

Friends of the Arlington Public Library Meeting Minutes
November 2, 2015, 7:00 PM Maple Tree Room
Central Library

- I. **Call to Order:** 7:05 PM, Present: Kimberly Rienhard-President; Kate Summers-Vice President; Eva Griffeth-Treasurer; Nada Sulaiman-Secretary; David Evans-Central Library Representative; David Alan Coia-Glencarlyn Representative; Judy Ahrenholz-Columbia Pike Representative; Linda Goldberg-Cherrydale Representative; Eugene Burns-Shirlington Representative; Doug Gardner-FOAL Member; Shari Henri-Library Staff; Rachel Harlan-Library Staff; Katherine Regeimbal-Library Staff.
- II. **Approval of Agenda for November 2, 2015 Meeting:** The Agenda (distributed electronically on October 30, 2015) was amended to add a presentation about summer reading by Library Staff and a discussion of volunteering under New Business.
- III. **Approval of Meeting Minutes of September 15, 2015 Meeting:** David Coia moved to approve the September 15, 2015 meeting minutes (distributed electronically October 19, 2015). Judy seconded the motion, motion passed unopposed.
- IV. **Treasurer Report:** 1. FOAL Budget: Referring to a document entitled "Operating Budget Report as of November 2, 2015" (distributed electronically on November 1, 2015), Eva stated that the operating budget was all "black," i.e. Library Staff have asked for \$288,525 and have spent only \$133,315 to date. This includes LitUp ball expenses and programs, including PAYPAL fees. Thus far the LitUp Ball has generated \$315 in ticket sales. Kate asked for the LitUp Ball and PuzzleFest flyers to post on Facebook. Eva clarified that the budget entry of "Book Sales" includes sales of discarded library books as well as library re-sales. Shari explained that BetterWorld books sent a check to Shari made out to the library instead of FOAL and she is working to correct the error. The check should be for \$262. This is a good deal as the library cannot store discarded library books. Wonderbooks will write a check to FOAL for \$1350. Eva stated that she had not received any revenues from branch library book sales thus far this year. Last year, she received a substantial check in the spring. 2. Membership: David Evans reported that income from membership is small and he does not expect much change next year. Kimberly noted that membership benefits are not clear, basically access to the book sale on Members' Night. David Evans stated that he has been researching ideas for increasing membership and will report on his findings at the December 21, 2015 meeting. David Evans believes that a number of members may have been lost when FOAL switched to email only membership renewals. Kate suggested giving away a \$2 booklite imprinted with the FOAL logo with each new membership or renewal. Eva noted that FOAL should weigh the cost vs. benefit of a booklite, as most of FOAL's income comes from book sales not membership. Kimberly

stated that FOAL members should have a greater presence at FOAL sponsored events, and that FOAL maybe losing money on life members.

- V. **Library Staff Report:** 1. Judy Bloom: Shari began by noting that Judy Bloom was wonderful. Attendance was very good and Shari ran out of FOAL brochures. Kimberly stated that she would make copies of the new brochure and asked Shari to let her know when the library was running low. 2. Summer Reading: Rachel and Katherine presented FOAL with a thank-you flyer with wonderful pictures of the 2015 summer reading program events. Rachel stated that the donation to the Reading Connection has not yet been calculated and she will submit the total amount shortly. Rachel stated that over 1500 adults signed up for the summer reading program. Eva noted that the youth program is budgeted under "Summer Reading" and the adult summer reading program is budgeted under "Adult Programs." Katherine explained that last summer's program goal was to complete various activities including reading and going to the library. Rachel stated that summer reading dropped last year and Library Staff have decided that the program was too complicated. Library Staff plan to simplify the program. In addition, the library is looking at software that would facilitate online sign-up and recording of book logs for the summer reading program. Participants can then go the library to pick-up their prizes. The library would likely pay for the software, and printing costs for the summer reading program would probably decrease. The summer reading program will be Olympics-themed. Kate was surprised that middle and high school level participation was low. Rachel noted that in general they are a hard group to reach, but that participation at the NOVA Teen Book Festival almost doubled this year. Katherine mentioned that Library Staff is considering asking TAB members to become "Ambassadors" for the summer reading program. David Evans asked whether the library has considered setting up a social media page specifically for teen summer reading. Kate agreed that using Instagram and Snapchat is a good way to reach teenagers. Rachel also reported that TAB is 25 years old and the library is thinking of having a party to celebrate, bringing together current and past TAB members. Next, Library Staff discussed summer reading program prizes. Rachel noted that while parents and librarians love books as prizes, kids are not crazy about the idea. The library is looking into alternative prizes. Kate suggested coupons for food and beverages. Rachel reported that Central held a PreK Halloween party with over 400 participants. Kimberly asked for pictures for the FOAL website and for the Star Wars event flyer. Katherine reported that Reading Buddies is a program where high school students read with beginning readers.
- VI. **New Business:** 1. FOAL is looking for a Columbia Pike Representative, and Kate knows someone who is interested. 2. PuzzleFest: Doug stated that the PuzzleFest is in good shape and about 40 people have preregistered. Doug asked that FOAL manage the money at the PuzzleFest. Money will be collected for donations, T-shirt sales and lunch

from Subway. Doug stated that this would be his last year running the PuzzleFest and he is willing to help anyone who wants to take over. Doug stated that PuzzleFest expenses including printing and trophies would be about \$400. 3. Book Sale Overview: Kimberly stated that overall the book sale went well. Kimberly sought feedback from volunteers which included the following comments: a. when volunteers had questions, there was often no POC to ask, b. when closing down the sale, the library staff was left with a lot of work, c. presale work was intensive, and d. often volunteers did not have forms and other necessary documents available. Kimberly distributed a "Book Sale After Action Report" for the Board's review. 4. FOAL Administration and Fundraising: Kimberly stated that there are a lot of missed opportunities for fundraising and marketing at FOAL sponsored events. Kate stated that she had researched similarly sized nonprofit organizations and found that many have paid executive director and/or marketing director positions. Kate noted that the Judy Bloom event was a missed opportunity for fundraising and marketing. FOAL could use a paid staff member to register more members and recruit more volunteers for such events. Kimberly noted that FOAL is diving into its savings and needs to increase membership. She suggested that a one-year contract for a paid executive director position would help FOAL keep growing and expanding. Kate stated that FOAL did well on the last book sale, but she strongly recommends hiring someone on a part time basis that would do volunteer out reach and marketing at FOAL events. David Coia asked where such a person would work, and Kimberly stated that it would depend on the person hired. Doug suggested that FOAL hire someone for the book sale only and allow Board members and other FOAL volunteers to volunteer at other events. Shari stated that she thinks that book sale may not provide the same amount of revenue in the next 5-10 years. She stated that the number one reason people volunteer is to gain a community connection. David Evans suggested perhaps expanding the opportunity for engagement for FOAL volunteers and expanding the current Board to include someone who is more involved in community out reach. Eva noted that managing membership and coordinating volunteers could be done together. Kate stated that FOAL should start shifting the income stream from the book sale to membership so when the book sale is no longer providing the same source of revenue, we will be ready. FOAL needs to look at the long term. David Evans stated that 1/3 of what FOAL spends is not what it makes and FOAL needs a significant fundraising increase, small amounts of money would not be enough to meet FOAL's needs. Kimberly stated that the Board would continue this discussion at the next meeting, if FOAL wants to grow, we need to address fundraising and membership.

VII. **Next Meeting:** December 21, 2015 at 7:00 PM

VIII. **Meeting Adjourned:** 8:30 PM