

**AFTER SUMMIT RETREAT – MARCH 15, 2008**  
**FOL LEADERS/FOUNDATION BOARD MEMBERS**  
**FACILATATOR – BRUCE GIBSON**  
**RECORDER – CHERIE AISPURO**

**WHY ARE WE HERE?**

**ROLE OF THE FOUNDATION**

- a) raise awareness and funds (endowment)
- b) responsibility toward all libraries and bookmobile
- c) fiscal agent

**ROLE OF THE FRIENDS**

- a) raise funds for Community
- b) opportunity for volunteers
- c) bought materials and hours
- d) voice of community
- e) Friends voice to support Foundation

**GENERAL GOALS**

- 1) Create the perception of a single valuable countywide Library system (including Paso)
- 2) Expand beyond “books” – Programs
- 3) A place central to each community; available and considered a destination
- 4) Knowledge is available 24/7
- 5) Computer access to the public
- 6) Collaboration with other groups
- 7) Appeal to all segments of the community
- 8) Develop realistic sustainable budget/ clear as to public/private roles
- 9) Good marketing program/Public Relations (business community/Schools etc....)
- 10) Engage Library staff including Director
- 11) Strong volunteer program (coordination/expansion of duties)
- 12) Increased hours
- 13) Place to access/exchange government information

**SUMMIT – WHAT WE LEARNED**

- 1) We can dream big
- 2) Sense of hope
- 3) Gathering place for friends
- 4) Groups came together for the common goal
- 5) Exceeded expectation and showed strong level of concern
- 6) Could have been better
  - a) more local interaction
  - b) more local direction
  - c) quicker follow through
- 7) Library success depends on community

## **WHAT ARE WE DOING WELL?**

### **FRIENDS –**

- a) Help supply library with approved materials
- b) Volunteer recognition
- c) Friendraising (Membership) – variable success
- d) Quick responder to library needs
- e) Advocate for local branch
- f) Passionate for their cause
- g) Media (books, CDs, etc) management
- h) Volunteers for staff support
- i) Bring personal warmth to the library
- j) Program support/initiation
- k) Raising community awareness

### **FOUNDATION**

- a) Recruiting good people to the Board
- b) Creating events that raise countywide awareness – i.e., Book & Author Festival, Library Summit, Summer Reading Program
- c) Fiscal agent/management
- d) Advocating for unified system
- e) Good countywide publicity
- f) Great recognizable logo (currently library system does not have it's own logo)

## **WHAT CAN WE BE DOING IN THE FUTURE?**

### **FRIENDS –**

- a) Monthly community book club
- b) Recruit more younger adult members (larger demographic) to leadership roles
- c) Promote the message that libraries are more than books
- d) Networking among other FOLs
- e) Interact more with Foundation
  - 1) commit a FOL representative to Foundation Bd membership
- f) Interact more with local community/businesses

### **FOUNDATION –**

- a) Interact better with Friends
- b) Raise visibility in community
- c) Could recruit specialized skills to complete projects
- d) Foundation members should be a member of Friends group
- e) Need to explain/define their mission
- f) Goal setting/ Strategic Planning
- g) Needs to offer and create a consistent message
- h) Could facilitate FOL to FOL interaction
- i) Major fund raising efforts i.e., legacy fundraising

- j) Learn from the past to improve the future – analyze Measure “L”
- k) Develop connections with businesses and other non profits

### **WHAT CAN WE DO TO HELP?**

Red equals who is responsible for getting the task done.

- 1) Quarterly newsletter/e-letter – distribution? Production? Content?  
Foundation and Friends Presidents
- 2) Friends representation on Foundation (size of Foundation Bd? Voting status?)  
Foundation Bd
- 3) Foundation Bd participation at all FOL meetings  
Attendance Foundation  
Invites Friends of Library Groups/Friends of Library Presidents  
Communication
- 4) Continue and enhance FOL President Group Meeting  
Encourage and maintain participation –Friends of Library Presidents  
Include Foundation Reps - Foundation
- 5) Develop Committees for Foundation – Foundation Board
- 6) Develop Collaborative opportunities with other agencies and organizations –  
Staff, Foundation, Friends of Library
- 7) Begin discussion for marketing plan for library – Staff and Foundation
- 8) Complete the library vision document – Library Staff
  - a) comments to staff - Friends of Library Presidents and Foundation by April 15, 2008

### **QUESTIONS**

What will fund the Foundation – Grants? Donations? Endowments?, Government?, Events? – Foundation Board

What should composition of Board be? – Foundation Board  
No FOL, all FOL, area reps, ex officio

### **FOLLOW UP – FOUNDATION/FRIENDS OF THE LIBRARY MEETING**

JUNE 10,2008 10:00 a.m. – 12:00 p.m.  
3<sup>rd</sup> Floor Conference Room SLO County/City Library

March 17, 2008