

Friends of the Arlington Public Library Board Meeting Minutes

For Meeting Held 8/18/2014

I. Call to Order 7:10 PM. Present at meeting: Kimberly Reinhard-President, Barbara Goldstein-Vice President, Eva Griffeth-Treasurer, Susan Glaize-Plaza Representative, Linda Goldberg-Aurora Hills Representative, David Evans-Central Representative, Eugene Burns-Shirlington Representative, Kate Summers-Cherrydale Representative, Julia Karell -Library Representative.

A. Approval of Minutes for July 21, 2014 meeting: David Evans made a motion to approve and adopt the minutes for July 21, 2014. Motion was seconded and passed unanimously.

B. Introduction: Kimberly opened the meeting by passing out name cards and noting that the only empty slot on the Board is for a representative for the Columbia Pike branch.

C. Eva Griffeth shared with the group a sample of the new FOAL jump drives, to be available for purchase at library branches.

II. Library Staff Report: Julia provided a library update.

A. Tickets are now on sale for the 2nd Annual Lit Up Ball on October 18, 2014. The ticket cost is \$30 in advance and \$35 at the door. The goal is to promote advance ticket sales. Ball sold out last year. Fliers were passed out for distribution at branches. Each present FOAL member was given one free ticket. Library lobby will be decorated in ball theme, starting in September. Eva asked a point of clarification: is the ball a library event or a FOAL event? Julia clarified that it is a library event, but sponsored by FOAL. Eva suggested that this event is included in future references to FOAL-sponsored events; other member concurred. Julia also mentioned that volunteers were still needed for this event. Assistance is needed in areas like sign-in, pictures, and event clean-up, etc. The ball will be held in the Artisphere, and Artisphere will provide some additional staff to support the event.

B. Summer Reading Update. Julia reported that summer reading has been very successful this year, especially with the new rule that you can complete the program three times. This has helped keep kids reading over the summer. Nearly 8000 children have signed up for the Summer Reading Program. Eva asked when the program ends: September 7th is the end of the program. Julia reported that parents really loved the books (versus toys).

C. Summer Programs: Julia reported that many of the library programs over the summer have been well attended. For example: Westover Branch programs have attracted over 300 elementary school kids. The Stratford Branch program

(new this year) was successful also. The “My Family is Reading” signs have been popular. Next year, schools will add stickers. Eva indicated that the signs were about \$4k; however these got a lot good buzz on social media and can be re-used next year.

D. Late Night Recess: This event for young adults was a huge success. Over 250 young professionals participated in this late-night event at the library. Games, activities, refreshments were served. Majority of the participants had not been to the library before, but gave very positive reviews. David asked how this event was promoted; Julia indicated that Arlnow.com covered the event and it almost immediately it sold out.

E. Eva asked about senior programs, specifically “fun” events. Julia indicated that many are ongoing. Seniors in this community know about the library, while many young people are not familiar with the library and its services. Linda mentioned that “aging in place” movement (e.g., The Village) would be a good partnership for the library.

III. Treasurer’s Report: Eva indicated that FOAL was able to make a deposit of money from the artists who display their work in Arlington libraries. She also reported that back-ups to software records have been sent to the auditor. Lastly, Eva indicated that FOAL will not be mailing postcards for the book sale this year and “add-on date” signs for the book sale were needed and should be purchased.

IV. Book Sale Update: Barbara provided an update on the upcoming book sale.

A. Updates for this year:

1. Notices for volunteers will go out soon. A handful of volunteers will work Tuesday, October 7, 10am-4pm. Other volunteer shifts include Wednesday, October 8– 10AM – 4PM. For Wednesday volunteers, they must also work one additional day and shift in order to have the opportunity to volunteer and shop on this day. Other shifts include Thursday, October 9 –5:00PM – 9:00 PM (member night only), Friday, October 10 10 –10AM – 6PM, 10am – 2pm OR 2pm – 6pm, Saturday, October 11– 10AM – 6PM, Shifts are 10am – 2pm OR 2pm – 6pm and Sunday, October 12 –12NOON – 6PM – This is the last day of the sale and it is open to everyone. Food will be provided.

2. Senior day: Barbara reported that FOAL cannot support this for a few reasons: can’t use the elevator and don’t have the staff to support movement.

3. Eva made a recommendation: send out early access tickets to members who are active. Members can email/print out a ticket or invitation

for Thursday (good for whole families). Members agree with this recommendation.

V. Membership: David Evans provided a briefing on Membership. Just this week we've gotten our hands on records and are just trying to sort things out. Very chaotic. We have some issues that will need board attention:

A. Issue 1: the old form collected more data that we do now. What do we keep? Eva/Kimberly directed that extra information collected is unneeded and should be deleted.

B. Issue 2: There are still a fair amount of members who don't have email addresses. David asked if we should we send out one more flier to these members? Group agreed that we should send out targeted flier to these friends, one last postal communication; i.e., "last chance" to stay in touch with FOAL.

C. Issue 3: In the past, local political leaders were given honorary membership. This provides a political connection to the library. Do we continue to provide honorary membership to political leaders, school board, etc.? David moved that honorary membership be conferred to political leaders, Kimberly seconded, unanimous approval.

D. Issue 4: Should FOAL send emails/postcards acknowledging membership? The board agreed: we should do this.

E. Issue 5: Kimberly indicated that hard copy form is different from online. We need to adopt the hard copy form onto website so they match. We are also adding the Lit Up Ball to the list of events. This will be sent to the web designer to update and then sent out as we are nearly out of membership forms.

VI. Website Update: Kimberly briefed that she found a web designer and drafted a contract (\$15 per hour). Kimberly has a list of items for him to work on. Kimberly and David Coia will take lead on managing changes. Any suggestions or changes should be emailed to David and Kimberly.

VII. The next Friends meeting will be on September 15, 2014. Meeting adjourned at 8:11 PM.