

2019 BRPL Friends Board Meeting Minutes

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1/10/2019

BRPL Friends Board Meeting

3:40 - 5:00pm

Downtown BRPL conference room

In attendance: All Board members were present

Guests: Ellen Randolph, Library Manager

Recording Secretary: Tracy Wasserman

Call to Order: 3:40pm

Library Report

Ellen Randolph presented a report on library statistics, marketing strategies, and upcoming events.

Treasurer's Report

Elaine presented the final budget for 2018, reporting a net income of \$2,477.99.

The bookstore earned \$89,170 in 2018. Donations totaled \$5,215.

The treasurer's report was accepted.

Review and approval of minutes

The minutes of the November 8, 2018 Board meeting were approved.

President's Report

Cyndi reported that the Volunteer Recognition Luncheon will be April 15, 2019, and suggested that a recognition of Geri Allerman, and all her years of volunteerism with the Friends, could take place at that luncheon. A motion was made and approved to accept this suggestion.

Bookstore

Joy reported on the success of the in-store marketing efforts, including "Blue-Cart Specials" and "Daily Deals."

It was also noted that 482 people to date have signed up to receive the bookstore's Coastal Reads newsletter.

Updates

Library Advisory Board meeting and Parks and Recreation Board Meeting: Doreen attended the recent LAB meeting and the Parks and Recreation Board Meeting. She reported that both Boards were very interested in the Watson event.

It was also suggested at these Board meetings that the Friends have a table at the Boca Green Market on Saturdays. Discussed was the possibility of having the library, which already now has a table at the Boca Green Market, hand out the Friends brochure at their table there.

Doreen will also invite both Boards to the volunteer recognition luncheon on April 15th.

Marketing Updates: Joanne obtained \$3200 in donations for the Watson event on January 24th. She has also obtained donated items for the raffle baskets to be presented at the event.

Social Media Progress: Discussed were the results of December analytical report on the website from Two Sisters Digital, which showed that the bookstore page on the

website had the most traffic, and also discussed ways to make the website more interactive. The report also showed that women aged 65+ were the most frequent visitors to the website.

2019 membership drive: Discussed were attempts to sign up new members at events. Joanne also advised that the Friends will have participate in the March YMCA Community Barbeque to sell books and attempt to recruit new members.

Old Business Updates

Robert Watson fundraiser: Krista reported the progress of securing food donations, creating flyers and a sponsor board, and doing a video with our volunteer videographer, Caroline, in the Discover Studio to promote the event. Invitations have already gone out via Constant Contact, and will be posted in the January newsletter.

Ben Franklin: The Ben Franklin event on February 21st will be open to the public, and will not include a reception. Tracy will send out an advance member announcement to members, after the Watson event takes place.

Adjourn: 5:00 pm

2/14/2019

BRPL Friends Board Meeting

3:30 - 5:30pm

Downtown BRPL conference room

In attendance: Cyndi Bloom, Elaine Caplan, Joy Fishkind, Betty Grinnan, Joan Iler, Krista Maki, Victor Martinez, Susan Sosin, Marilyn Spechler, and Joanne Tolantis.

Guests: Ellen Randolph, Library Manager; and Michelle Zimmer from Recreation Services

Recording Secretary: Krista Maki

Call to Order: 3:30pm

Library Report

Ellen presented 2018 Yearly Highlights.

- The Library's highlights will also be included in Recreation Services annual report.
- Socrates Café still in both libraries and SC attendance is included.
- The report was designed to focus on new developments & offerings.

Ellen presented proposal for use of the Friends \$50K donation to SRL

- Cyndi: The proposed patio project has been abandoned
- Structural improvements would cost about \$1 million.
 - Ellen: The library proposes that the Friends instead fund an Outreach Van.
- The Outreach Van will be used to expand the library's user base.
 - Making improvements for current users
 - Now only about 25% of residents use the library
 - Some don't know what a current library offers
 - Some cannot come to the library, many due to mobility issues
- Many libraries have a small van for outreach.
 - Can do remote sign-up, pick-up, delivery, etc.
- The Van can will go to events & can park in a "tent" spot
 - Will have awning, outside shelves, wi-fi, etc.
- The Van will include the Friends' logo on its wrap
- The Van driver will not require a commercial license
- Ellen has provided a full proposal
 - Michael and Michelle have committed that Rec. Services will cover maintenance.
 - Note: DTL chairs will be replaced at city cost in 2021
- Both \$25K and \$50K van solutions are pictured in the handout.
 - The \$50K solution is a better fit to the library's needs.
 - Budget input is required by April
 - The City purchases through fleet sales
 - If the Friends do not fund the Van, it will not happen

Board member only discussion: Was moved and unanimously approved to re-allocate the \$50K that was for use at SRL for the outreach van with the addition that we will be able to see and approve the creative message on the wrap including our logo and website.

Treasurer's Report:

Elaine: We have \$81K in our Checking Account. Usually around \$65.

Cyndi: Pat Peck passed away. She was a large membership donor each year. We have received \$3,200 from her estate. Betty Cash says there will be more to follow as the estate gets settled.

Moved that any donation over \$1,000 go directly into reserve account.

- Elaine was not sure of the logistics of moving non-taxable assets
- Could move the money at the end of each fiscal year.
- Should we do it every quarter to get more interest?
- Elaine will track it and figure it out and report next meeting.
- Table the motion for now.

Got a check from Better World Books for >\$900.

The January Watson fundraiser made about \$3,500.

The Treasurer's Report was accepted.

Review and approval of minutes

The minutes of the January 10, 2019 Board meeting were approved.

President's Report

Four members have been assembled to brainstorm about our future course. The first meeting was at Joanne's home.

2020 will be the Friends 30th anniversary. We need to plan a big celebration/fundraiser. Cyndi will chair the event. The celebration will encompass the whole year.

We need events that attract young adults – like the beer party. We need a focus in the Book Store, and perhaps another Octoberfest.

Have had a meeting with Oyuki and new youth services to get ideas.

Cyndi will retire as president after this term.

Book Store:

Joy: Record Amazon & 1st day over \$1K. Demo of books from "Blue Cart."

Membership

Joanne and Tracy will attend the YMCA community cookout in March, sponsored by the Boca Chamber, to attempt to engage new members in the young adult market.

The bookstore is collecting books to be sold at the YMCA event.

Special Events

The Ben Franklin event is scheduled for Feb. 24, at 6 pm. We will send a reminder that there will be no dinner served, and that people who cannot attend should cancel.

“Ben” will also perform at Florence Fuller on the same day.

The Anne Frank program is March 10, 3pm, at DTL.

New Business:

Ad money for more artists' receptions was discussed. We pay for the room, so our insurance covers pouring wine.

Decided we should handle when the current budget runs out.

Adjourn: 5:30 pm

3/14/2019

BRPL Friends Board Meeting

3:35 - 5:35 pm

Downtown BRPL conference room

In attendance: Cyndi Bloom, Krista Maki, Joan Iler, Victor Martinez, Joanne Toulantis, Elaine Caplan, Marilyn Spechler, Doreen Griffiths and Tracy Wasserman

Sandy Creighton, former Board member and assistant bookstore manager, sat in for Joy Fishkind, bookstore manager.

Guests: Ellen Randolph, Library Manager, and Kristine Kreidler, new Youth Librarian, attended through the presentation of the library report.

Michelle Drummond, Special Events Manager, also attended as a guest.

Recording Secretary: Tracy Wasserman

Call to Order: 3:35 pm

Library Report

Ellen Randolph presented a report on library statistics, marketing strategies, and upcoming events, including One Book Boca, to be sponsored by the Friends during National Library Week in April. A sponsorship sign was suggested, to display during the events (author talk/book signing and the subsequent community discussion), which Krista will secure.

Ellen also discussed the creation of the library's Events and Community Engagement team, to be involved with community outreach.

Ellen will provide a chart of personnel reflecting the library's recent re-organization.

Kristine discussed her analysis of the budgeting and attendance for last summer's reading program, in preparation for the upcoming 2019 summer reading program. As a result of her analysis, the library will focus more on encouraging participation of tweens and teens in the summer reading program.

Treasurer's Report

Elaine presented the February financials. Currently the Friends have \$187,000 in assets.

Elaine will transfer some of the money in the checking account to the savings account.

The Treasurer's Report was accepted.

Review and approval of minutes

The minutes of the February 2019 meeting will be modified to be presented in an online format on the website, and then circulated to the Board for approval.

President's Report

Cyndi reported on the progress of the planning for the Volunteer Recognition Luncheon on April 15th.

Cyndi also reported that she will be attending the City's planning meetings starting April 11th to advocate for increasing City funding for the library.

Bookstore

Sandy reported that the bookstore had \$1,000 more in sales this February than last February. The bookstore also recently sold a \$250 book through Amazon to Sotheby's in New York.

Updates

Marketing Updates: The website analytical report from Two Sisters Digital was discussed. More traffic has been driven to the website from social media, and the FAU interns who have been blogging for the Friends have also increased traffic to the website.

2019 membership drive: It was discussed that more membership benefits should be utilized to encourage membership from other demographics other than seniors, who make up the bulk of the Friends membership at this time. The Blue Sky Committee was tasked with coming up with membership benefit options.

Other Business Updates

Blue Sky Committee: Doreen reported on some of the ongoing ideas from the Blue Sky Committee (Cyndi, Doreen, Joanne and Tracy), which is focusing on attracting more millennials to become Friends members. This includes offering free books for members at the bookstore, members-only sales at the bookstore, and adding speakers to the speakers series who might be interesting to millennials, such as a speaker who can present parenting classes.

It was proposed that possibly the music series for next year could be turned into members-only events. In addition, the music events could feature more music geared toward younger people, such as rock bands.

Action: Krista will discuss these ideas with Emily Lilly, the music series manager.

New volunteers: Tracy reported that we have a new volunteer, Jennifer Mendlowitz, interested in helping with fundraising and marketing. Tracy also reported that she has posted Board member positions on online sites that target working professionals who want to be Board members.

Adult Programs Report: Krista reported that the historian, Sally Lane, would like to show her documentary and discuss her books as part of the speaker series for next year. Krista also reported that she is looking into getting speakers for next year from the Learning in Retirement program series.

New Business

Cyndi reported on planning an event for the 30th anniversary of the Friends next year. Presently she and Betty Cash are searching the Friends archives for material to plan an event.

Adjourn: 5:35 pm

4/11/2019

BRPL Friends Board Meeting

3:30 - 6:00 pm

Downtown BRPL conference room

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

Guests: Ellen Randolph, Library Manager; Lisa Testa, Public Services Librarian; and Rhonda Asarch, teen librarian in charge of the Discover Studio, attended through the presentation of the library report.

Michelle Drummond, Special Events Manager, also attended as a guest.

Recording Secretary: Tracy Wasserman

Call to Order: 3:30 pm

Library Report

Rhonda presented statistical information for attendance at classes held in the Discover Studio, and information on the equipment used in the Discover Studio, for the first quarter of 2019. New classes to be added over the next 9 months will include social technology classes, content creation and coding for adults.

Ellen discussed the library's viewpoint on making upcoming Friends music series events open only to Friends Members. She advised that the events should also be open to library cardholders; otherwise, the events would be private events not open on the library's calendar, and subject to room fee charges.

Treasurer's Report

Elaine presented the March financials. Currently the Friends have \$62,000 in the checking account, and \$130,000 in the savings account. We are 1/4 of the way through the year and have made 35% of our projected income for the year.

Funding for the One Book Boca event was discussed. It was agreed to explore funding for local author events first before we agree in the future to fund for national author events.

The treasurer's report was accepted.

Review and approval of minutes

The revised minutes of the February 2019 meeting and the minutes of the March 2019 meeting were approved.

President's Report

Cyndi discussed the agenda for the upcoming Volunteer Recognition Luncheon on April 15th.

Cyndi advised that Betty Grinnan will be moving out of state in May and leaving the Board. Discussion was had on acknowledging Betty Grinnan for the work she has done for the Friends, including her connection with the Colonial Dames for organizing the historical series, and her connection with Florence Fuller Child Development Center.

Cyndi advised that Judith Teller Kaye may help underwrite the historical series, and find other underwriters to help with the series. In addition, Joan offered to take on a role in facilitating communicating with the Colonial Dames to continue presenting the series.

Action: A motion was made and unanimously approved to name the continuing historical program series after Betty Grinnan.

Bookstore

Joy reported that in recognition of the work done by the bookstore volunteers, a gift was presented to each volunteer of a drinking glass etched with the longitude /latitude of the bookstore location.

Updates

Library Board Report: Doreen advised of possible speakers the Library Board recommended for upcoming speaker events.

Marketing Updates: The February social analytic report from Two Sisters Digital was discussed. Bookstore posts are performing well. Membership posts could be performing better.

Membership: Our membership policy was discussed.

Decision: A motion was made and it was unanimously agreed to implement yearly memberships from the month of sign up starting this month (April).

Action: Paul, our administrative assistant, will manage the monthly sign up information in Constant Contact, and send out yearly renewal reminder emails.

Making the music series a Friends members and library cardholder only event was discussed. Krista, Tracy and Victor will form a committee to work on the logistics of implementing that.

Proposed dues changes for 2020: The recommendations from the October 2018 fundraising/ membership dues committee were discussed.

Decision: The recommended new membership fee structure was unanimously approved. The new membership fees will begin October 1, 2019.

Membership benefits: Cyndi proposed that we give guest passes to our members-only events for members who pay higher membership fees.

Decision: A motion was made and unanimously approved that a \$75 yearly member (Best Friend) will get a one-event guest pass, a \$125 yearly member (Booklover) will get two one-event guest passes, a \$250 yearly member (Bibliophile) will get three one-event guest passes, and a \$500 yearly member (Benefactor) will get four one-event guest passes beginning October 1, 2019.

Old Business Updates

Blue Sky Committee: The Blue Sky Committee will focus on family member promotions. Doreen advised that she could get a focus group together to see what benefits could be offered to attract young adults/ families to become Friends members.

New Business: Cyndi, Susan and Joan are going through the Friends archives to create a timeline to present at the Friends 2020 celebration to be planned for next year, and to track down former Friends members to invite to the event.

Adjourn: 6:00 pm

5/9/2019

BRPL Friends Board Meeting

3:35 - 5:45 pm

Downtown BRPL conference room

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

Guests: Ellen Randolph, Library Manager; Oyuki Poletz, program services manager; and Kristine Kreidler, youth librarian, attended through the presentation of the library report.

Recording Secretary: Tracy Wasserman

Call to Order: 3:35 pm

Library Report

Ellen provided an update on library management and operations in April, including community engagement events and services, and library personnel changes. Oyuki discussed the library's outreach activities, and Kristine provided an update regarding the planning for the upcoming summer reading program and kick-off party on June 8th.

Treasurer's Report

Elaine reported that the Friends have a \$58,000 balance in the checking account.

Elaine also reported that we went over budget on the volunteer recognition brunch. It was decided to add an extra \$1,000 in the budget for next year's volunteer recognition event.

The treasurer's report was approved.

Review and approval of minutes

The minutes of the April 2019 meeting were approved.

President's Report

Cyndi presented her report, including the news of the Friends website winning the 2019 Website of the Year award from the Florida Library Association. Joanne and Doreen will be attending the annual FLA conference and awards ceremony next week. New bookmarks have been designed to hand out at the event.

Bookstore

Joy reported that Sandy Creighton is now doing the scheduling of the volunteer work shifts at the bookstore.

Updates

Library Board Report: Doreen advised that the Library Board would like to see the national One Book Boca event at the library being continued next year, as good feedback was received on this year's event.

Marketing Updates: Joanne advised that she is composing a chart of bookstore sales over the last several years, so we can study the correlation to our social media, Boca Chamber and other online marketing, to prepare future marketing strategy.

Membership: Tracy discussed the changes being made to the membership database in Constant Contact to allow for automatic renewals notices when a member's yearly membership has expired.

New membership materials will also be drawn up for the new fee structure and additional membership benefits being implemented in the Fall.

Old Business Updates

Blue Sky Committee: Doreen is working on presenting a special event for home schoolers on August 1st, featuring a speaker on home school curriculum. We will also sell home school books at the event that have been donated to the bookstore.

Friends30 Celebration: The Friends celebration for its 30th year is being planned as a fundraiser for January 24, 2020.

New volunteers: Tracy will be re-posting volunteer opportunities on the FAU intern website to get new interns now that the two previous FAU interns who covered Friends event and the bookstore in our online blog have graduated.

It was agreed that a \$100 gift card would be given to Caroline Sheikhnia, our former volunteer videographer.

Adult Programs Report: Krista reported some concerns with changing our music series to make them member/ library card holders only events. It was decided before changing our policy, that a survey should be taken of attendees in the upcoming season which Marilyn will work on conducting with the help of the Ambassadors.

To attract younger members to our series events, Krista is going to look into having the band Friction Farm do a kids' musical event, and retaining Dr. Watson's daughter to attract a younger audience.

Doreen will also look into conducting a focus group for parents, to determine what events would appeal to them and their families.

Adjourn: 5:45 pm

6/12/2019

BRPL Friends Board Meeting

3:35 - 6:20 pm

Downtown BRPL Friends Community room

In attendance: Cyndi Bloom, Victor Martinez, Elaine Caplan, Joanne Toulantis, Doreen Griffiths, Susan Sosin and Tracy Wasserman

Guests: Ellen Randolph, library manager, attended through the Board vote on the library van funding project; Joleen Capella, head of Instructional Services at the BRPL, attended through the presentation of the library's report.

Recording Secretary: Tracy Wasserman

Call to Order: 3:35 pm

Library Report

Ellen presented the library report, including community engagement activities involving city events and offsite visits and social media engagement updates. Ellen also discussed the take-aways from the summer reading kick-off party on June 8th.

Joleen reported on the Florida Library Association annual conference, which she attended along with three other librarians from Boca Raton Public Library. The BRPL librarians gave a well-received speaker presentation on services animals in the library, and a poster session on internal relations at libraries.

The Friends allocated \$1500 for Michelle Zimmer, Deputy Recreation Services Director for Boca Raton, to attend the upcoming ALA (American Library Association) conference; however, Michelle is unable to attend. In lieu of the funds being

returned through the City, the Friends will sponsor a BRPL teen librarian to attend the YALSA (Young Adult Services Library Association) annual conference in November.

Ellen discussed the library van funding project, which is supported by the City. Ellen and Cyndi have discussed the Friends funding major special projects such as this and the summer reading program, rather than individual library programming events, which would be more attractive to larger donors.

Ellen advised that the van (a Ford 350) would cost \$77,500 and would need to go to bid (a long process) unless the Friends agreed to fund the whole amount. The potential solution would be for the Friends to pay this amount, consisting of the \$50,000 already gifted last year to the library (for the pending SRL roof top garden that did not come to fruition), and an additional \$27,500 that would be deducted from the amount given to the library for next year's programming. The advertising wrap for the van will come out of the library's budget for next year.

Ellen also put forth another large project funding idea for the Friends involving literacy outreach by installing free libraries at places such as Dixie Manor, FFCD and local camps. The books would come from our bookstore and from a library partnership with Scholastic Books.

Concerning the van funding project, a motion was made and unanimously agreed as follows: The Friends will commit an additional \$27,500 from reserves to charge against the 2020 budget for purchase of a library van that will contain an advertising wrap approved by the Friends, pending an acceptable agreement with the City on the use, maintenance and life cycle of the van.

Review and approval of minutes

The minutes of the May 2019 meeting were approved.

Treasurer's Report

Elaine presented the treasurer's report, and advised we have \$130,400 in savings currently.

The treasurer's report was approved.

President's Report

Cyndi presented her president's report, which included a report on the progress of special events being planned by the Blue Sky Committee. One event on November 8th will be the annual membership appreciation event, which this year will consist of a wine and cheese reception and members only sale at the bookstore.

A special event in February will feature a Frederick Douglass historical player as part of the Betty Grinnan American History program series.

Library Board Report

No report this month.

Marketing Updates

No report this month from Two Sisters Digital, which is resuming boosted posts at the end of May as part of the June social media budget, for marketing of the summer reading program, bookstore, membership and postings for a membership chairperson.

Old Business Updates

Friends Giving Tree Signage: Susan discussed the lettering needed for the title to go above the Friends Giving Tree at the Spanish River Library. The cost of the lettering was discussed. A Motion was made and unanimously approved to allocate \$2,000 for the cost of the lettering.

Home Schooling Program: Doreen discussed the progress on planning for the homeschool curriculum event scheduled for August 1st, the flyers that were prepared for social media and homeschool outlets, and the raffle baskets to be presented at the event, as well as the logistical planning for the event, including a page on our website dedicated to the event and homeschool resources.

Cyndi proposed an honorary gift to be given to Doreen's daughter, Suzie, for her work on designing the flyer and hand-out trifold, and the event speaker, Candace Lehenbauer, who is not charging a fee. Cyndi's proposal was approved by the Board.

Adjourn: 6:20 pm

8/8/2019

BRPL Friends Board Meeting

4:20 - 5:40 pm

Downtown BRPL Friends Community room

In attendance: Cyndi Bloom, Susan Sosin, Elaine Caplan, Victor Martinez, Joy Fishkind, Krista Maki, Marilyn Spechler and Tracy Wasserman

Guests: Ellen Randolph, library manager, attended through the presentation of the library's report.

Recording Secretary: Tracy Wasserman
Call to Order: 4:20 pm

Library Report

Ellen reported on the progress of the procurement of the van which hopefully can be approved by the City and financed in time for the Friends 2020 celebration in January.

Ellen discussed the library funding requests for 2020 from the Friends. The library will not be asking for database or technology funding from the Friends in 2020, but will instead be focusing on larger item requests with clear literacy goals. This would include stocking community bookshelves and summer camp bookshelves with a combination of Friends bookstore books and books bought with Friends funds from Scholastic Books. The price of the Friends bookstore books would count towards the total amount of funding the Friends will be providing. Each book will also include a bookplate inside indicating that the book was provided by the Friends.

Ellen also presented a draft of the 2020 Friends Funding Request.

Treasurer's Report

Elaine presented the treasurer's report. Our reserves remain at \$130,400 and our checking account balance is almost \$52,000.

The treasurer's report was approved.

Review and approval of minutes

The minutes of the June 2019 meeting were approved.

President's Report

Cyndi discussed the homeschool event, and noted we had agreed at the last Board meeting to present honorary gift cards to Candy Lehenbauer and Suzie Woolen.

Decision: It was agreed the gift cards to be presented to Candy and Suzie would be in the amount of \$100 each.

Cyndi asked for a vote on adding Manju Pendakur to our Board. She has previously emailed to everyone his biography and qualifications.

Decision: It was moved and unanimously agreed to add Manju Pendakur to the Friends Board.

Cyndi further discussed asking Carol Rynk, the library's former administrative assistant, to help with Friends administrative work as the money is included in our budget.

Decision: It was moved and unanimously agreed to ask Carol Rynk to do administrative work for the Friends with the money included in our budget for administrative work (\$4,800).

With regard to the library funding requests, Cyndi asked for a committee to be formed to go over the requests with the library to make a recommendation to the Board. Tentatively it was agreed that the committee would consist of Cyndi, Susan, Elaine and Tracy.

Bookstore Updates

Joy discussed the books being set aside for the library bookshelves project, and successful sales at the bookstore in the last month.

Joy also discussed working with the library to obtain a new Friends sign to be put on the back wall, inside of the stand-alone sandwich board outside the bookstore. The library will make the sign.

Old Business Updates

Giving Tree: Susan reported on the progress of getting the title lettering on the Giving Tree at the Spanish River Library.

Adult Programs Report: Krista presented the Speaker Series line up and the Music Series line up for the coming season.

Ambassadors: Victor reported that we are running out of people to serve as Ambassadors at our events. We may need to ask for one-time volunteers on our online volunteer platforms.

Adjourn: 5:40 pm

9/10/2019

BRPL Friends Board Meeting

3:30 - 5:40 pm

Downtown BRPL Friends Community room

In attendance: Cyndi Bloom, Susan Sosin, Elaine Caplan, Victor Martinez, Krista Maki, Joan Iler, Manju Pendukar and Tracy Wasserman

Guests: Ellen Randolph, library manager, attended through the presentation of the library's report.

Janet Klingler, bookstore volunteer, attended for Joy Fishkind

Manju Pendukar was introduced and welcomed as the newly elected Friends Board member. He thanked the Board for electing him and said he looked forward to working with us on the Friends mission with the Library.

Recording Secretary: Tracy Wasserman
Call to Order: 3:30 pm

Library Report

Ellen presented and reviewed the library's management and operations report for August, and the summer reading program statistics.

Ellen reported that Pam Nees will handle inputting information for events and the reservation of rooms for all events from now on.

Discussion was held on the library mobile van and the upcoming City Council meeting on September 23rd where the donation from the Friends to purchase the van is expected to be approved. It was decided that Susan would present the donation in the form of a poster with an image of the check amount at the City Council meeting.

Ellen presented information on the possibility of the Friends partnering with the Pondhawk Natural Area located next to the Spanish River Library, by sponsoring the "Adopt a Natural Area" program and hosting educational events for next year. The cost would be between \$4,000 - \$6,000.

Treasurer's Report

Elaine presented the treasurer's report. Our reserves remain at \$130,400 and our checking account balance is \$48,484.

Elaine asked for preliminary 2020 budget requests to be submitted for the October meeting.

The treasurer's report was accepted.

Review and approval of minutes

The minutes of the August 2019 meeting were approved as amended.

President's Report

Cyndi opened a discussion on the possibility of finding a Board member who will focus on planned giving or securing major gifts for the Friends, someone from the financial community. Discussion was held on how to find someone for this position.

Cyndi also advised that we should send out a request for donations on an annual basis to our Constant Contact list of subscribers, with a focus on donations for major projects such as the funding of the library mobile van. The need to hold a special event for higher level donors was also discussed.

Decision: It was agreed to send out a funding letter to solicit donations as soon as possible. Krista and Cyndi will draft the letter and Susan will edit it. We will highlight the library mobile van in the letter as the major project to be funded. Tracy will distribute it to the Constant Contact member list, the newsletter, and on social media channels now and then again on Giving Tuesday in November.

Cyndi discussed her upcoming informational meeting with Brightline officials, which Susan and Manju will also attend, to find out what their plans are for the train and the building of the adjacent parking garage on the existing library parking lot.

Bookstore Updates

Janet confirmed that Sandy Creighton sent out the August sales numbers for the bookstore via email to the Board.

Event Updates

Betty Grinnan Historic Re-Enactment Event on November 21st: Cyndi opened discussion on the possibility of charging for this event which will include a catered reception. It was moved and unanimously agreed to charge Members \$10 and Non-Members \$25. Invitations via Event Brite will be sent to the entire Constant Contact mailing list.

Committee Reports:

Marketing Committee Updates: The latest report from Two Sisters Digital, a comparison of the last 6 months activity on the boosted Facebook posts, was distributed to the Board.

New membership fees: The new membership fees are on the website and will be in the printed brochures that are in production.

Adult programs: Krista discussed the author program featuring two local authors to be held by the Spanish River Library book club on December 4th.

New Business

Susan reported that the SRL Giving Tree letters have arrived with a template as to where to place them above the tree. She has a meeting scheduled with library maintenance to discuss the installation.

Adjourn: 5:45 pm

10/10/2019

BRPL Friends Board Meeting

3:38 - 6:05 pm

Downtown BRPL Friends Community room

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

Guests: Ellen Randolph, library manager, attended through the presentation of the library's report.

Michael Kalvort, Parks & Recreations Services Director, attended as a guest prior to Board business discussion, as did three members of the library staff (Shilo Perlman, Amanda Liebl, and Lisa Testa).

Presentation of check for the library van

Board members presented a check for the purchase of the library van to Michael Kalvort, Ellen Randolph and library staff. Michael Kalvort and Ellen Randolph gave thank you/acceptance speeches. Photos were taken.

Library Report

Ellen presented and reviewed the library's management and operations monthly report, reporting over 1,000,000 items in circulation to date for the year, and over 8,000 more attendees at library programs so far this year than last year. The increase could be attributed to 350 more library programs being offered this year, and to higher attendance this year at most programs that are offered.

Treasurer's Report

Elaine presented the treasurer's report and the preliminary 2020 budget.

We have approximately \$50,000 in the checking account.

Discussion was held on the preliminary 2020 budget. It will be corrected to eliminate the grant writing expense of \$1,000. Regarding proposed library funding, discussion was held on the need to eliminate some of the proposed \$30,000

allocated for library funding, in light of the extra funds being spent on the purchase of the library van.

Motion: A motion was made and unanimously accepted to not fund the YA Author Event of \$5,000 on the library's 2020 funding request.

Motion: A second motion was made and unanimously accepted to approve the library's funding request minus the \$5,000 for the YA Author Event, which would put the total amount to be funded for library programming at \$25,000 for 2020.

The treasurer's report was accepted.

Review and approval of minutes

The minutes of the September 2019 meeting were approved.

President's Report

Brightline activities: Cyndi reported on the activities of the Brightline committee, which includes herself, Manju and Susan, on meeting with Brightline officials and the latest planning developments. Brightline has expanded their plans for the parking for the library; their latest proposal allots 180 spaces for library parking, including 58 spaces in the proposed parking garage.

Manju reported on his meetings with City Council members about possible future development on the property. Any future development is unknown and not contemplated at this point in time, and will ultimately involve public hearings and zoning considerations, and may be met with opposition from community members.

Annual meeting: The annual meeting was changed to November 9th due to room availability at the library. It will include a wine and cheese reception. Cyndi has hired a licensed bartender for \$100 per the new library rules that require any alcohol serving to be done by a licensed bartender. The budget for the event is \$500. We need 30 members to attend for a voting quorum on the Board slate.

Meeting with Patricia Moran: Cyndi had a meeting with a new Friends member, Patricia Moran, who is a retired fundraising professional and is interested in helping the Friends fundraising efforts. Cyndi has invited her to attend the November Board meeting.

Serving wine at events: Victor advised that he may be able to get one or two of the Ambassadors to take an online course to become licensed bartenders to serve wine at our future events.

Bookstore Updates

Joy reported that September in-store sales this year are about the same as last year, but Amazon online sales have doubled this September from last September.

Adult Programs

Krista reported on what Friends events are currently open for registration.

Membership:

Faith Batt is currently working for the Friends as an administrative assistant, helping with membership accounting.

It was also suggested that Faith could be the recording secretary to attend Board meetings to write up Board meeting minutes.

Motion: A motion was made and unanimously approved to request Faith take on the paid position as a recording secretary for the Board.

Old Business Updates

Susan reported on the progress of the installation of the SRL Giving Tree letters, which are being put up by the City maintenance department.

Adjourn: 6:05

11/14/2019

BRPL Friends Board Meeting

3:45 - 6:15 pm

Downtown BRPL Friends Community room

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

Guests: Ellen Randolph, library manager, attended through the presentation of the library's report. Also in attendance: Faith Batt, new support administrator and board meeting recording secretary.

Pat Moran, a retired professor from Hunter College and former non-profit fundraising professional, also attended to offer help with fundraising, in particular "planned giving."

Recording Secretary: Faith Batt

Call to Order: 3:45 pm

Library Report

Ellen discussed the library's continuing efforts around outreach and community partnerships, and presented an update on Brightline construction, including possible parking issues for the library and Friends events.

Ellen also reported on the library's community bookshelf project being sponsored by the Friends with books from the Friends Bookstore and purchased books from Scholastic, and presented bookplate templates with the Friends logo for approval by the Board. The bookplates will also be put in hospital rack cards (for use in the Boca Hospital maternity ward), as part of the "1000 books by Kindergarten" program sponsored by the Friends.

Ellen asked for a decision regarding whether the Friends wanted to sponsor the previously proposed Pondhawk nature area storywalk project. The budget for Pondhawk is \$6000. The City will pick up half the cost, meaning it will cost \$3000 for the Friends to sponsor Pondhawk (\$1,500 per year, as it will be a 2-year contract). The library will be responsible for all the maintenance. The library will handle all labor and programming, and the launch can possibly tie-in to the Friends 30th anniversary in 2020. The two-year contract has already been pre-approved by the Pondhawk contact person.

Voting for 2020 Officers of the Board: The following Board member slate was presented for 2020: Cyndi Bloom for President, Manju Pendukar for Vice President, Elaine Caplan for Treasurer and Tracy Wasserman for Secretary. A motion was made to accept the slate, and the slate was unanimously accepted.

Treasurer's Report

Elaine reported that the Friends currently have \$106,000 in funds in the bank, 50% of which is in the checking account and 50% in the savings account.

Elaine also recapped the annual meeting expenses and monies raised. The cost of the annual meeting was about \$500. There were approximately \$104 in book sales and \$115 in raffles as well as some donations. The event was almost revenue neutral. There was discussion of the bartender costs. The bartender for the Abe Lincoln event will cost \$180. Elaine further discussed insurance liability coverage "Host" license for events. Cyndi suggested to pay licensed bartenders to ensure accountability as opposed to using volunteers licensed as bartenders

The treasurer's report was accepted.

Pondhawk project discussion:

Group discussion continued about positive impact of Pondhawk project, ie; outreach to youth, literacy, nature, publicity, marketability, and the idea being a viable investment. There is also the benefit of the library doing all the work.

Motion: A motion was made to join the library Pondhawk endeavor and to use \$3,000 of the funds from the remaining 2019 budget. The motion was unanimously accepted.

2020 Budget - Final

Additional funding was added to special programming expenses, bringing the total budgeted amount for special programming in 2020 to \$8,000. Additional funding was also added to the administrative assistant expenses, bringing the total budgeted amount for administrative assistant expenses in 2020 to \$6,500. Otherwise, there were no additional changes to the draft of the 2020 budget.

The proposed final draft of the 2020 budget was unanimously approved.

Review and approval of minutes

The October 10, 2019 Board meeting minutes were approved.

President's Report

Cyndi introduced Pat Moran who was attending the meeting to discuss long range planning and avenues of funding.

Pat discussed her background and experience in fundraising skills, teaching philanthropy and her ability to donate her time. She is a member of the Association of Fundraising Professionals and a Certified Fundraising Executive. She discussed "planned giving." The need to have a fundraising team/committee to work on fundraising campaigns was discussed. It was decided there can be further discussion of planned giving and fundraising by the Blue Sky planning committee.

Annual Meeting Review: 66 people attended the annual meeting in November. Concerns were brought up about people not liking to drive at night and the possibility in the future to hold meetings earlier or before Daylight Savings, perhaps in October.

Approval of Board Meeting Rules and Procedures: We will hold off until the January Board meeting to discuss Board Meeting rules and procedures.

Event Updates and Committee Report:

Library Advisory Board: Manju did a presentation about Brightline at the Library Advisory Board meeting. There is an impartial subcommittee to present at City Council Meetings and to report on Brightline. A new Library Advisory Board was voted on which included an executive committee, and they thanked and expressed appreciation of the Friends.

Homeschooling: Doreen discussed attracting young professionals such as homeschool parents to events and fundraisers.

Betty Grinnan Historic Re-Enactment Event 11/21/2019: Joanne discussed the planning for the upcoming Abe Lincoln event. The catering has been ordered. 86 people are registered to date for the event; we are planning for approximately 100-110 people to attend.

Membership updates: We have over 100 membership signups for 2020 to date.

Adult Programs: Krista announced a reminder about the upcoming 11/24/19 Flint, Michigan speaker, Dr. Hanna-Attisha. Krista also discussed issues with no shows and walk-ins at adult events and testing a new method of registration that would have no "wait list," especially for popular music events. A reminder was given about the upcoming special Robert Macomber talk. A possible gallery and FAU event in March was mentioned, and on December 4th there will be the 2nd annual author event at Spanish River Library.

There will be no December Board meeting.

Adjourn: 6:15