



MINUTES OF MEETING
MORRO BAY FRIENDS OF THE LIBRARY
BOARD OF DIRECTORS
May 20, 2011

Call to Order: 11:34 AM

President Johnson opened the meeting, welcoming the Board members.

Present: Christine Johnson; Joan Decker; Susan McElhinney; Jan Goldman; Joan Petersen; Nick Hall; Susan Gossard; "Red" Davis; Jackie Kinsey. There was one guest present, John Connolly. There were two excused absences: Gerry Fuller and Laurie Allen.

Minutes of Previous Meeting: Minutes of the meeting of March 18, 2011, were approved without changes on motion by Director Davis, seconded by Director Decker.

Reports and Discussions:

Please note that full reports are available on the Friends of the Morro Bay Library website.

Correspondence: There was no correspondence to report.

Treasurer's Report: The Treasurer's Report was submitted. Discussion included a question as to the apparently high sales for the Library lobby.

A meeting was held on the 5th of May with Financial Planner Rich Steuk, who shared advice on planning by the Friends. The meeting was attended by President Johnson, and Directors Davis, Decker, Goldman and Fuller. Suggestions put forth by Mr. Steuk will be discussed at a future Finance Committee meeting.

Program Report: Director Goldman reported on the successful Volunteer Appreciation Brunch, at which last year's Board of Directors were recognized for their work in obtaining the new library lease. Laurie Allen was singled out for recognition for her tremendous contribution to the financial well-being of the Friends, through her masterfully managed book sales.

Library staff made quiches for our breakfasting pleasure; there was fruit, yogurt and granola; sweet rolls; coffee and tea--a lovely feast.

Volunteer Report: Director Petersen referred to her written report, available on the website. A record number of new people volunteered to assist with the Book Sale (May 14th) and overall there were 45 volunteers for the sale. The Membership table in the lobby of the Library is well-staffed by 5 regular volunteers and a number of substitutes.

The volunteer report included a recommendation that one week before the next Book Sale, the Friends promote the sale at Spencer's Farmers' Market and other places to be decided depending upon the season.

There was a discussion of the value of having a "mini-book-sale" at the Saturdays' Farmers' Markets, especially during the summer months. The suggestion was made that Board members can take turns volunteering to work one or two sales per year. Benefits to Farmers' Market sales include reducing our book inventory, raising additional money, and promoting membership in the Friends. It was determined that we have to find out if there will be a charge by the Chamber of Commerce for participation in the Saturday market. Also, we need to determine what Spencer's requirements for participation are if we chose to expand to Thursdays' markets for sales.

Finally, it was noted that we need to focus on involving more people in book selling. To this end, President Johnson will meet with Directors Petersen and Allen to discuss how to accomplish this, including the possibility of having sales during the summer programs (OK, really, before and after).

Book Sales: Although Director Allen was absent (excused) from the meeting, the Book Sale of May 14, 2011--the FIRST Off-site Sale--was deemed a huge success, according to the report by Director Petersen. It was noted that the city had been very supportive, with Joe Woods, Barbara Wright and the city maintenance people really going the proverbial extra mile to help make things work for us.

The publicity for this sale seemed to have worked, with the Banner hung at City Park (thanks to Joe Woods for the idea for the location) being very visible. Even with a lot of events taking place that weekend, many people stopped in at the Book Sale, and lingered there, enjoying the space and the excellent organization of the books.

Friends member Julie Larson's ideas to add balloons to mark locations and a map for the placement of the tables worked very, very well.

Nick Hall is curious as to why book sales seem to be stable at about \$3,500.

Membership Report: We have passed the 400 member mark! Ta da!! Good news--especially since some of the new members have inquired as to how they can help the Library.

Event Report: The Wine Seller event, held May 13, was a definite success, with 45 to 50 people in attendance. The Wine Seller has volunteered to extend their promotion of the Library through the month of May--mention the FOL and a portion of your purchase donated to our organization. Many people who had not visited the store previously went there for the fundraising event, so it was beneficial to all concerned.

Other businesses have expressed an interest in have similar events.

Vice-President/Library Foundation Report: The Book and Author Festival is scheduled for Sunday, September 18th. Cartoonist Jerry Scott (*Baby Blues* and *Zits*) will be featured the evening before. The morning of the Festival, things start with a Pancake-Costume Breakfast. Now for those of you who may not know, this does NOT involve dressing up pancakes, or even dressing up AS a pancake, although it might involve the latter, since the idea is to dress as something or some idea you got from a library. So, I guess, a pancake is a possibility.

President's Report:

The Library Foundation Board is looking for additional members. If you know someone that might be interested in volunteering for this group, have them contact Joan Decker, who is our representative on the foundation board.

The County has requested that we present a Memorandum of Understanding (MOU) which will delineate the relationship between our Friends group and the County Library. It is due on or about June 1, 2011. President Johnson will draft a MOU and send it for review to Branch Manager Kinsey and Director McElhinney.

The plans for the remodel of the Library are not proceeding apace. Although it was our Board's understanding that we were to go ahead with the development of some ideas for the remodel, and submit them by October 1, an initial meeting with a design professional was discouraged by Library Director Reynolds and cancelled by Director Johnson as a result. Subsequently, a meeting was arranged between Director Johnson, Branch Manager Kinsey and some County personnel to clarify our role in the remodel, to take place after the date of our Board meeting. More news will follow.

Branch Manager's Report: Branch Manager Kinsey first thanked the Board for the Volunteer Appreciation Brunch; the Book Sale; and Joan Petersen, for her work with staff member Michele.

Ms. Kinsey forwarded pictures from our events to other Branch Managers, under the title, "Good Things are Happening in Morro Bay."

National Library Week raised money for the Food Bank, to assist in its mission of eradicating hunger in our county.

April attendance at our Library exceeded 22,000, putting us at number 4 for the county system, but slightly down from previous months.

Ms. Kinsey noted that the county budget has been stopped for any library purchases.

The Friday Film program has been fun, but attendance could be (maybe *should*) be higher.

Wednesday evening programs are doing well.

Our piano was described by a local music teacher as having a very good tone, and was used in a recital on a recent Friday.

All in all, the John Kim Room sees some activity between 3 and 5 days every week.

The Summer Reading Program kicks off on June 8, 2011, at Del Mar Elementary School.

It was noted that the SLO Coast Journal (available electronically on the internet) does a great job of publishing our calendar information.

Adjournment: The Branch Manager's report being the last item of business, and there being no further business, the meeting was adjourned at 1:32 PM. The NEXT MEETING will be on July 15th, at 11:30 AM.

Respectfully submitted,

Susan McElhinney, Secretary

