

## **2021 BRPL Friends Board Meeting Minutes**

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# 1/14/2021

**Date:** January 14, 2021 via Zoom)

**Time:** 6:30 PM

The meeting was called to order at 6:30pm by President Tracy Wasserman via Zoom. Board members Krista Maki, Cyndi Bloom, Manju Pendaukar, Joanne Toulantis, Marilyn Spechler, Joy Fishkind, Pat Moran and Faith Batt were present.

Also present was Ellen Randolph, the Library Manager.

### Library Report

Ellen provided an update on library usage, which is down approximately 20% in circulation from last year at this time due to issues stemming from the pandemic, as well as reduced library hours and services as a result of the pandemic. Ellen also reported the library has 24 staff vacancies that are not being filled.

Ellen reported on current Friends funding projects (the mobile library van, Pondhawk Storywalk, the progress of the Serenoa Glade Preserve Storywalk, and the installation of the Little Free Libraries and the Dixie Manor Community Bookshelves) and future Friends library funding projects (the annual summer reading program for 2021).

### Treasurer's Report

Cyndi submitted the treasurer's report up through December. We currently have \$47,612 in the checking account, with total year-end assets being \$164,112 (checking account, savings account and money market fund total). Total income for December was \$3816. Total expenses for December were \$6421 (includes payment to tax preparer and \$2500 library support donation for the new StoryWalk).

The 2021 budget has been finalized as previously approved.

Cyndi advised our 2019 corporation tax return has been completed and provided to the city manager as part of the Friends annual report to the city.

Cyndi advised and the Board agreed to renew our membership in the Florida Library Association for 2021.

The Treasurer's Report was accepted.

#### Review and approval of minutes

The minutes from November 2020 were approved.

#### Programming Report

Krista discussed the success of our monthly book club meetings and Sunday Speaker Series via Zoom, and also discussed the upcoming speaker presentation in January by author, Sally Ling.

We are considering a September reopening of the music series and art gallery.

#### Bookstore Report

Joy discussed the progress of the online bookstore, and Amazon online sales.

Joy also advised we have started accepting donations and bulk buyers by appointment.

#### President's Report/ Blue Sky Committee Update

Tracy reviewed her 2020 year end wrap-up report, and the recent Blue Sky Committee meeting discussion on attempts to get more mailing list customers for our newsletters and fundraising campaigns.

Tracy also reported that some potential FAU student interns will be considered for a position writing blog articles for our website. Manju and Joanne are going to help screen the candidates.

#### Fundraising Report

Pat reported on our three recent fundraising campaigns distributed through our email list that netted about 24 monetary donations.

Pat discussed future fundraising campaign strategies that include targeting to specific groups of people such as the books club members and speaker series

attendees with campaigns geared to that group. Also discussed was creating monthly campaigns for social media, and targeting foundations that may be interested in sponsoring some of our programs.

### Marketing Report

Joanne discussed plans to meet with our student videographer to take pictures and make a video of the mobile library van as soon as it is ready for service.

Joanne also discussed ideas for marketing bookstore items for sale online (i.e., spring theme with the flower and gardening books).

### Business Development Report

Marilyn reported on her meeting with the new volunteer for business development, Alexis Johnson, who is the chief administrative officer for a Boca hedge fund firm and is familiar with fundraising and approaching businesses for contributions and/or sponsorships of Friends and library programs

### New business

Giving Tree Leaves: Krista will be securing the giving trees leaves for Gil Dube and Vera Herman previously voted on to be installed. It was unanimously approved to also secure Giving Tree leaves for Ann Martinez and Elaine Caplan. Krista agreed to be in charge of securing any future Giving Tree leaves for the Friends as well.

Bookshelf plaque for Pat Peck: The Board unanimously approved dedicating a library bookshelf plaque (\$1,000) to recognize the large donation to the Friends from the Estate of Patricia Gould Peck.

There being no further business the meeting adjourned at 8:10pm.

Upcoming meeting:

The next Board meeting will be April 15, 2021 at 6:30 pm via Zoom.

Respectfully submitted,

Faith Batt

4/15/2021

**Date: April 15, 2021 via Zoom)**

**Time: 6:30 PM**

The meeting was called to order by President Tracy Wasserman via Zoom. Board members present were: Cyndi Bloom, Marilyn Spechler, Krista Maki, Manju Pendukar, Joanne Toulantis, Pat Moran and Faith Batt. (Victor Martinez and Joy Fishkind were not present).

Ellen Randolph, library manager and Oyuki Poletz, programming librarian, attended through the presentation of the library report.

Guest: Ilena Alvarez, tax/probate attorney, to introduce herself and put forth her qualifications as a potential new Board member. After her introduction and question-answer/discussion with Board members, Ilena left the meeting before the start of Board business.

#### Library Report

Ellen presented and reviewed the library's management and operations report, as well as the progress of the community bookshelves and the Little Free Libraries projects funded by the Friends.

Oyuki discussed preparations for the Summer Reading program partially funded by the Friends. It was suggested that the Friends might want to hand out logo-branded colorful pens or pencils to be distributed with the summer reading log books, for Friends promotional purposes.

Ellen suggested that the Friends attend the City Council budget planning conference in May.

#### Treasurer's Report

Cyndi submitted her monthly written report to the Board along with all financial statements prior to the meeting. She reported that the checking account balance was \$52,787 at that time. We are in good financial position and await the payment of our remaining commitment to the library. There being no questions, the treasurer's report was approved.

#### Review and approval of minutes

The minutes from January 2021 were approved.

#### Adult Programs

Krista mentioned the final two final upcoming speaker programs this season, a speaker/author on climate change, and a New York painter recognized for his narrative painting on current events.

Music Series: Fall series still undetermined; will maybe be delayed until January.

### Book Store Report

Joy was not present; however, Tracy and Joanne discussed the success of the bookstore re-opening on April 2<sup>nd</sup>. Joanne organized an opening day weekend event, giving out \$5 off coupons at a table outside the bookstore that day and the next, along with other Friends promotional material, i.e., bookmarks and t-shirts. The bookstore made \$400 in sales on opening day.

Discussed was increasing member benefits centered around bookstore promotions, coupons and discounts, like the free grab bag of mass market paperback books for members done for Valentine's Day.

### Blue Sky Committee/President's Report

The Blue Sky Committee met twice since January at Ellen's request so that Ellen could report on state-wide library initiatives at one meeting, and at the other, to present additional library budgeting requests.

In addition, Pat recently submitted an application for the 2021 Florida Library Association Special Projects Award for the online bookstore.

### Fundraising Report

Pat was disappointed in the results of the Giving Tuesday and End of Year fundraising campaigns. It was suggested we use our marketing videos on the major projects we fund in future fundraising campaigns.

Pat is also researching grant opportunities for raising revenue. Joanne has a friend who is a grant writer and believes she will assist in writing grants for us.

### Marketing Report

Joanne reported that our Palm Beach State student videographer volunteer was at the bookstore re-opening and is working on producing another marketing video for us. Videos have also been produced promoting the online bookstore inventory, in addition to the previous marketing videos on the library mobile van and the new Storywalk.

Discussion was held on the idea presented by Ellen as to Friends marketing/promotional materials for the summer reading program.

Motion: A motion was made to fund up to \$500 for pens or pencils as part of the summer reading program in the library support budget, and was unanimously approved.

### Business Development Report

Marilyn reported that Alexis Johnson, who is working on business membership development for the Friends, has contacted many local businesses regarding potential sponsorships, with no responses to date. It was suggested that we invite Alexis to a Blue Sky Committee meeting to concentrate on business membership ideas.

### New Business

New FAU student volunteer: Joanne is working with a new FAU student volunteer, Jade Jaramillo, to write up interviews of our volunteers for inclusion in our monthly newsletter.

Possible new Board member: Tracy will contact Ilena Alvarez about her role on the Board, possibly working on Friends communications, including writing blog articles for publication, after which the Board will vote by email on her nomination to the Board.

There being no further business, the meeting was adjourned at 8:15 pm.

Next meeting: August 12, 2021 at 6:30 pm.

Respectfully submitted by,

Faith Batt, Secretary

## 8/12/2021

**Date:** August 12, 2021 via Zoom)

**Time:** 6:30 PM

The meeting was called to order by President Tracy Wasserman via Zoom. Board members present: Cyndi Bloom, Marilyn Spechler, Krista Maki, Pat Moran, Faith Batt, Ilena Alvarez, Alexis Johnson and Joy Fishkind. (Victor Martinez, Manju Pendakur and Joanne Toulantis did not attend).

Ellen Randolph, library manager attended through the presentation of the library report.

### Library Report

Ellen gave an update on construction of the Brightline train station and garage, and its effect on library parking until the estimated completion time frame (summer of 2022). As part of library planning, most of the bigger library programs are being moved to Spanish River library. Ellen suggested the Friends spring programs should also be scheduled at Spanish River library.

Ellen also discussed the status of current library projects, including the new current workforce development called "Connect up/Startup."

Discussed also was the likelihood of the Friends meeting the annual \$15,000 contract funding commitment to the library since that depends on pending approvals for the outstanding library projects being funded by the Friends. In light of that, Ellen suggested the Friends agree to fund the library's Butterfly Garden sustainability/STEM research project being installed at Pondhawk Storywalk, which has already been approved to begin construction, and will be a high profile project for the Friends.

### Treasurer's Report

There being no questions, the treasurer's report was approved.

Review and approval of minutes

The minutes from the April 2021 Board meeting were approved as amended.

### Programing Report

Krista discussed starting up the Friends music matinee series possibly in October and if not then, in January. The Speaker Series will probably begin on Zoom initially.

Cyndi submitted her monthly written report to the Board along with all financial statements

prior to the meeting. She reported total current assets at \$181,009.

The art gallery is looking to open in October with a group exhibit and possible event/open- house reception.

The Spanish River Library book club will start in-person meetings at the library in September while the Downtown Library book club will continue to meet on Zoom.

### President's Report

Tracy provided a written President's Report outlining ongoing bookstore promotions, materials purchased for the summer reading program, the recent Storywalk award, the 2021 FLA Special Projects Award for the online bookstore, and Cyndi's nomination for the Woman Volunteer of the Year award.

Tracy reported also on the upcoming Boca Chamber magazine photo shoot of Boca non-profit representatives, which she will be attending.

### Bookstore Report

The library is upgrading the Friends bookstore signs in the downtown library, including installing changeable decal signs on the wall outside the bookstore and on the bookstore doors, and a glass-magnetic whiteboard for displaying sale information.

Bookstore is now open on Thursday, Friday, and Saturday. Appointments will no longer be necessary for book donations.

### New Business

Membership promotions: Discussed were ideas for membership promotions using the bookstore (free books, coupons, discounts). Alexis discussed getting ideas together for a business membership/sponsorship brochure for networking purposes at Women's Executive Club meetings and other networking events.

Alexis was also able to get a sponsor to produce plaques for free (normally costing about \$500 each) featuring our logo and tree that we would give out as a thank you to businesses who agree to sponsor us.

Annual meeting: The annual meeting has been scheduled for October 17th.

New library funding requests: Discussed was Ellen's suggestion that the Friends fund the Butterfly Garden (\$2,800) as part of this year's library support fundi

Motion: A motion was made and unanimously approved to fund the Butterfly Garden absent any objection from Board member, Manju Pendakur, who will be provided with a recording and summary of this meeting.

There being no further business, the meeting was adjourned at 8:30 pm. Next meeting: November 19,, 2021 at 6:30 pm.

Respectfully submitted by,

Faith Batt Secretary



11/19/2021

**Date:** August 12, 2021 via Zoom)

**Time:** 6:30 PM

Call to Order and Roll Call

Tracy Wasserman, FBRPL President, called the meeting to order and took attendance.

In Attendance: Ilena Alvarez, Cyndi Bloom, Alexis Johnson, Krista Maki, Victor Martinez, Patricia Moran, Manju Pendakur, Marilyn Spechler, and Tracy Wasserman.  
Unable to attend: Joanne Toulantis and Joy Fishkind

Guest: Ellen Randolph, library manager

Agenda Item 1: Library Update by Ellen Randolph

Ellen Randolph provided an update of activities and programs at the Boca Raton Public Library, including the progress of Friends-sponsored programs such as the Butterfly Garden, literacy backpacks, the chess program, the community bookshelves, and the Little Free Libraries project.

Agenda Item 2: Treasurer's Report by Cyndi Bloom, Board Treasurer

Prior to the Board Meeting, Tracy, Cyndi and Alexis, as the Budgeting Committee, met with Ellen to discuss the CY 2022 Library Budget Request. Cyndi provided a handout that summarized the items recommended by the Budget Committee to be funded for 2022, which include new items such as the renovation of the American Girl doll collection, additional literacy backpacks, and the funding of a MLIS scholarship program. The request totals \$39,650. The Friends have already committed to an upfront partial lump sum funding payment of \$15,000 in January 2022 per the request of Ellen Randolph and the City of Boca Raton, for streamlining the accounting and distribution of Friends funds.

Action: A motion was made to commit to the funding of \$39,650 in library support for CY 2022, and was unanimously approved.

### *Monthly Financial Report*

Prior to the meeting, Cyndi sent the monthly financial reports. The board members reviewed the monthly reports. There were discussions about the discounts and in-kind gifts. In-kind gift is a new category because of the plaque in-kind gift received recently. The organization will begin the new year with approximately \$70,000 in cash with \$15,000 to be paid in January 2022 to the Library.

### *Proposed Budget for 2022*

Prior to the meeting, Cyndi distributed the proposed budget for 2022. Discussion was held on the proposed budget, and was subsequently unanimously approved.

### Agenda Item 3: August 2021 Board Meeting Minutes

The Board approved the minutes of the August 2021 board meeting.

### Agenda Item 4: Programming Report by Krista Maki, Program Chair

Krista sent the programming report prior to the board meeting. Board member, Ilena Alvarez, is working with Krista to design programs for January through April of 2022. Programs will be held at the downtown library only.

### Agenda Item 5: Bookstore Report by Tracy Wasserman for Joy Fishkind

The bookstore has created e-gift cards using the Square system. The Square system has been modified to allow a customer to enter their email address after a purchase. New volunteers have been recruited and are being trained. There was discussion about accounting for the gift cards on the financial reports. Tracy will speak with Jeff about declaring the income from gift cards.

### Agenda Item 6: President's Report by Tracy Wasserman

Instead of her usual president's report, Tracy referred the board members to her annual accomplishment report which was published in the October newsletter. Tracy reported that the membership brochure will be revised due to changes in the member benefits and newly created business membership. Tracy also reported that Friends has been very active in social media.

### Agenda Item 7: Fundraising Report by Pat Moran

Pat reported on the three upcoming fundraising projects. A Thanksgiving email message will be sent to former and current donors. The stewardship message will thank the donors for their support and provide a copy of the annual accomplishments. It will not solicit gifts. Giving Tuesday is November 30. The email solicitation will highlight the mobile van, the Storywalks and the Butterfly Garden. The email will link directly to the Square software to record gifts made from the email appeal. The recent donors will not receive this solicitation. The end of the year appeal focuses on the accomplishments of the Friends and will be sent on December 27 and again on December 30. There was discussion about the QR code, and it was suggested that the QR code be added to the revised brochure and on flyers in the bookstore.

### Agenda Item 8: New Business

#### *Martin Luther King Event January 17, 2022 (Pat Moran)*

Pat informed the board members that Friends was invited to participate in the MLK events coordinated by DISC of Pearl City (Developing Interracial Social Change) to be held at Mizner Park. Board members agreed to participate and discussed several options for the event: have the mobile van at the event, provide giveaways, display books about diversity, display banner, distribute membership brochures. Pat will meet with Susan from DISC to firm up the actions needed for the event and talk to Joanne about giveaways.

#### *October Library Advisory Board (LAB) Meeting (Manju Pendakur)*

Manju reported that the LAB meets quarterly, and Ellen provides a monthly report to LAB. Ellen has agreed to include a paragraph in her monthly report focusing on the Friends organization. Tracy will coordinate with Ellen on any input for the report.

#### *Membership Development (Alexis Johnson)*

Alexis reported on the Kendra Scott event scheduled for December 12. Flyers have been prepared with an online code for shopping, to be handed out at the bookstore and displayed in the Library. Alexis continues to work on a new brochure for business membership. Tracy has suggested some category titles for the business membership levels.

Alexis suggested a holiday party to thank the bookstore volunteers, and to give them an end-of-year volunteer recognition gift. After discussion, the board members agreed that a casual party will be held in the bookstore near Christmas at a date to be determined.

*Proposed Board Meeting Dates in 2022 (Tracy Wasserman)*

Tracy presented the board members with a calendar for board meetings for 2022. The meetings will be held in person at the downtown library. The board meetings will be held at 1 pm on the second Sunday of the month in January, April, August, and November.

The annual meeting will be held in October during National Friends of Library Week (October 16 through 22, 2022). The date to be determined.

Agenda Item 9: Adjournment

The meeting concluded at 8:05 pm. The new Board meeting will be January 9, 2022 (subsequently moved to January 30, 2022) at 1:00 pm at the downtown library.

Respectfully submitted by

Patricia Moran, Board Secretary