

**MINUTES FOR
MORRO BAY FRIENDS OF THE LIBRARY
EXECUTIVE OFFICER/BOARD OF DIRECTORS
GOAL PLANNING RETREAT**

January 19, 2007 1:30 p.m.
Morro Bay Library Program Room
www.morrobayfriendsoflibrary.org

Present: Mary Blair, Mo Bradley, Nancy Burke, Lani Colhouer, Gail Davis, Robert Davis, Ric Deschler, Betty Forsythe, Helen Hileman, Jude Long, Susan McElhinney, Moe McGee, Dottie Mendez, Betty Olson, Joan Petersen, Barbara Riddell, Karen Robert, and Paul Twedt.

FOL President Karen Robert called the meeting to order at 1:40 p.m., with welcome and self introductions of name, position and the reason for being there. Handouts provided were: 20 Effective Group Discussion Guidelines for Our Friends Meetings, Brainstorming Guidelines, The Signs of an Effective Board and S.M.A.R.T Goals.

1. Group Discussion Guidelines for our Meetings

The group reviewed the handout “20 Effective Group Discussion Guidelines for Our Friends Meetings” with emphasis on #5- One speaker at a time and #6- Feel free to ask specific questions of others after you have been given the floor to speak. #21 was added- Have Fun!

2. Why I am a Friend and what I want to accomplish in my position and as a volunteer this year.

When responding to why they were involved in the MBFOL, it was unanimous that everyone loved libraries and hoped to “give back” some of the fine experiences they have had in library involvement from childhood on. Some accomplishments in respective positions and volunteer interests (listed alphabetically) are recorded as follows for future reference:

Mary Blair-- Assistant Librarian; help patrons understand what FOL are doing.

Mo Bradley-- Quarterly Book Sale Chair; to promote and increase book sales.

Nancy Burke-- Board member- More involved in book sales and other ways to help.

Lani Colhouer-- Newsletter editor- looking for newsletter ideas.

Gail Davis-- New Board member- looking for her niche. Editor’s note: (She’ll find it!)

Robert Davis-- Parliamentarian- learn by-laws; government liaison committee; building improvement fund.

Ric Deschler-- Treasurer- Maximize amount of money to operations; minimize expenditures.

Betty Forsythe-- 2nd V.P. - Obtain memberships, promote Jr. Membership program; promote annual meeting in November.

Helen Hileman-- Board member; work quarterly book sales.

Jude Long-- M.B. Library Branch Manager-- Library community liaison with FOL; bring needs to FOL.

Susan McElhinney-- Board member- will support in any way.

Moe McGee-- Library Supervision position in County- Liaison between Friends groups
 Dottie Mendez-- Interested in chairing Farmers' Market book sales; quarterly book sales.
 Betty Olson-- Volunteer to work quarterly book sales (cashier).
 Joan Petersen-- Corresponding Secretary- Volunteer coordinator for quarterly book sales;
 work in storage room.
 Barbara Riddell--1st V.P. - Programs; all around volunteer.
 Karen Robert-- President- Support Library/Staff; work book sales; lead Book Discussion
 group; lead Study & Discussion group for Seniors.
 Paul Twedt-- Board member- Connected with M.B. Historical Society; working on
 History of the Library- video project.

3. Brainstorming Guidelines

A quick review of the Brainstorming Guidelines handout was done before proceeding to items #4 and #5.

4. What program ideas can we implement for 2007?

The following **activities/programs** are a result of our brainstorming session:

- Continue the following programs: Quarterly Book Sales, Saturday Farmers' Market Book Sales, Study & Discussion Group for Seniors; Reader's Community Book Discussion Group, Collectibles Sale
- Create Annual Events Calendar – Volunteer Recognition event (January); Membership Meeting (November); Business Members Recognition event; Events that tie in with City annual programs
- Internet Classes
- Workshops for Community-- Individual enrichment programs that utilize library resources
- Other types of promotional materials- i.e., T-shirts
- Family Reading Program (link to schools)
- Blog on Web Site
- Cultural Events
- Host Chamber Mixer @ Library
- Web Site Book Sales and/or selling of other items of interest
- Hispanic Outreach- Spanish speaking programs & more Spanish language books in library
- Membership Drives @ each program/event
- Children's Programs
 1. Sleepover @ Library
 2. Library birthday parties for kids
 3. Kid's Book Parade
 4. Kids meet children's authors
 5. Family campaign to get kids to read
 6. Story hour on Thursday
- One Activity a Month
 1. Family Night Out at the Library- Turn off your T.V.
 2. Library Advocacy 101
 3. Educational Films

4. Friends sponsored Bus Trips with literary emphasis
5. Mystery Authors Event or Sisters in Crime or Book Talk (mysteries emphasis)
6. Gala
7. Concerts on the patio
8. Poetry Night
9. Foreign Film Night
10. Holiday Recognition events
11. Teen related programs @ the Library and/or in association with the Morro Bay Teen Center

5. What issues do we need to address as a Board for this year?

The following **issues** to be addressed by the MBFOL for 2007 are a result of our brainstorming session:

- Plan where dollars go from fundraising activities/events- focus \$\$
- Book Drop for donations, Bulletin Boards & Wall Holders for Friends information in Library Lobby
- Storage for donated books
- Plan early library advocacy- lease 2010
- Provide members education on library advocacy in our city/county
- Define political advocacy for Friends
- Shelf space in the Library
- Friends long term partnerships with local businesses
- Agree on single mission statement (define support as it relates to activities and finances for Library)
- Find a resolution to the building fund
- Publicity for Friends- who we are/what we do
- Expand Library hours/ days open
- Communicate with other Friends groups
 1. Black Gold workshop in April 2007
 2. Newsletter
 3. Chocolate Suite fundraiser
 4. Joint events
 5. Participate in Central Coast Festival committee
 6. Coordination of Book Sale dates throughout the county
- Volunteer Development
 1. How do we encourage more members to get involved with the organization
 2. Recruit for new persons to take on leadership roles, i.e. succession plan
- Planned Giving
- Participation on SLO Library Foundation Board

7. After the Brainstorm

At the end of the brainstorming sessions, we took the remaining time to begin to evaluate and prioritize activities/program ideas and issues. The results are as follows:

Activities/Programs

- Continue book sales- quarterly and Saturday Farmers' Market
- Library Advocacy 101
- Decide which activities/programs to continue; what new ones to introduce
 1. Volunteer Recognition
 2. Book Discussion & Study Discussion for Seniors
 3. Business members recognition event
- Hispanic Outreach activities
 1. Expand books in Spanish @ Library
- Turn off T.V./ Family Night Out
 1. Work with KSBY
- One activity a month
- Internet classes

Issues

- Plan where \$ go from fundraising—focus \$\$
- Lease 2010- plan early
- Members' education on Library advocacy in our city/county
- Define political advocacy for Friends
- Agree on single mission statement
- Define support
- Resolution to building fund, i.e. patio enclosure project, etc.
- Publicity of Friends- who we are/what we do
- Expand Library hours/days open
- Communication with other Friends

Further evaluation, refining, and prioritizing will continue at future meetings, as well as considering individuals to get more information and seeking volunteers to accept specific responsibilities.

Meeting was adjourned at 3:30 p.m.

Respectfully submitted,
Joan Petersen for Leabah Winter, FOL Recording Secretary