

Minutes of the Friends of the Arlington Public Library Board Meeting

November 18, 2013

Central Library – 2nd Floor Conference Room

I. Call to Order: 7:00 PM

1. Board Members and Guests in Attendance: Kit Ballenger, Rachel Lwin, Eva Griffeth, Nada Sulaiman, Tatiana Dallalana-Young, Kathy Snyder, Kimberly Reinhard, Linda Goldberg, Robbie Cohrsen, Gary Gortenburg, Susan Glaize, Doug Gardner, Karla Haworth, Barbara Goldstein, David Coia, Rachel Wood, and Nadine Berg.
2. There were no amendments to the agenda.
3. Robbie offered a motion to approve the minutes from the September 16th meeting and Susan seconded it. It was passed unanimously.

II. New Business

1. The membership committee, which includes Tatiana, Nada, and Kit, met. Tatiana reported on her research of membership software and efforts to find a way to transition from a manual approach to an online solution. She was specifically focused on finding an effective Constituent Relationship Management (CRM) system. A CRM is designed to provide a comprehensive database solution where, for example, communication between membership, volunteers and other groups is linked together. Tatiana's recommendation is that consideration be given to testing Salesforce CRM at <https://www.salesforce.com> for a six-month period. She said that it would be easy to export the data from other files and it would not be hard to make the transition. This product provides up to ten free licenses to non-profits and is a cloud based solution. This means that more than one person would be able to access the software from any location. Some additional products that Tatiana considered are SugarCRM at <http://www.sugarcrm.com> and Microsoft Dynamics CRM at <http://www.microsoft.com/en-us/dynamics/crm.aspx>
2. Eva Griffeth offered a motion that the Friends use Salesforce as a membership database for a test period of six months. Kathy Snyder seconded the motion and it passed unanimously.
3. The Finance Committee, whose membership includes Eva, Barbara, Rachel, and Robbie, has not met yet. Tatiana on the Communications Committee is working closely with the Membership Committee.
4. Rachel Wood reviewed the April dates when the library already has committed speakers, because parking would be an issue if an author were scheduled for the same night as the book sale. The only weekend without a conflict was April 3rd to the 6th, but Eva, the Treasurer, will be out of town. It was agreed that Rachel would look at the first weekend in May as a possible date for the book sale and report back.

III. Old Business

1. Rachel Wood provided an update on the bequest to Arlington Public Library. She noted that the library was consulting with the county board and the county manager and that the focus would be on funding a large project that would have a permanent impact. It would not be used for operational costs, such as staffing, which is included as part of the base budget.
2. The Food for Fines initiative raised \$10,222.69 in fines and so the 10% match from the Friends was \$1,022.27. Eva wrote the check and Julia Karell dropped it off at the Arlington Food Assistance Center (AFAC) and spoke to the staff who were very pleased. In addition to the check, a significant amount of food donations was also collected for AFAC. Eva suggested that this might be something that the Friends might do twice a year, and consideration will be given to linking an additional drive to a specific hunger initiative.
3. Susan Parker asked via e-mail that the FOAL Board approve the purchase of a new bookcase for the Central Library Friends' bookstore to house books donated to the Friends. The total cost is \$627.50 plus \$120.00 for shipping. The vote was taken electronically and approved. The plan is to install this shelf by the end of the calendar year.

IV. Treasurer's Report

1. Eva reported on the Fall Book Sale. She noted that \$84,514.35 was the total amount received from sales. She distributed a current transaction detail by account summary that noted that the total regular book sale expenses were \$6,857.95. The profit was \$77,656.40.
2. Eva noted that one check for \$124.00 bounced and there was a returned check fee of \$20.00. She suggested that we would need to post a sign at future book sales that the fee for returned checks is \$20.00 and indicate that checks from this particular individual will not be accepted in the future.
3. Eva questioned whether we might want to have a minimum amount for credit cards. She also explained that banks charge a fee for depositing cash. For TD Bank our business account can deposit up to \$10,000 in cash every billing period without any fees due. After the \$10,000 cash limit is reached, we are charged ten cents for every additional \$100 that is deposited. This is the reason for the \$22.03 bank cash deposit fee. Eva also noted that some of the other expenses, such as set up and the postcard mailing, might want to be reviewed for future book sales. It was noted that the online advertising was effective.
4. Eva also distributed a profit and loss detail for the 813 Ball, which showed total income of \$12,613.00 and expenses of \$7,076.72 with a profit of \$5,536.28.

V. Library Staff Report

1. Rachel Lwin from the library staff clarified that there would still need to be some adjustments to the 813 ball expenses before a final profit could be determined. For example, Rachel noted that the Artisphere rental cost was

- not included at the current time. Also, there was some question about whether the catering total reflected the entire cost. It was agreed that Rachel would coordinate with Eva in order to adjust the final 813 ball profit amount.
2. Rachel shared some of the highlights included in the final after action report on the 813 ball. She said that the event was a success from the public relations standpoint, and that numerous positive emails had been received. She also said that the goal of generating enough interest to break even had been met, and that in fact there was a profit. The question was whether the extensive amount of work involved was worth the amount of money earned. Rachel said that she thought the answer to this question would be yes, because it did generate a significant amount of goodwill, particularly with the 20, 30 and 40 year olds who are not normally seen at library events. She did note that the conflict with the book sale was a problem. She said that if the decision was made to hold this event again, that a possible date might be two Saturdays prior to Halloween, since people are already thinking about potential costumes. She noted that the Artisphere was the perfect venue and that they were given a non-profit rate. Perhaps in the future they might be able to secure the county price. She noted that there was positive feedback on R&R Catering and that the food was well received. However, the bar was not well organized and the library did not get a percentage from the bar revenue. Since the start time is at 8:00 PM, perhaps in the future just providing desserts might be sufficient. The Hot Society Orchestra was excellent and they received positive reviews despite the fact that in one part of the room there was a problem with the acoustics. The Fidgety Feet Dance Group received free admission and drinks, and there were a lot of compliments about their dancing. There were many volunteers working at the event and the community volunteer network helped. Ticket sales were slow to begin with, but they did sell out. The marketing effort was very labor intensive and included 32 staff hours just to do the flyers. Perhaps volunteers next year could do more of this.
 3. There were some questions about whether any email addresses were collected that could be used to reach people next year. There are lists from those who used PayPal or entered the costume competition. There was also some discussion about whether photos of the attendees could be offered for sale next year. It was also suggested that perhaps there could be more signage next year clarifying that the beneficiary of the event was the 1,000 books before kindergarten program. It was agreed that the library needed to know if the Friends would support this type of an event next year and that a motion should be offered and considered.
 4. Gary offered a motion to continue the support of the 813 ball in 2014 at a similar funding level. Kimberly seconded the motion and it passed unanimously.
 5. Rachel Wood noted that there was going to be a new coffee machine on the first floor of Central Library, and asked whether the Friends would support paying for free coffee on the day of its opening. It was agreed that once

Rachel had some numbers about the cost, that the Friends would consider paying for the coffee during the opening festivities.

VI. PuzzleFest Wrap-up Presentation

1. Doug said that there was an underestimation on the number of people expected to attend. He said that those who attended the event enjoyed it, and that the speakers were excellent. He noted that there was not a significant amount of Friends' participation in the event. There was a problem with having the event originally scheduled to take place at Central, and then having to move it to a new location. He said that they still had unsold T-shirts, but that since the year was not on them, they could be offered for sale next year. He explained that there was a significant difference in the energy level, but that he was open to doing it again next year. There was also some discussion about when the best date might be to hold an event like this. Kit said that the Board would revisit this again after Doug had an opportunity to think about what he might like to suggest for next year.

VII. The meeting was adjourned at 7:58 PM. The next scheduled meeting will be on Monday, December 16, 2013 at 7:00 PM at Central Library in the second floor meeting room.