

**\*MORRO BAY FRIENDS OF LIBRARY**  
**ISSUES/ACTIVITIES & PROGRAMS IDENTIFIED**  
[www.morrobayfriendsoflibrary.org](http://www.morrobayfriendsoflibrary.org)

**\*Note:** Those areas in bold were updated during the 2/16/07 Executive Committee Meeting.

**Background**

The following list was brainstormed @ the Executive Officer/Board of Directors Retreat on January 19, 2007. The challenge is to consider how we can make any of these suggestions **S.M.A.R.T.** Goals – **specific, measurable, attainable, realistic and time bound. To begin** – we need to identify who (i.e., individual) and/or what (i.e., Friends Committee) is willing to take on the “projects” identified. Committees and suggested individuals to address such issues and/or plan events are listed below based on personal interest, officer responsibility and/or Committee expectations. This list can also be prioritized based on importance to the organization, and ability to find someone to coordinate. This list can be adjusted based on interest, and/or ability to find somebody to follow through with planning.

**Issues Identified**

1. Plan where dollars go from fundraising activities/events – focus \$\$ - Activity/Program Coordinator/Finance Committee (?)
2. Book Drop for Donations, Bulletin Boards & Wall Holders for Friends Information in Library Lobby – (Karen) – **Approved for purchase @ 2/16/07 Executive Committee Meeting**
3. Storage of books – (?)
4. Plan early library advocacy – lease 2010 – Library Advisory Committee Provide members education on library advocacy in our town/county – (Susan McElhinney) – **Written report on intentions presented @ 2/16/07 Executive Committee Meeting (Report is posted on the website.)**
5. Define political advocacy for Friends – Need volunteer to research and evaluate information as it relates to our non-profit status - (?)
6. Shelf Space in Library – does the Library need more?
7. Friends Long Term Partnerships with Local Businesses – (?)
8. Agree on single mission statement (define support as it relates to activities and finances for Library)– Bylaws Committee – **Presented to Executive Committee @ 2/16/07 meeting – on Board of Directors Agenda for 3/16/07 for approval**
9. Find a resolution to the building fund – Library Advisory Committee
10. Publicity for Friends – who we are/what we do – Public Relations Coordinator (?), Newsletter, Web Site
11. Expand Library Hours/Days Open – How do we make this happen? Is this an individual Library occurrence or a Countywide issue that we have no control over?
12. Communicate with other Friends – Black Gold Workshop April 2007, Newsletter, ~~Chocolate Suite Fundraiser~~, Joint Events (?), participate on

- Central Coast Author Festival Steering Committee (Karen), Coordination of Book Sale Dates throughout County – (Mo), **Formation of Friends Presidents Group (District 2 – Friends to discuss - Karen), Supervisor Gibson met with District 2 Friends Presidents & recommends the development of a Vision Plan for Libraries (MBFOL can consider committing to participate in this endeavor)**
13. Volunteer Development – how do we encourage more members to get involved with the organization, recruit for new persons to take on leadership roles, i.e., succession plan – (Karen) – **articles in newsletter, website volunteers page updated (this list included), personal calls by Executive Committee members to Friends members.**
  14. Planned Giving – Finance Committee (?)
  15. Participation on SLO Library Foundation Board – seek volunteer (?)

### **Activities/Programs Identified**

1. Continue the following programs: Quarterly Book Sales (Mo); Farmers' Market Book Sales (Dottie); Study & Discussion Group for Seniors (Karen); Reader's Community Book Discussion Group (Karen); Collectibles Sale – **Date to be determined** (Betty)
2. Create Annual Events Calendar – Volunteer Recognition Event (January); Membership Meeting (November); Business Members Recognition Event (?); Events that tie in with City annual programs (?)
3. Internet Classes – seek volunteer instructor (Lani) – **Lani will meet with Jude to finalize (reported 2/16/07)**
4. Workshops for Community – Individual Enrichment programs that utilize library resources – Need to identify interests of community/members – (?)
5. Other types of promotional materials – i.e., T-shirts (?)
6. Family Reading Program (link to schools) – (?)
7. Blog on Web Site – Web Site Coordinator
8. Cultural Events – Activity Coordinator (?)
9. Host Chamber Mixer @ Library (Lani) – **Executive Committee on 2/16/07 asked Lani to reserve April 17, 2008 from 5:30-7:30 p.m. for Friends to Host – coincides with National Library Month**
10. Web Site Book Sales and/or selling of other items of interest (Ric & Web Site Coordinator) – **Pay Pal Account Approved by Executive Committee @ 1/19/07 Executive Committee Meeting**
11. Hispanic Outreach – Spanish speaking programs & more Spanish language books – (?)
12. Membership Drives @ each program/event (Betty)
13. Children's Programs - Children's Events Coordinator – (?) **Joan identified some volunteers who might be interested in this area. She forwarded this information to Barbara (Programs) to contact.**
  - Sleepover @ Library
  - Library birthday parties for kids
  - Kid's Book Parade
  - Kids Meet Children's Authors

- Family campaign to get Kids to Read
- 14. One Activity a Month – Activity Coordinator (different person for each one)
  - Family Night Out at the Library – Turn off your T.V. (?)
  - Library Advocacy 101 (Susan McElhinney)
  - Educational Films (?)
  - Friends sponsored Bus Trips with Literary Emphasis (?)
  - Mystery Authors Event or Sisters in Crime or Book Talk (mysteries emphasis) (?)
  - Gala (can this be tied in with Business Members recognition event and/or volunteer recognition event?) (?)
  - Concerts on the patio (?)
  - Poetry Night (?)
  - Foreign Film Night (?)
  - Holiday Recognition Events (?)
  - Teen related programs @ the Library and/or in association with the Morro Bay Teen Center (?)