

**Morro Bay Friends of the Library**  
**Presidents Report 1/22/10 – Karen Robert**

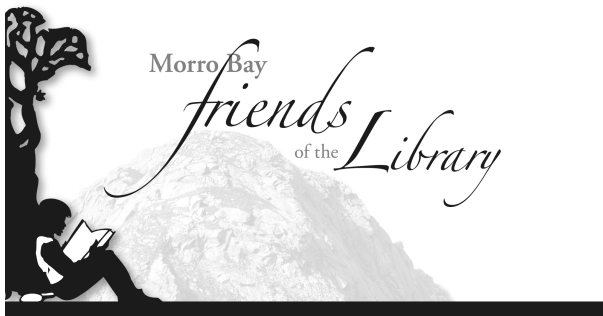
- 1) Discussion during Newsletter Editor report. Worked closely with our Newsletter Editor, Red and Webmaster, Rick to come up with a solution to helping save money for the Library, as well as implement a new program – email links to newsletter, as opposed to mailing. The first email link was sent Sunday, January 17, 2010. There were some minor technical problems that occurred by some of the receivers, which were responded to, as well as timing issues (since the newsletter that is mailed doesn't hit mailboxes by a certain date – and the dates reflected in the newsletter calendar don't have the earlier dates reflected in the calendar {i.e., in this particular instance, Jude's event} – timing of when it is sent now needs to be considered, or the calendar has to be reflected to include those dates again) – but, for the most part there were a lot of compliments and appreciation to have this option available. The newsletter labels for those who may not have considered submitting their email when they joined had above the individuals names, and expiration date of their membership the words:

*Save \$ for MB Library with an emailed newsletter - email  
[postmaster@morrobayfriendsoflibrary.org](mailto:postmaster@morrobayfriendsoflibrary.org)*

The webmaster also provided a cost analysis: 2009 expenses - \$1,114.61. Approx. avg. circulation for 2009 - 343 pieces per mailing. Approx. annual cost per membership (and courtesy) is \$3.25. The 84 emailed newsletters in January saved approx. \$68.25 on that mailing and will save approx. \$273.00 for the year. Basically, every mailed copy converted to emailed saves \$3.75 per year per person - money which is then available to spend on the library.

I also requested that the Membership Director, Jennifer find out at the time of membership (whether it is new or renewals) if individuals would be willing to have the newsletter link emailed to them. The obvious advantage to doing this is a cost savings in the Friends operational budget, as noted above. The disadvantage to lowering the number of newsletters that we send out may affect our bulk mail rate – so we will need to pay attention to that as we continue to encourage members to select the email newsletter.

- 2) Our Wednesdays program started off the year quite successfully with many participant visits. We are truly appreciative of the many local authors who have



accepted our invitation to be a part of our program, as well as staff's willingness to provide refreshments for each of our events.

- 3) Special thank you to Joan P., Joan D., Jan G., Beth Ann, Mary, Beth, Lynn Evey and Susan for being such a great group of people to work with on planning Jude's Retirement Event. Special thanks also go to the many wonderful volunteers who have willingly donated their time and treats for this event. Also, to Joe Woods and city staff for their work in getting the Peace Pole and Plaque erected in time for the dedication on Sunday. Jude you are going to have a lot of thank you notes to write!!!!
- 4) Discussion during Public Relations Report. Jack McCurdy has begun his job not at a walking pace, but at a fast run. He has already gotten much attention with the media through his efforts to promote the Friends, the Morro Bay Library, Jude's retirement event, and our programs in the SLO Journal online, Bay News, New Times and other publications. Each publication has a different deadline, so if you want to have your event (book sale comes to mind), or membership drive, etc. receive a media advisory, please consult with Jack at least two-three weeks prior to your event so that he has time to write it with you and get it in the newspapers.
- 5) Discussion under Goals agenda item. Our greatest challenge this year is recognizing that we are for the most part a seasoned, well-established, motivated, dynamic board – even with new members, we have a working board to be proud of. That is the good news. The bad news is that some of us have for the most part reached our peak within the organization and want to move on. I ask all of you, in the interest of this organization and our Library, if this is your last year, please help by recruiting for your replacement.

I'd like to believe that we do what we do because we feel passionate about our role – but there is no reason to do it beyond this year, if you feel you are doing it because no one else will. Having said that, I look to you to help me select among you my replacement. As you know, a good President is one that ideally would have existing Board experience. I am willing to serve as Advisor for the following year (since the bylaws allow for a Past President to serve in this capacity) – continue my Wednesdays programs (which is separate from my role as President) – continue working with the webmaster to assist in anything that I have done to help organize our meetings and processes – but, I am unwilling to be your President after this year. It is time for me to move on. So, in looking at you, I ask you to think about taking on my position. I would be happy to mentor you this year, assist you in your transition, and help you in your success in your first year on the job. In the meantime, I will continue to be the best advocate, best voice, best person I can be in my final year as your President. If I am unsuccessful in finding my replacement, the organization will be without a President going into 2011. That will not be good for all. So, please help me in passing the baton to the right person.