



**MORRO BAY FRIENDS OF THE LIBRARY MINUTES
BOARD OF DIRECTORS MEETING
September 17, 2010**

Call to Order: 11:36 AM

Present: Karen Robert; Ric Deschler; Laurie Allen; Margaret Esther; Joan Decker; Christine Johnson; Joan Petersen; Jackie Kinsey; Robert Fuller Davis; Susan McElhinney; Jennifer Redman; Gerry Fuller; Susan Gossard.

Introductions: Guests: Margaret Esther; Gerry Fuller; Susan Gossard

Excused Absences: Jan Goldman

Old Business--Discussion/Action:

1. **Official Approval of \$15,000 Towards Lease Resolution.** President Robert referred to the quotation at the top of the Agenda for this meeting, with reference to the successful completion of Lease negotiations. Our intentions were made clear with respect to the "Patio Issue" and the Expansion Fund, that anyone who was dissatisfied with the decisions being made as to the use of money they had contributed could approach the Board regarding a refund of their contribution. Additionally, the Board officially approved the contribution of \$15,000 from the Friends' general operating funds--NOT the building funds--to facilitate the completion of the Lease negotiations. Director Deschler pointed out that the entire contribution will be made in the current fiscal year, to the County, who will pay out that amount over the next three years to the City of Morro Bay. The contribution was approved on motion by Director Decker, seconded by Director Allen, on a unanimous vote of the directors present.

New Business--Discussion/Action:

1. **Nominations Committee Recommendations:** The Nominating Committee presented a slate of Directors and Officers for the next year, to be submitted to the general membership at the meeting in November. The slate was reviewed by the Directors present. Nominations can also be submitted at the Library, with the necessary paperwork, which is available on the kiosk in the main room. Nominations close on October 19, 2010. On motion by Director Deschler, seconded by Director Redman, the slate was approved as presented.

2. **Membership dues/Business Membership Benefits:** Membership dues are part of the Standing Rules of the Friends, and subject to consideration by the

Board. The question was raised as to whether or not dues for the Friends should be changed--either increased or decreased. Director Redman pointed out that many people resent the \$5 membership fee that allows them early entry into the Book Sales, but that it was low enough that most pay it anyway. (Later discussion pointed out that membership entitled one to early access to the sale, but that the general public could enter later for free.) Director Redman suggested adding a "Donation" line to the membership form for people who would give more, without increasing the fee.

Director Allen pointed out that it is important to define the mission of having members in the Friends; that membership fees are a very small source of income to the group. She felt that a dues increase would be counterproductive.

Director Deschler stated that dues should remain low to encourage more membership, also noting that dues were a small source of income anyway.

Director Decker noted as an example that increasing golf fees at a local golf course reportedly caused a substantial drop in membership that actually resulted in a net loss and took about five years to recover from.

Director Petersen felt that the current economic situation made a dues increase untenable.

Director Johnson stated that it was important to increase awareness of the Friends, and that this was more important than a dues increase at this time. Raising dues could be revisited later. Also, she suggested that people could be asked to pay for snail mail if they opted to not receive the newsletter electronically.

Director Redman pointed out that the electronic newsletter was still a relatively new introduction, and that we should probably keep asking people to switch from paper for a while longer before charging for mailing.

It was also noted that paper copies can be picked up at the Library, even if mailing is discontinued.

The Board agreed to give the membership one year's notice that we would be going electronic with the newsletter, and that the only paper copies that would be made available would be those that could be picked up in the library.

(Note: An option that could be considered as part of a future discussion, would be that if anyone would expect to have it snail mailed – i.e., out-of-area members, they could pay a nominal fee for the privilege, if they so desired to have it mailed. They could always be directed to the website to download a copy.)

This led to a discussion of the rules regarding paid advertising in a non-profit newsletter that is mailed at reduced rates. It was pointed out that the rules allow one free business card ad with each membership, since it is regarded as a benefit of membership and not a paid ad. It was noted that there is very little actual paid advertising in the newsletter. Furthermore, if the newsletter is online or available to be picked up, rather than being mailed, the question is mooted.

The question then arose as to what benefits a business receives from joining the Friends. Of course, benefit to the community is one result that is difficult to measure. On a more practical side, it was noted that the library makes a great number of referrals to local business, because many visitors to the library inquire there about where to obtain goods and services. It was realized

that more information needs to be presented to businesses to encourage their participation. One suggestion is that a yearly listing of business members of the Friends, along with a recognition of lifetime members, in the Newsletter, would be of help. President Robert suggested possibly showcasing member businesses as part of a program, similar to what is done as part of our Membership program, but on a more regular basis.

3. **Library Access Campaign Grants:** Suggestions were solicited for uses for grants from the Foundation's Access Campaign Grant fund. A copy of the grant application was provided (and is available on the Friend's website). Director Decker suggested more downloadable resources; increased access to online resources; and more instruction on how to access materials online.

The Bookmobile was mentioned as a possible beneficiary of grant money. Assistant Library Director Esther informed us that the Bookmobile vehicle is suffering from "smog issues," and is probably not economically repairable. She went on to discuss E-Book programs and the positive response of many of the branch libraries to that program. More titles would be of great benefit. She did say that the programming is unavailable that would allow E-Book use on Kindle and Apple readers. However, since 13 of the 15 branches have WiFi access, E-Books appear to be the future. Ms. Esther stated that the remaining two branches have electronic access in the works. In response, President Robert pointed out that it appears that the best thing is for the County system to apply for a grant with support from Friends groups. Director Allen also supported this idea.

Ms. Esther clarified that E-Book purchases must be made at the present time through the County's process, rather than by individual branches.

Using a grant to cover the User fee for requesting materials was mentioned by Director Redman. It is not clear that the Foundation would be willing to fund this use as readily as it would fund acquisition of materials.

President Robert asked Branch Manager Kinsey if it would be best for the staff to apply for a grant, and request a matching donation from the Friends, which would increase the likelihood of the Foundation making the grant. As the deadline for the application is October 29, 2010, it was moved that the Grant Application would be completed by the Branch Manager for the Morro Bay Branch. This would be submitted to the Friends for approval as to the use and amount of the request, and the Board would meet by email to approve and match or partially match the request. This motion was made by Director McElhinney and seconded by Director Redman and was passed unanimously.

Reports

President's Report: The President discussed the Lease, and the changes with respect to the Program Room. The full report follows:

I would like to provide for the record and within our meeting minutes a part of the transcript that was not included in the City Council meeting minutes REGULAR MEETING – AUGUST 9, 2010 A-3 APPROVAL OF A LEASE AGREEMENT WITH THE COUNTY OF SAN LUIS OBISPO FOR USE OF THE PROPERTY LOCATED AT 625 HARBOR STREET FOR A FREE PUBLIC LIBRARY. Councilmember Winholtz expressed concern with the term of this lease agreement stating in several conditions it notes that in 25 years the library lease will be terminated. She said she would prefer a finite date ahead

of time to start renegotiation for the next 25 years. What was not included in the City Council minutes was the City Manager's response. I have acquired a DVD copy of the meeting for the Morro Bay Friends of the Library archives, as well as for the County administration, and have transcribed the City Manager's response within my President's report which I would also like included in our minutes. Andrea Lueker, the City Manager responded with the following statement:

"The first response is that the term does include a month to month continuation of the lease. Certainly it is the City's intent and the County's intent to continue to have a Library here in Morro Bay."

It will be important that the future leadership of the Morro Bay Friends of the Library and County administration play this meeting tape during future negotiations for the library lease especially since this current lease does not provide for any future provisions within the lease language to preserve what the Friends of the Library provided when they raised the money that built this library and then donated the building to the City of Morro Bay to be a library.

With the changes occurring next year to the Program Room, I wanted to let you know what was worked out with staff regarding the future of the Book Discussion Group. The group will continue, but will be held temporarily in two locations beginning in January, until the "remodel" has been completed. It seemed easier to start the change in January, as opposed to March, because I wanted to make it an easier more seamless transition in the New Year. The discussion group: 1st, 2nd & 3rd weeks of the month will be at my home, but all local author programs will be held at the Library. Staff has agreed to still order, and display the series discussion books for participants (since the program is still a Library program and co-sponsored by the Friends). I will obviously be coordinating and facilitating the program, doing all the publicity, bookmarks, flyers, posters and promotion, working with the authors, providing information for the Friends newsletter, etc. The staff has also agreed to still purchase the refreshments (which will be part of our requested budget through the FOL) and help with set-up for the local author events. As I mentioned, it will continue to be a Morro Bay Library program – contributing to the library's circulation numbers because of the participants' book checkouts, and I will continue to keep statistics of attendance figures for all Wednesday's programs. Friends' members will still see it as a benefit for being a member of the Friends. Obviously a win/win while we are in this transition period. I am providing you with a first look of the bookmarks that will be provided at the November meeting, to give you a heads up of some of the ways we will be marketing it to participants.

Reminder: Our November meeting will be one hour, which means our reports, will need to be focused on what we each have accomplished within our positions this year. The second hour will be the program. Since we have an election (both bylaws and officers), it is hoped because we are getting information out early to the membership, that this will be painless and not take much time, and thus the meeting and election will go smoothly. Also, for the first time in the history of the Friends, since this election will approve officers being elected and terms effective immediately, I will create a formal agenda item which is: Official Seating of New Officers.

The reminder meeting postcard is ready, and Red, Christine and Susan will be getting it ready for mailing to the CURRENT PAID membership only the end of October/early November.

The report was approved as presented on motion by Director Petersen, seconded by Director Allen.

Minutes: Minutes of meeting of July 16, 2010 were approved as presented on motion by Director Decker, seconded by Director Redman.

Treasurer's Report: Director Deschler reported that we have surpassed our projected income to date. He noted that some CD's are maturing and that the one at Bank of America will be moved to Rabobank. Director Davis asked why it appeared that money was not being spent on the Library. Director Deschler explained that there is a "mismatch" of fiscal periods between the County and the Friends. At the end of our fiscal (calendar) year, a check is written to the County, earmarked for the Morro Bay Branch, out of the Books/ Audio-visual and Subscriptions accounts. Other accounts, if not used during the year, are re-allocated for the next year. The report was approved on motion by Director Redman, seconded by Director Johnson.

Vice-President's/Foundation Report: Director Decker reported that she had heard from "Ranger Rick" that the costs for upkeep of the planters would be between \$250 and \$314 for one year. The question arose as to whether or not it would be beneficial to establish a yearly \$250 grant for the planters that could be renewed annually. However, there was concern that this might set a precedent to allow the County to shift the costs of grounds upkeep to the Friends. Ms. Esther made us aware that the change in the use of the Program Room would trigger some changes in the County budget for upkeep. It was decided that no action was presently needed. Director Decker continued her report on the Library Foundation, mentioning the upcoming Book and Author Festival. Her reports were approved on motion by Director Johnson, seconded by Director Redman.

Membership: The membership report showed that the mailing of renewal notices was getting good response. Director Redman announced that Susan Gossard had agreed to being nominated for the Member-at-Large in charge of Membership. Director Redman is focusing on increasing public awareness of the existence of the Friends group and is looking for committed volunteers for the farmer's markets and also to maintain an awareness table in the Library. This report was approved as presented, on motion by Director Allen, seconded by Director Petersen.

Ways and Means: Director Allen reported on the State of the Book Sale. She pointed out that the sale has become the primary funding source for Friends, and that the amounts raised have become significant. She reported that the sale draws people to Morro Bay generally and to the Library in particular. The sales in the 1990's averaged \$500; the August, 2010, sale produced \$4,000 in sales. The impact of changing the function of the Program Room is that the costs of the sale will escalate. It will cost about \$1,100 for rent for the Morro Bay Community Center; and there will be additional costs for a truck to move books and for signage to help people find the sale. The Director stated that some people will not attend when the sale is not at the Library, and that "Everything starts and ends with the book sale."

Another issue that was raised concerned the tables and chairs owned by the Friends and where to store them. Director Deschler recommended that we may want to consider selling some of them. Also, there are four tables missing, which no one seems able to account for.

A final issue is the Book Sorting Room. If this is eliminated in the remodel, where will donations be left? How will the sale in the lobby be kept stocked? Who will do the work to maintain an off-site storage facility? If another facility is rented, what will be the cost and will it be justifiable?

The good news part of the report is that a replacement book room helper has volunteered to replace Director Deschler, his name is Graydon Hileman.

The last part of the Ways and Means report addressed future issues with respect to Programs. Director Allen stated that the Friends and staff have spent years building the reputation of our branch generally, and the programs in particular, and that, in planning the remodel, keeping space for programs will need to be decided upon. Book Sales have been the sole substantial fundraising source for a long time. Other attempts have been far less successful, but may need to be pursued, given the changes that are afoot, if the programs are to continue to have Friends' support.

This report was approved on motion by Director Deschler, seconded by Director Redman.

Programs: President Robert presented Director Goldman's report. The program for the meeting in November is "Hot Dogs and Fudge," which resulted in an enthusiastic approval of the report on motion by Director Allen, seconded by Director Petersen.

Correspondence: Director McElhinney reported that she had sent out several thank you notes, including an apology for slow response to a generous donor. Approved on motion by Director Johnson, seconded by Director Redman.

Library Advisory/Visioning: No report.

Media Relations: Coordinator not at meeting; no report submitted.

Newsletter: October 5th at 8 AM is the deadline for submissions for the next newsletter. The recap of all your accomplishments will make for great articles for this last newsletter. The report was approved on motion by Director Redman, seconded by Director Allen.

Volunteers: There were over 60 volunteers at the August 7th Book Sale. The coordinator is focusing on recruiting more volunteers for Farmer's Market and to raise awareness of our organization. Directors Redman and Petersen have conferred on how to achieve increased awareness, and are implementing their plan. Report approved on motion by Director Redman, seconded by Director Allen.

Branch Manager's Report: Before the report began, a hearty welcome was extended to our new Branch Manager. There was a cake-and-coffee social about a 1/2 hour that preceded the meeting, allowing the Board a few minutes to get to know Ms. Kinsey.

The Report: The Summer Reading Program has been well attended. It was fun and a learning experience as to what worked and what did not. There were 420

children signed up. The Adult Summer Reading program had 43 people signed up, although only about 13 completed it. Summer Programs, of which there were 7, were attended by over 600 children.

There is a Winter Adult Reading Program in the works. Ms. Kinsey has talked briefly to Director Deschler about the branch budget. She noted that she would like to acquire the "Battle of the Books" books, and would like to promote the Cuesta College Book of the Year as well, in the spring. There was some discussion to have it included in the Morro Bay Library discussion book series for the spring which was agreed upon. The report was approved on motion by Director Allen, seconded by Director Petersen.

Director Allen went on to express how great it is to have someone who has worked in so many venues around the county working at our Branch.

County Report: Margaret Esther, reporting for the County Library system, noted that she had already touched on the Access Campaign and possible uses for grant money. She also requested that monthly reports be made on the number of volunteer hours put in by members of this community. Finally, she stated that there will be no more paper overdue notices as of January 1, 2011.

President Robert pointed out that this was the first time an Assistant Library Director had been invited to sit at the Friends table and been given a name placard, and that has a lot to do with Ms. Esther. The Board expressed their gratitude that she is a part of the library team.

The report was approved on motion by Director Redman, seconded by Director Petersen.

There being no further business, the meeting was adjourned at 1:52 PM.

Respectfully submitted,

Susan McElhinney, Secretary *Pro Tem*