

## **2020 BRPL Friends Board Meeting Minutes**

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# 1/9/2020

### **BRPL Friends Board Meeting**

**3:35 - 5:45pm**

**Downtown BRPL conference room**

**In attendance:** Cyndi Bloom, Krista Maki, Manju Pendakur, Marilyn Spechler, Joan Iler, Susan Sosin, Elaine Caplan, Doreen Griffiths, Victor Martinez, Joy Fishkind, Joanne Toulantis, and Tracy Wasserman.

**Guests:** Ellen Randolph, Library Manager

Recording Secretary: Tracy Wasserman

Call to Order: 3:35pm

### **Library Report**

Ellen Randolph submitted her report on library services statistics, new social media guidelines, community engagement events and upcoming program.

Ellen also presented a proposal for a lump-sum payment to the library's new escrow account each year by the Friends in lieu of the Friends paying for agreed-upon library programming on a program-by-program basis. It was decided the Board would discuss this proposal further during the regular Board business meeting.

### **Treasurer's Report**

Elaine reported that for 2019, the Friends took in \$1,000 more in income than budgeted for the year, and had \$10,000 less in expenses than anticipated for the year.

Elaine also reported that the Friends are transferring their savings account, checking accounts and credit card account from Wells Fargo Bank to Legacy Bank, due to ongoing concerns with customer service at Wells Fargo.

The treasurer's report was accepted.

### **Review and approval of minutes**

The November 9, 2019 Board meeting minutes were approved.

### **President's Report**

Cyndi called for a discussion on the library's new proposed funding model of a lump sum payment from the Friends each year.

Decision: A motion was made to start a new funding plan in 2020 to pay the lump sum voted for as a donation to 2020 library funding into the library's escrow/donation account, to be transmitted with an email/letter from the Friends outlining how the donation has been agreed to be applied. We will also request that the library track and report their expenditures from this donation to the Board. It was proposed that by the end of January, \$15,000 will be sent to the library with the appropriate transmittal email/letter, with the balance of the funds of \$10,000 to be paid at the appropriate time later in the year.

The motion was unanimously approved. It was agreed that Cyndi would provide the transmittal email/letter to the library for the initial \$15,000.

Cyndi brought up a request from a Friends member to discuss the possibility of the Friends leasing the library parking lot to possibly forestall future development on it by Brightline or any other entity. Discussion was held on whether this would be allowed under the terms of the Friends 501(c)(3) status, and the added responsibility of providing maintenance on the parking lot.

Decision: The Board voted unanimously to turn down this request.

### **Bookstore**

Joy reported that the new intern in the bookstore, Joshua Hulford, is researching the use of Square in the bookstore to take credit cards and cash sales, and keep detailed tracking of overall bookstore sales.

Joy also advised that the bookstore has an updated price list.

### **Event Updates and Committee Reports**

Library Advisory Board: Doreen reported on some changes in library policies discussed at the recent Library Advisory Board meeting. These include discontinuing group tutoring at the library due to the limited study rooms available, and having smaller and more frequent story time program rather than large story time programs.

The idea of discontinuing library fines was also discussed at the recent Library Advisory Board meeting, but this will not take place at this time.

Homeschooling: Doreen discussed some homeschooling events she is planning, including inviting homeschool families to the afternoon Frederick Douglass event attended by children from the Florence Fuller Child Development Center, and planning another homeschool event, plus a mixer for parents of young children.

Betty Grinnan Historic Re-Enactment Event 2/13/2020: Planning for the upcoming Frederick Douglass special event was discussed. It was decided that we will charge a ticket price of \$10 for members and \$25 for non-members, as we did for the Abe Lincoln event in November 2019. Tracy will send out the invitations as soon as possible. Separate invitations will be sent to members and non-members so that members can only register for themselves, to avoid some of the confusion on ticket prices as we had with the Abe Lincoln event.

The upcoming Blue Sky committee meeting will discuss further logistics of the event.

Membership Committee: Tracy reported that yearly memberships are now set up so that all members will get a renewal reminder from Constant Contact at the beginning of the month when their membership is up for renewal.

Marketing: A new logo is being created by Two Sisters Digital for the 30<sup>th</sup> year anniversary of the Friends.

Cyndi gave copies of a letter from the City outlining the donations the Friends gave to the library in 2019, including the purchase of the library van, which amount to \$121,000. It was discussed how this could be used for marketing purposes.

Adult Programs: Krista gave an update on upcoming events. Krista advised of the leaf previously approved by the Board for Mel Lazerick and proposed a \$150 copper leaf for him. It was so agreed.

### **New Business**

Donation: Cyndi reported that Board member, Susan Sosin, donated \$1,000 toward the Pondhawk project.

Leaf proposal: Susan proposed that the Friends buy a \$150 cooper leaf for Gil Dube on the Friends Giving Tree. It was so agreed. Cyndi will propose the wording for the leaf.

Adjourn: 5:45 pm

## 8/13/2020

### **BRPL Friends Board Meeting**

**5:30 - 7:00pm**

**VIA Zoom virtual conference**

**In attendance:** Tracy Wasserman, Cyndi Bloom, Krista Maki, Manju Pendakur, Doreen Griffiths, Victor Martinez, Joy Fishkind, and Joanne Toulantis were present.

**Guests:** Pat Moran, Friends fundraising chair

Note: the Board did not meet on March 12, 2020 as indicated in the January meetings, due to the Covid-19 pandemic, and did not meet after the January meeting until this date.

Recording Secretary: Tracy Wasserman

Call to Order: 5:30pm

### **Library Report**

Ellen is on vacation but submitted her report separately on the progress of the Community Bookshelf project, and the proposed Little Free Library project.

### **Treasurer's Report:**

Cyndi submitted the treasurer's report for the year to date. The operating fund balance is \$54,000. Our reserves are \$115,000. We experienced a drop in our income for July to just over \$421 with a net loss of \$2157 in our profit and loss statement. The greatest expense in July was \$1740 for the tote bags for the summer reading program.

For August to date, we have made \$166.51 in curbside bookstore pickup sales and \$120.51 from bookstore Amazon sales. We have also received a generous donation of \$500 from Cathy and Tom Jaffee.

We are at 80% of our projected income for 2020 due to the large donation from the Pat Peck Estate.

Cyndi recommended that we postpone as long as we can working on the budget for next year for flexible expenses until we determine the possibility of income for 2021, in light of the bookstore being closed since March 12<sup>th</sup> due to the Covid pandemic, and other decreased revenue streams.

The treasurer's report was accepted.

### **Review and approval of minutes**

The January 9, 2020 Board meeting minutes were unanimously approved. However, a motion was made to rescind the Friends January 2020 decision to put donations to the library into the library's escrow/donation account, as further review of this funding plan revealed it to be difficult to account for the funding provided. The motion was unanimously approved to rescind that funding model. minutes of the January 10, 2019 Board meeting were approved.

### **President's Report**

Tracy provided a President's Report in May 2020 that included changes in the Board, a post-event recap of the Frederick Douglass event, and the updated 2020 funding request from the library in light of the cancelation of certain events due to the Covid-19 pandemic that we were to have funded (our \$25,000 library funding commitment was reduced to \$15,000 for 2020).

### **Programming:**

Krista has been working with Faith Batt to present a Sunday Speakers series via Zoom once a month starting in September. Krista will put the Zoom meeting invitation link on the printed program inserts to our membership brochure.

It is planned for the presentations to be recorded as well and presented on our website and social media.

### **Bookstore**

Joy reported on the progress of the new online bookstore that is posted on our website and marketed through the Coastal Reads newsletter. Joy indicated that we need to get more volunteers approved to work in the bookstore while it is closed, to help fill orders and market the items for online sales. We would also need more volunteers in the store to start accepting donations again, which is also contingent upon City approval.

## **New Business:**

Annual Meeting: Tracy suggested we hold the annual meeting via Zoom during the National Friends of Library Week in October, and that we hold a Board meeting at the same time. Joanne will work on the program for the meeting, which would include a video of our year in review. Proposed speakers were discussed.

## Fundraising:

Pat Moran presented some fundraising ideas, including Giving Tuesday appeals and ongoing appeals to targeted potential donors and past donors. Pat also suggested presenting a donation appeal to program attendees after an event. She also suggested recording the Annual Meeting and using the video as a donation appeal, which would contain an overview of our organization as presented to our members.

Pat suggested creating a donor list of current member and past donors. Tracy will create a list from Constant Contact, Krista will create a list from past event attendees, and Joanne will review her list of past event sponsors and submit those names. Cyndi will also go through the letters she has sent over the years thanking people for donations, to see if she can generate additional potential donor names.

Pat will look into creating a Giving Tuesday appeal to market to the list of donor and potential names that will be generated, and will create a time frame schedule of other donor appeals to be sent. Manju will help Pat create the content of the appeals.

Adjourn: 7:00 pm

11/13/2020

## **BRPL Friends Board Meeting**

**6:30 - 8:00pm**

**VIA Zoom virtual conference**

**In attendance:** Tracy Wasserman, Cyndi Bloom, Manju Pendakur, Victor Martinez, Joanne Toulantis and Marilyn Spechler were present.

Janet Klingler attended on behalf of Board member, Joy Fishkind, to present a bookstore update and vote on issues as needed as Joy's proxy.

Acting Recording Secretary: Tracy Wasserman

Call to Order: 6:30pm

### **Bookstore Report:**

Janet reported the bookstore sales for October (\$717.89 on Amazon; \$363 from the online bookstore).

Janet also discussed proposed bookstore re-opening plans, including a proposed schedule for accepting item donations as opposed to days being open for business. Some considerations are limiting the number of customers and/or allowing customers by appointment only.

She reported that some concerns are 1) many of the volunteer staff do not want to come back to the bookstore until a Covid vaccine is available; 2) space limitations due to item donations needing to be quarantined for at least 3 days before being processed; and 3) City limitations on the number of bookstore staff allowed in the bookstore (12 designated people total).

Other elements of safety include a plastic shield in front of the cashier desk, spacing tape on the floor, hand sanitizers, and masks. The external bookstore door could also be used for having customers come in and out.

A bookstore plan for re-opening including the above information has been drafted. Tracy will present it to Ellen in an attempt to secure a possible January 2021 open date.

### **Treasurer's Report:**

Cyndi submitted the treasurer's report for October. Our expenses for the month totaled \$6,140 which included purchase of Classy.org for our fundraising campaign in 2020-2021, marketing videos, and the payment of Board liability insurance. Our income for October was \$1,432.

Cyndi also presented a draft 2021 proposed budget. Her projected income and expenses result in a net projected income for 2021 of approximately \$28,600.

The treasurer's report was accepted.

The proposed 2021 budget was unanimously approved.

### **Review and approval of minutes**

The August 13, 2020 Board meeting minutes were unanimously approved.

### **Election of 2021 Board Officers**

The following Board officers were nominated and unanimously elected for 2021:

Tracy Wasserman, Board president

Manju Pendakur, Board vice president

Cyndi Bloom, Board treasurer

Faith Batt, Board secretary

### **Proposed schedule of 2021 Board meetings**

Quarterly as follows: 1/14 at 6:30 pm; 4/8 at 6:30pm; 8/12 at 6:30 pm and 11/11 at 6:30 pm

In addition, the annual membership meeting will occur during National Friends of Library Week in October.

Other discussions will be held by committee (i.e, programming /Krista & Faith; marketing/ Joanne & videographer(s); budget/ Cyndi & Tracy; fundraising/ Pat & Manju; bookstore/ Joy and bookstore staff; and overall Blue Sky Committee / Tracy, Cyndi, Manju, Pat & Doreen)

### **President's Report**

In addition to the written President's Report, Tracy advised of the Women's Executive Club meeting this week, attended by Tracy, Cyndi and Joanne, where the Friends were one of four non-profit organizations to give a presentation. The marketing video used at the annual membership meeting was presented, and the online bookstore was discussed.

### **Programming Report**

Not presented as Krista Maki, programming chair, was not in attendance.

### **Fundraising Report**

Not presented as Pat Moran, fundraising chair, was not in attendance.

Adjourn: 8:00 pm