



**MINUTES OF MORRO BAY FRIENDS OF THE LIBRARY
BOARD OF DIRECTORS MEETING
MAY 21, 2010**

Call to Order: The meeting was called to order at 11:34 A.M.

Present: There was one excused absence: Robert Davis. Present were Karen Robert, Susan McElhinney, Laurie Allen, Joan Decker, Jack McCurdy, Joan Petersen, Jennifer Redman, Christine Johnson, Jan Goldman, and Dani Porter.

Introductions: President Karen Robert introduced our New Branch Manager, Dani Porter, and also mentioned that she would have to leave the meeting at 1 P.M. There were no guests.

Old Business:

1. **Status of Lease.** President Robert reported that Jim Grant presented the county's latest proposal for the new library lease. The meeting was held on April 29, 2010. As negotiations are still underway as of the date of this meeting, the terms of the proposal will remain confidential and are not included in these minutes.

2. Future planning. Future planning for the use of the current Program Room by the library will also involve use of the lobby area. A handout was provided that outlined current uses for library programs in the lobby and program room. The handout included the following points: The Program Room has been used for Library as well as Friends programs that have directly supported this Library, in dollars and patrons. Any time we have an event at this library, it brings people to the library – and thus, it contributes to circulation numbers. Circulation numbers within this countywide library system directly correlates to budget allocations to each library. Currently, the following programs/services are provided in either the Program Room or the Lobby:

Program Room:

Weekly: Children's Story Hour – Thursday mornings

Weekly: Wednesdays Readers' Community Book Discussion Group/Local Author Events

Quarterly: FOL Book Sales

Summer Reading Program Events for Children

Friends Board of Directors Meetings (5) & Annual Membership/Elections Meeting

Annual Volunteer Recognition Event
 Local Artists Works Display (daily)
 District 2 Supervisor Office Hour – 1 per month
 Library Special Events (not specifically identified)

Note: Brian Reynolds, Library Director, once mentioned that the best consideration for the Program Room would be to have mobile furniture so there is flexibility with the floor plan.

The Lobby:

FOL Membership Drives (twice monthly on Tuesdays)
 Library Exit Polls
 FOL Book sales (daily)
 Gathering Area for people to sit and/or use Wi-Fi/personal computers
 Information Area on upcoming Library, Friends sponsored and Local Community events – including handouts of newsletters, brochures, bookmarks, local newspapers and magazines, Cuesta College class schedules, et al.

Questions for Discussion:

1. **What is the County's plan for the library expansion?**
2. **Will this plan accommodate space *during* library open hours for those programs and services identified above?**
3. **How does the County's plan incorporate the community's vision for this Library as documented in the [Our Vision of Morro Bay Library's Future – Where do we want to go? – 05/16/2008?](#)**
4. **Will the County be looking to the Friends organization to finance all or part of this plan?**

The following discussion ensued.

2. It was emphasized that our programs and events help attract library patrons, and that our branch circulation numbers show us to be 4th in the County. It was noted that the Morro Bay Library and the Friends generated a visioning document in May of 2008, entitled, "Our Vision of Morro Bay Library's Future--Where do we want to go?" It is felt that this is an important guideline for developing a plan consistent with the community's wishes, particularly since the County will be looking to the Friends to assist with the financing of the library expansion.
 - a. Dani Porter noted that she agreed that it would be important to show an actual plan for the use of the Program Room, and that a timeline is also important.
 - b. The Book Sale was discussed, in light of the possible future unavailability of the Program Room. The use of a house, off-site, was mentioned, both to hold the books if the Book Room is removed, and to hold sales. Branch Manager Porter felt that the Book Sales would not be able to take place in the Program Room after the room reverted to library space.
 - c. It was pointed out that having author-led events at the Library was important in drawing people into the Library.

- d. Branch Manager Porter also noted that the Volunteer Appreciation Event would need to find a new place, such as a restaurant, and that the use of local art on the walls would have to be “down-sized.”
 - e. Director Allen asked what the actual plans were for the Program Room? Separation of children’s activities from adult uses was mentioned as a goal, since there have been concerns with noise levels in the current children’s area.
 - f. Branch Manager Porter noted that it is still undecided if a service area will go into the Program Room, but stated that it would be necessary to have a service area and staff on the “new” side.
 - g. Director PetersePetersenn suggested an adult reading area in the Program Room, but this was vetoed by Branch Manager Porter.
 - h. President Robert questioned how well a new Program space would work if it had less square footage available.
 - i. Director Johnson asked what the County was interested in doing in terms of expansion? Branch Manager Porter replied that there would be a plan in place by Fall of 2010 at the very latest. The initial plan was devised merely to meet a request by the City of Morro Bay. The second plan had staff input, and the third plan will be developed with input from the new Branch Manager.
 - j. President Robert was concerned that with the library gaining access to the room in March, that wouldn’t the County want to have a better idea of what kind of plan and costs associated with that plan sooner than late Fall, so that they could be ready before next year?
 - k. Director Redman said that fundraising efforts should begin as soon as the new lease is signed. Board members mentioned that until it was clear what the plan was, it wouldn’t be appropriate to launch a fundraising campaign, especially since we have already raised funds for an expansion project that had been put on hold. Board Member Deschler and Petersen asked that the Expansion Fund be put on the July agenda.
 - l. Mention was made of an email from Director Davis that it was his strongly held opinion that the Book Sales need to continue at the Library!
1. **Future of Book Sale:** Director Allen, who is the moving force behind the Book Sales, supported Director Davis belief that the Sale needs to be kept on-site. She also noted that that would not be possible without the Program Room, unless it is held as a tent sale in the parking lot. Even then, it is not possible without the Book Room to sort and store materials. Mentions of a bookstore instead of a book sale was dismissed by Director Allen, who has run both, as being very impractical. The need for space, the cost of space, the need for staffing, all make a store very hard to run successfully.

- a. President Robert asked Branch Manager Porter if there would still be storage space made available at the library. The reply was that it is uncertain.
- b. Director Allen expressed the importance of allowing donations to come directly to the library, and that on-site storage is vital. Books, she noted, are sold on a daily basis, which brings in a substantial amount of money to the branch, as well as patrons checking out what is available.
- c. The overwhelming belief of the board members was that a bookstore was not a sustainable replacement for the sales.
- d. The possibility of a storage unit by the Vet's Hall was raised previously and rejected by the City. The question arose as to whether the storage room and Program Room would be kept as is through 2011. There was not a clear answer provided.
- e. It was noted that even though the Visioning survey did not mention the Book Sales, 40 people wrote in that the Book Sales were most important to them.
- f. Branch Manager Porter stated that she might have the book room removed, but will try to include it in the reconfigured space.
- g. In response to the question of how many square feet of storage would be needed, Director Allen said that the size of the storage affects the number of sales held. If there is larger storage, sales can be held less often, but that 600 to 1,000 square feet would be great.
- h. Director Decker said that it seemed like the expansion would be developed in phases and that the storage room might be left alone until it needed to be moved.
- i. Director Petersen also expressed a strong desire to see the Book Sales remain at the library.

Library Report: (Due to the need of the Branch Manager to leave early, her report is out of order of the Agenda, and presented in these minutes as it was presented at the meeting.)

1. Branch Manager Porter stated that she was looking forward to the welcome and introduction party scheduled in her honor for June 10, 2010.
2. She stated that she has been involved in lots of activities since arriving in Morro Bay.
3. The Branch Manager reported that the Tribune had done an article on the summer reading program.
4. She noted that she was excited about the expansion project. She also noted that she has visited some of the other library branches.
5. In communicating with the Friends as a group, she prefers that all communications be sent through President Robert.

President Robert once again welcomed our new Branch Manager to her first meeting, and a Welcome Motion made by Director Deschler and seconded by Director Petersen was passed unanimously.

New Business:

1. **Nominations.** Nominations for Board positions must be submitted by or before October 21, 2010. The Nominating Committee are expected to have a slate available by the September meeting.
 - a. Nominations can also be made at the main desk.
 - b. The following current members have agreed to be nominated as follows:
 - i. Secretary--Susan McElhinney
 - ii. Newsletter--Robert Davis
 - iii. Ways and Means--Laurie Allen (Position Change Recommended)
 - iv. Volunteer Coordinator--Joan Petersen
 - v. Vice President – Joan Decker
 - vi. Member-at-Large – Programs – Jan Goldman
1. **Position Descriptions.** A discussion was held regarding the naming of some of the Board positions, and the possibility of renaming positions to be more reflective of the actual position. Director Allen would like to see her job title be Member-at-Large, Book Sales. Perhaps Fundraising will replace Ways and Means. Everyone was instructed to read the ByLaws of the Friends (available online) and make suggestions for changes, especially to the section on Positions. Bylaws will be placed on the July agenda.
2. **Other discussions:** Director Johnson stated that she was excited to be part of the Board and wants to continue. She is looking forward to positive changes to the physical layout of the library. Director Redman also would like to continue with the Board, but in a different capacity. She stated, however, that she has a number of ideas for membership and wants to raise the energy of the group overall. It was pointed out by President Robert that each of us needs to be looking for a new President and Treasurer.

Reports (Some reports are out of order, due to time constraints on the presenters.)

Program Report: Director Goldman reported that things are shaping up nicely for the welcome event for our new Branch Manager. She requested that anyone interested could bring cookies for refreshments. The report was accepted on motion from Director Deschler, seconded by Director McElhinney. Director Goldman then left, at 1:25 P.M.

Minutes: Minutes of the meeting of March 19, 2010, were approved as presented, on motion of Director Decker, seconded by Director Johnson.

Treasurer's Report: The treasurer's report was reviewed and approved as presented on motion by Director Allen, seconded by Director Petersen.

Vice President's Report and Library Foundation Report: Libraries are doing very well, despite the economy. The question is how to maintain library success as the economy improves. The Library Foundation meets at the Main Library, upstairs on the first Wednesday of each month, at 4:00 P.M. Any interested party may attend. The reports were approved on motion by Director Johnson, seconded by Director Redman.

Membership Report: After discussion, Director Redman agreed to continue with Membership, with the proviso that she has more contact with the public, or if she can "get out more," as she put it. She would also like to have some help with data input. She is hoping to encourage members to renew early. The report was approved on motion by Director McElhinney, seconded by Director Petersen.

Correspondence: A few thank you notes were sent out. Director McElhinney received a note of appreciation from Director Davis for the get-well card sent on behalf of the group. The report was approved on motion by Director Redman, seconded by Director Allen.

Committee Reports:

Library Advisory Committee: (Visioning): Director Johnson reported a one-to-one meeting with Branch Manager Porter. She emphasized that the Friends are hopeful of collaborating to reach agreements. She emphasized the need to include the public in all phases of expansion planning. She stated that there needs to be more involvement of families with small children, and to involve the community in the library to keep attendance growing. The report was approved on motion by Director Allen, seconded by Director Petersen.

Bylaws Committee: No Report

Book Sales: Excellent results were had at the last book sale. Director Allen thanked all the Volunteers. The question arose as to whether to participate in the Harbor Fest. Also, Director Allen showed a Book Lover's Calendar which could be purchased and re-sold, as a fundraiser. Director Deschler expressed concern that we would have to "buy-in," and any leftovers would be lost money. The matter was dropped. On motion by Director Decker, seconded by Director Redman, the report was approved.

Newsletter: (Email report) Director Davis thanked Director McElhinney for the referral to Options for mailing services. He found it economical and efficient. Director Davis asked that all submissions for the Summer edition be received by June 6, at the latest, as he is leaving on vacation and will prepare the edition ahead of time, leaving detailed instructions for its distribution. Directors Decker, Johnson, and Petersen have volunteered to help. Director Johnson will coordinate. The report was approved on motion by Director Allen, seconded by Director Petersen.

Public Relations: Director McCurdy reported that he has been making regular press releases. He asked for ideas for things to cover. He would like to change the name of the position to Media Relations. This report was approved on motion by Director Redman, seconded by Director Decker.

President's Report: President Robert thanked everyone for their assistance on the discussions regarding the new lease. She is hoping that the good relations we have with the County will continue. She noted that we need to be clear and precise about what we are willing to approve. She emphasized that our group needs to focus on how to increase the Library's standing as a community "hub." Director Petersen returned the President's thanks. Director McCurdy noted that the group's activism over the lease negotiations was the best he has seen during the years he has been in Morro Bay. He noted that we need to be fully informed concerning changes before we give our approval to them. Director Deschler noted that there is a fine line between good intentions and the reality of how things are going. On motion by Director McElhinney, seconded by Director Redman, the report was approved as presented.

Agenda Builder and Announcements: Due to the lateness of the hour, these items were skipped.

Adjournment: The meeting adjourned at 1:47 P.M.

Respectfully submitted,

Susan McElhinney
Secretary