



Friends of the Boca Raton Public Library, Inc. Annual Meeting

Thursday, October 17, 2021 via Zoom

After member check in via Zoom, Friends President Tracy Wasserman opened the Friends 2021 annual meeting. 18 members were in attendance (including 9 of the 11 Board members), with 23 member proxies for voting on the Board slate having been signed and submitted prior to the meeting.

Announcements

Tracy announced a Members Half Price sale in the bookstore during the upcoming week, which coincides with National Friends of Libraries Week. One of the goals of the Friends in the past year has been to increase membership by augmenting member benefits at the bookstore. All members present were reminded that Friends members enjoy a 20% discount at the bookstore during the duration of their membership.

Review of 2021 Accomplishments and achievements

Tracy discussed the Friends monetary commitment to the library this year originally budgeted at approximately \$16,000, but expected to be closer to \$23,000 by year end as additional library projects were presented and funded throughout the year.

Funded projects and/or programs for 2021 included:

- The annual summer reading program;
- Book clubs for all ages;
- STEM backpacks and Literacy backpacks;
- Citizen Science Activity Kits (April)
- Tumblebooks database subscription;
- Brian HQ database subscription (yet to be approved and funded);
- Chess classes;
- Book totes for outreach.

Funded special library projects:

- New Storywalk at Serenoa Glade Preserve in George Snow Park (February);
- Boca Helping Hands book giveaways
- Community bookshelves at Dixie Manger and Boys & Girls of Boca Raton (not yet completed);
- Butterfly Garden at Storywalk Pondhawk (currently under construction).

Pictures were shown of the municipal achievement “City Spirit” award presented to the Mayor and library staff from the Florida League of Cities for the Storywalk project as posted on social media and written in press releases by the City of Boca Raton. Also shown were social media posts by at Boca Helping Hands concerning the book giveaways with books donated by the Friends bookstore.

Other awards: Announced was the 2021 Special Projects award presented in April by the Florida Library Association for the Friends online bookstore, on a nomination submitted by Board member, Pat Moran.

Also announced was the nomination of Board member, Cyndi Bloom, by the Women's Executive Club of South Palm Beach County for the 2021 Woman Volunteer of the Year award. The winner out of 21 nominees from local organizations will be announced at the award luncheon hosted by the Junior League of Boca Raton on November 12th.

Marketing: Tracy discussed the marketing efforts of the Friends in 2021, including the 1/2 page ad placed in the Greater Boca Raton Chamber Annual Magazine and Membership Directory published this month that is distributed to 27,000 area businesses and professionals.

Shown were some of the social media marketing channels of the Friends, including its YouTube station where all the Speakers Series Zoom recordings are posted for the 2020-2021 season, as well as bookstore marketing and other Friends marketing videos. Reviewed as well were the Facebook, Instagram, Twitter and LinkedIn sites maintained by the Friends, and the Friends website blog as re-vamped by Board member, Ilena Alvarez.

Tracy reviewed the Friends website, including the Book Club page where information can be obtained on the monthly Friends book club discussions via Zoom, the Bookstore page, and the Our Organization page, where Friends Board minute minutes and Annual Accomplishments are posted.

Future Direction:

Tracy discussed the current focus of the Friends on business sponsorships, which now include Prestige Custom Awards, and Kendra Scott Jewelers, and presented the draft of the future Friends business sponsorship brochure as drafted by Board member, Alexis Johnson.

Treasurer's Report

Cyndi Bloom presented the budget as of September 30, 2021. See the income and expense reports attached.

Treasurer's report was accepted.

Approval of the 2019 Annual Meeting Minutes

The 2020 Annual Meeting Minutes were approved as distributed.

Voting for a New Board Slate

Tracy presented the Board Slate and introduced the nominated Board members to the assembly, including newly nominated Board members, Ilena Alvarez and Alexis Johnson. All nominated Board members were elected by acclamation.

Adjournment - 12:30pm

Respectfully submitted,

Tracy Wasserman, Board President/Secretary

Friends of the Boca Raton Public Library

Treasurer's Report



ASSETS AS OF SEPTEMBER 30, 2021

TOTAL ASSETS: \$189,315

CHECKING ACCOUNT: \$72,763

SAVINGS: \$ 53,414

MONEY MARKET FUND: \$63,115



January 1 - September 30, 2021
(9 months of total budget period:
actual vs. full year budget)

TOTAL INCOME TO DATE: \$50,616 - budget of \$94,600

Bookstore: \$38,230 actual - budget \$58,000
(This includes both taxable and non-taxable resellers).

Consignments: \$483 actual - budget \$500
(Better WorldBooks).

Donations/Grants: \$7060 actual - budget \$25,000

In - Kind Donation: \$2693 - no budget
(Gift of plaques received at no cost to the Friends)

Membership dues: \$4690 actual -budget \$10,000
(Many memberships are due October - December)

Interest Income: \$52.60 - budget \$100



January 1 - September 30, 2021
(9 months of total budget period:
actual vs. full year budget)

TOTAL EXPENSES TO DATE: \$27,3371 - budget of \$68,088

Administration: \$11,415 - budget of \$27,842
(insurance, bookkeeper, annual IRS tax preparation, storage, website, Constant Contact, Vonage phone line, marketing, professional fees).

Bookstore: \$6294 - budget \$13,436
(equipment, office supplies, insurance, fees).

Library support - \$7864 - budget \$16,500

Friends events and programs: \$1764 -budget \$9,870
(mostly speakers series)

NOTE: We will most likely be under budget on expenses at year end (December 30, 2021)



The Future for the Friends of the Library

2021 has been a positive year in financial growth for the Friends. Our total assets exceeded last year by \$18,000.

2021 Giving to the Library has dropped dramatically due to the pandemic and closure of the library for events and programs for much of the year.

We were able to support the library with giving for a new story walk, community libraries, summer reading T-Shirts and tote bags, and Tumble Books data base (children's ebooks).

We have pledged to give an upfront donation of \$15,000 per year to the library to meet our contractual obligations with the City for our Bookstore.

The future looks bright as the Bookstore reopens, and revenues grow through in-store and online sales.

Donations continue to grow as our image on social media continues to expand and more people support our mission.

New efforts will be launched to entice donors and business memberships.