

FRIENDS OF THE MONONA PUBLIC LIBRARY MEETING
January 27, 2016
Board Room, Monona Public Library

Present: Ann Bowles, Sally Buffat, Kay Gage, Leslie Johnson, Mary O'Connor, Erick Plumb, Jennifer Weinberger, Lynda Weinberger, Alicia Hazen, Sue Carr, John Debacher, Jennifer Falkowski, and Valerie Edwards

Absent: Anne Doran and Abbie Loomis

1. Opening of Meeting: Kay called the meeting to order at 6:45
2. Introductions were done. .
3. Approval of minutes of November 2015 meeting. Motion was passed unanimously.
4. Reports:

Membership Report: Ann distributed the membership report and stated that numbers are at 245 current members. Of those, we have 42 life members, 9 members that expired in 2014, 57 members that expired in 2015 (including 25 Shindig members), 122 members who expire in 2016 (includes 11 "superfriends") and 14 complimentary memberships. Sue did confirm that two thank you notes have been sent to the two recent "superfriends".

- A discussion of renewals ensued. Ann sends a postcard to people that need to renew their membership. We discussed that we used to do a mailing to various parts of the city every year- divided by postal route. Mary O'Connor will look into the cost of this to begin again, as well as edit the letter we used to send out recruiting new members. We will shoot for the week of National Library Week (National Library Week. National Library Week will be observed **April 10-16, 2016** with the theme, "Libraries Transform.")
- We also discussed that we need to start sending tax receipts to people who give donations to the friends. Erick and Sally have a template for that and will send that to Leslie to adapt and use for the friends. It was also suggested that renewal notices could be sent by Email. Sue will help Ann with that.
- Kay suggested that we track any new friends that come from the mailings so as to track the success of the mailing.

Treasurer Report: Leslie asked if there were any questions about the treasurer's report. Sue asked about the pass thru account. It was explained that it was inherited from Demita, and it was decided unanimously that it would be eliminated as a special fund.

Library Director's Report:

- Erick shared the new brochure that the library has produced. He mentioned that a citywide welcome packet has been in the plans among the various city depts. For a while but has not come to pass yet.
- Erick also discussed some ideas for getting the word out about the library, and mentioned that he and Sally are considering going door to door. He shared that

he has been researching some trends in public libraries, and there is a National Campaign called "Every Library".

- Erick reported that he has been discussing with the staff the importance of the Friends to the funding of the programming done at the Library. Erick's first year as director, he asked for 2500 for programming for the friends, and this year he asked for 7000. The 2000 the library has received from the city budget has remained static over the last several years.
- Erick and Sally reported that they have been asking for money at various events. They have made a box, and at the most recent Seasonal Chefs event they collected \$49. Val pointed out the importance of making a statement about how it is only if a family can afford it. The money collected goes to the Friends (Should it be tracked in a unique way?) and Erick reminded all of us that the library cannot charge for an event. Erick and Sally passed around a sheet for Friends Board Members to sign up for events that they will go to and ask for support for the Friends. Sally will write a script. (Sign up is Attached, please sign up)
- We also discussed to some spots to promote joining the friends on the Radio station, WVMO. John, Sue, Alicia and Leslie all agreed to record spots for the radio. Sue will be in charge of contacting Will Nimmow (when he returns to work) about recording the spots. The theme will be "Join the Friends, I am a friend because"

Other Business:

- Sue suggested a Friends of the Monona Public Library Facebook page. The idea would be to spread the word of the Friends and the need to join through another medium. It was discussed that the Library itself has a Facebook page, a Twitter account, an Instagram account and a Pinterest page. Jennifer suggested that the library use a system called IFTTT (?) which connects all of the social media sites and may streamline the posts. We then discussed the Library newsletter which is emailed out via constant contact. There are about 1200 people on that list. A Friends Facebook page was voted against.
- Sue then suggested the formation of a annual event fundraising committee with the idea that the Friends would take on the responsibility of a fundraising event each year in addition to the book sale. She and Sally will be heading up this committee, and understands that many current board members are very involved in the book sale and may not want to do anything else. **Sue and Sally are looking for names of folks in the community who might want to be on the planning committee for this.** Several members brought up fundraisers that have been done in the past, and the notes for those are in the archives on the shelves. Sue will take a peek. Past Events have included
 - Art auction
 - Vendor sale
 - Pie party
 - Candy sale
 - Mini Book sale in Spring

- Sally mentioned that she checked with the city clerk, and the idea of an election day bake sale has been declined due to space constraints.

Financial Requests:

- Leslie requested 1000 for the care of 4 trees on the library property. She has enough remaining money from last year to take care of the other garden needs at the library. Unanimously approved. Thank you Leslie!
- Erick and Sally requested a total of 3200. 1000 for new folding tables that will be used for events and the library book sale, and 2200 for new floor boxes (brass) to replace the plastic ones in the library. Unanimously passed.

Book Store Volunteer Sign Up:

- a. January Leslie
- b. February Susan (new volunteer)
- c. March Kay
- d. April Abbie
- e. May Alicia
- f. June Mary
- g. July Sue Carr
- h. August Abbie
- i. Sept John D.

The next meeting is scheduled for Thursday, May 5th at 6:45 pm. This will be our annual meeting.

The Annual Friends Dinner will be May 25 at Daisy.

5. The meeting was adjourned at 8:25.

Submitted by Sue Carr