account has about 98K currently, but it is not being followed closely. Have to wait 3 years before we pull out funds from the endowment, we are almost there. That money would be considered income. Melisa asked if there is a difference in performance between the funds. Matt will look into that. Marsha shared updated Schwab numbers,

and reminded us that we took 10K out about a year ago because the library needed more upfront at that time. Matt does want to leave some in the Schwab account as reserves. Melisa asked what PCF does with the fund money. Matt explained that they get a small fee from the account.

i.) Recruitment

- 1.) Volunteers and Board Members are needed. Corporate membership / Social Media chairs are current needs. Melisa might know someone for Social Media. Teens might be able to help with social media content.

7.) Online resource reminders for board members

a.) Website: Matt wants to update pictures, stats, promote events, shirts, corporate sponsors (new sponsor Capruoso Communication), and board members. Natasha will no longer be attending board meetings, and Rachael will be our library staff liaison. Marsha reminded us to thank the tax service who has been compiling our tax preparation.

b.) Friends Intranet on Google. Matt is looking at moving it to our website, on a password protected page so it is available to board, but not general public. Information regarding members, forms, governance, and more are available to board members on the Friends Intranet.

8.) Open Discussion

a.) Sherrie & Marsha suggested a group brainstorm document where we can put ideas for 20-21 book sales. Get creative! Fundraising options! Potential volunteers / board members!

b.) Marsha asked if she can join the trivia just to observe. Matt said yes. Melisa asked if the upcoming trivia night questions are Harry Potter book or movie related. Matt said it is books. 28 questions, and a tie breaker. The tie breaker is related to the movies.

c.) Matt shared that we will start working on a budget next month.

8) Adjournment

a) Jessica made a motion to adjourn. Marsha seconded. Unanimous voice vote. Meeting adjourned at 6:43 pm.

Parking Lot:

1. Volunteer recognition and monthly updates - complete
2. Fraud Prevention
3. Off-Site Book Sales (DMV, Gyms, etc.)
4. Book donation to Adventure Clubs?
5. Book lists from schools

Volunteer Needs: Member Outreach, Stewardship, Event Coordinator, Governance,

Asst. Treasurer, Board of Directors, Philanthropy, Marketing, Corporate
Membership