

**FOL PRESIDENTS MEETING
ACTION ITEMS AND IMPORTANT INFORMATION**

May 5, 2009

(important dates and action items
are highlighted in red)

PRESENT: Ann Garfinkel, Los Osos; Judy Rohr, Asst. Library Director; Pat Williams, Chair; Jeri Ferrell, Cambria; Brian Reynolds, Library Director; Horace Morana, Foundation; Grenda Ernst, Atascadero; Bob Alberti, Foundation; Susan Mathieson, Santa Margarita; Linda Thompson; San Luis Obispo; Gretchen Ross, Cayucos.

ROUNDTABLE DISCUSSION:

Reminder to all to include other Friends groups on their mailing lists. The listing for the FOL Presidents will be distributed electronically after the meeting.

Los Osos – Ann Garfinkel reported that Los Osos has a new website www.losososlibraryfriends.org. They also recently received a \$250K gift and sought advice on the best way to handle the money. One of the many suggestions was to let the Foundation manage it as part of their portfolio as they currently do for other FOL groups. The San Luis Community Foundation is another possibility as well as CDs, etc. After some discussion, it was decided the Foundation would host a workshop focusing on how the Foundation manages funds from other entities in addition to having a presentation on appropriate insurance for FOL groups. **A workshop will be scheduled sometime this summer.**

SLO – Linda Thompson told us all that their “Book Club in a Bag” program is a huge success. **Judy Rohr will check to see if these “bags” can be loaned out to other libraries.**

Cambria – Jeri Ferrell reported that their latest book sale yielded \$3,600; they are sponsoring an 8-week Adult Reading Program and are hosting a fundraiser on July 18th entitled, “Reading, Rhythm and Blues II”.

Atascadero – Grenda Ernst reported that their FOL just launched their capital campaign to raise money to enlarge their library; they have a new logo to go along with this campaign which can be viewed at www.atascaderofriendsofthelibrary.org. The Friends also helped sponsor a full week of activities for National Library Week and increased their membership by approximately 40% by greeting patrons as they entered or exited the library.

Cayucos – Gretchen Ross, who substituted for Vera Wallen, reported that their Friends purchase quite a few Showtime or HBO DVDs which, because there are

so few in the system, are seldom available for Cayucos patrons. She urged others to also purchase some of these DVDs.

Santa Margarita – Susan Mathieson told us that their Friends group is making a concerted effort to reach the whole community with varying programs from “Books for Babies” (which is available now) to a program for teens that is currently being created. Eventually, they want to include more seniors. One way to involve seniors might be to have a delivery service for those who are not able to come to the library. Candy Adams at the SLO library handles this program. **Judy Rohr suggested that she and Susan talk about this program further.**

Creston – Pat Williams reported that Creston has a new President, a regular meeting schedule and is hosting a book sale on May 12th from 9-4.

PRESENTATIONS:

Bob Alberti, President of the Foundation for San Luis Obispo County Public Libraries, presented a proposed County-wide program to foster more library-community involvement. This program was originally conceived by County Supervisor Bruce Gibson. Brian Reynolds approached the Foundation with this concept and asked the Foundation to take the lead in organizing this project. The Foundation, the Friends groups, and Library staff would all participate as equal partners. (See Attachment 1 for further details.)

A lively discussion ensued. Many suggestions were offered including:

- Creston – Pat Williams said the best way to get the word out would be by talking with service clubs, schools and churches.
- Los Osos – Ann Garfinkel said that their librarian consistently attends meetings in Los Osos, is a constant presence and reminder of the benefits of their library. On a County level, we and the library staff should be doing more “viewpoint” articles and letters to the editor in the Tribune.
- Cayucos – Gretchen Ross reported that their FOL has gone to each classroom with library card applications in hand. Their message has been that their library is more than books, emphasizing computers, computer games, graphic novels, DVDs, etc. They haven’t yet used Face Book to network the library message but this was proposed as something that might be considered.
- Santa Margarita – Susan Mathieson told us that the SMFOL are making every effort to involve the community. Maybe we need to remind the public that libraries are not really free. You can get free resources, but someone has to pay for this privilege. Another idea - maybe we need to change the library image county-wide, bring our image into the “modern age”.

- SLO - Linda Thompson felt the Friends should be more of a presence at the Board of Supervisors meetings. Attend City Council budget meetings. Even if the groups we are talking with can't provide funds, if the meeting is televised or broadcast, maybe people watching or listening might donate.
- Atascadero - Grenda Ernst felt that their FOL have already done what we are proposing.
- Judy Rohr suggested using a video or power point presentation at City Council meetings or advisory group meetings that would bring them up to speed by highlighting interesting NEW library resources.

Brian Reynolds then spoke about how Supervisor Katcho Achadjian and former Supervisor Mike Ryan were the moving forces for the reopening of the Oceano Library and for the new library in Creston respectively. He encouraged the Foundation and Friends groups to work together over the next 6-9 months in weaving libraries into our communities, particularly our young people. Maybe it isn't necessary to give everyone a library card - but instead "worm our way into their hearts". If everyone gave \$5 we would have \$1 million dollars more for libraries.

Action: All Friends Presidents are asked to have this same discussion with their Boards. What approaches might work best in your area to expand the larger community's awareness of the importance of our libraries? When you have discussed this with your FOL group and have collected your responses, **please contact Bob Alberti at robert.alberti@slolibraryfoundation.org**. Bob will work with Brian Reynolds to develop a countywide strategy for consideration by the Foundation, Friends groups, and library staff. The first step in this plan will be Brian's presentation of the Library Vision to the Board of Supervisors on June 9.

ANNOUNCEMENTS:

Judy Rohr reported that during this month (May) the entire Black Gold System is migrating from Carl X to the new Polaris computer system. There will be a moratorium on holds beginning May 7 until the system is up and running on May 28th (approximate date). She also mentioned that they are having some good responses to calls for volunteers using the Volunteer Match program, www.volunteermatch.org.

CENTRAL COAST BOOK AND AUTHOR FESTIVAL: See attachment 2.

VISION DOCUMENT: At the June 9th meeting of the County Board of Supervisors (BOS), Brian Reynolds will present the Vision Document. When I know the exact time, I will contact you. All Friends Presidents as well as FOL

members are encouraged to speak about libraries during the public comment period at the beginning of the meeting on that day.

BUDGET PRESENTATION: According to Brian, there is no urgency or need to attend this BOS meeting as they approve a group of County budgets *en bloc*.

Our next regular meeting will be on Tuesday, September 22nd, 10-12 noon, same place.

Pat Williams, Chair

Foundation for San Luis Obispo County Public Libraries

Proposed Countywide "What'sInItForYou?" Tour 2009

The Foundation is working with Library Director Brian Reynolds and County Supervisor Bruce Gibson to create and present a series of brief conversations with local officials throughout the county to tell the library story.

Goals of the project are to:

- + Introduce more residents to their libraries
- + Increase awareness of library programs, needs, and support groups
(Foundation & Friends)
- + Develop ongoing collaboration among libraries and community agencies
- + Build a platform for future fundraising campaigns
- + Continue to maintain a strong library system with maximum open hours

It is envisioned that Friends of the Library, Foundation Board, and Library Staff will be key partners in this project.

The project will begin with the Library's presentation of the countywide Vision Document to the Board of Supervisors on June 9, 2009, and run through 2009.

The proposed conversations with local officials and agencies will be supported by the Vision Document, other printed materials, "virtual library tour" videos, and training for Friends and Foundation Board members who take part.

ATTACHMENT 2

CENTRAL COAST BOOK AND AUTHOR FESTIVAL:

We have good interest from both authors and publishers; applications are coming in at a steady pace.

We are still working on getting sponsors; have applied for the City of SLO Grant for \$12000.

Spider-Man is confirmed – will do two performances on the importance of reading and libraries. His performances will be free, but ticketed since seating will be limited. He'll do meet and greets in Mission Plaza after each performance.

If any Friends groups would like a booth it would be good to get an application in so we are sure to set them aside.

If, rather than a booth, a group would like to supply us with some volunteers that would be much appreciated. Just let me know. We'll have two Foundation booths that need to be "manned" during the day.

Individual donations and advertising in the program are available as well. See the new and improved web site at www.ccbookfestival.org or the Foundation site at www.slolibraryfoundation.org for details.

Sorry I can't be at the meeting!

Maryellen