

## **2018 BRPL Friends Board Meeting Minutes**

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# 11/8/2018

### **BRPL Friends Board Meeting**

**3:30 - 5:30pm**

**Downtown BRPL conference room**

**In attendance:** Cyndi Bloom, Susan Sosin, Elaine Caplan, Betty Grinnan, Victor Martinez, Marilyn Spechler, Joanne Toulantis, Joan Iler and Tracy Wasserman

**Guests:** Ellen Randolph, acting library manager, and Michelle Drummond, special events manager

Recording Secretary: Tracy Wasserman

Call to Order: 3:30pm

### **Library Report**

Ellen presented a report on library management and operations, including active and non-active library card statistics, usage highlights, and classes and program attendance statistics. She also presented outreach, media and marketing events and

statistics, library news articles and current press releases, and employee information and library volunteer hours.

Ellen reported there will be a Discover Studio open house in January for staff, VIPs and the Friends Board members.

### **Treasurer's Report**

Elaine reported that we spent \$1,994 on the annual meeting brunch. It was discussed that as only approximately 70 people attended the event, the next membership meeting should not be a brunch, but more of an afternoon tea with pastries.

Elaine also reported that the bookstore will most likely meet its expected projected income for the year.

The treasurer's report was unanimously accepted.

### **2019 Budget approval**

Elaine presented the final budget for 2019. The 2019 proposed budget was unanimously accepted.

### **Review and Approval of Minutes**

The meetings for the October 8, 2018 board meeting, and the October 16, 2018 special meeting minutes were approved.

### **President's Report**

Cyndi discussed the 2010 goals for the Friends, including new fundraising ideas.

Membership drive invitation procedures were discussed and reviewed.

Cyndi proposed a celebration of life ceremony at local restaurant, DaVinci's, for former Board member, Geri Allerman, who recently passed away, to take place possibly in January, and involve Geri's family. Bookstore volunteers would also be invited.

Action: A motion was made and passed unanimously to hold the celebration of life ceremony for Geri Allerman as proposed, on a date to be determined. Cyndi will be the program manager for this event.

## **Bookstore**

Joy's bookstore report was reviewed. Discussion was held on the Little Free Library proposal in the report, to be installed by the bookstore in conjunction with the library.

## **Marketing Updates**

Joanne presented a written spreadsheet report on the statistics showing engagement on the social media posts over the six-month contract with Sun Sentinel, highlighting the posts that received the most engagement. Joanne and Tracy also discussed the social media marketing contract for 2019 with a new digital marketing company, Two Sisters Digital.

Joanne also reviewed the sponsors to date for the Robert Watson fundraising event on January 24th, and the status of securing additional donations for the event from local businesses. She suggested that if anyone has reward points or gift cards to local restaurants, to donate them for a Dine Around raffle basket.

## **Old Business Updates**

Dolley Madison Historical Event: To date we have 140 members and guests signed for this event. Betty has hired a musician to play guitar at the event. Betty also reviewed the menu. The caterer will charge \$17 per person and will have 3 servers in attendance. Betty will take 15% of the final guest count off the tally per person for the catering charge. There will be 2 raffle baskets; raffle tickets will be sold at 3 for \$5.00.

Betty also reviewed some preliminary planning for the Ben Franklin historical player, Mitchell Kramer, in February.

Robert Watson Program Committee Report: The first committee meeting for this event is set for December 1<sup>st</sup>. Suggested price for tickets at this fundraising event is \$25.00 in advance, \$35.00 at the door.

Adjourn: 5:30 pm

10/11/2018

**BRPL Friends Board Meeting**

**3:30 - 5:30pm**

**Downtown BRPL conference room**

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

**Guests:** Ellen Randolph, acting library manager, and Oyuki Poletz, the library's program services manager

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

### **Library Report**

Oyuki represented that the library recently exceeded their goal of 1 million circulations for the year, and that 54,454 people attended library classes and Friends programs so far this year. Other highlights include the rollout of Kanopy Streaming at the end of September (funded by the Friends). There have been 50 movie watches in 15 days. Oyuki also discussed the marketing of the Tutor.com program (funded by the Friends) and the Gale Online High School program (funded by the State).

The library will also be promoting the ALA National Friends of Libraries week beginning 10/21, by highlighting programs funded by the Friends each day of the week on their social media, in addition to putting out a banner at the library.

### **Treasurer's Report**

Elaine reported that we currently have a total balance of \$171,000; however, there are still library expenses that are outstanding.

The treasurer's report was unanimously accepted.

### **Discussion and Approval of Library 2019 Funding Requests**

Susan discussed the library funding requests for 2019. The newest version of \$54,913 is \$23,000 less than what the library originally requested, which was reduced after review of all line items with the library by Susan and Cyndi.

A motion was made to accept the library funding request of \$54,913 for 2019 and was unanimously approved.

### **2019 Budget Process and Requests - update**

The current 2019 draft budget projects a negative income of -\$9,520.

Discussion was held on ways to decrease expenses and increase income to better balance the budget. Cyndi suggested that we reduce the expense on the annual meeting by not catering a lunch, but instead possibly doing an afternoon tea, which may bring the projected expense down for next year from \$2,500 to \$500. Joy also suggested that we take out the bookstore special projects budget for next year of \$2,000 as she does not believe it would be feasible for the bookstore to put on any special events.

Cyndi requested that we continue to review the budget and resume discussions in November about ways to decrease expenses for next year.

### **Marketing Updates**

Joanne has looked into Square Card payments for collecting funds at events. There is a 2.75% fee per transaction. It was decided to secure one machine for donations and one machine for fees and/or dues collected at events.

Joanne also reported that she will be hosting a reception in her condominium building in January in honor of a deceased Friends members who lived there, which will be a fundraising event to increase donations and Friends memberships.

### **Review and Approval of Minutes**

Discussion was held on the minutes for the proposed August and September meetings. The August meeting minutes were approved as amended. The September meeting minutes were approved.

### **President's Report**

Cyndi reported that she has hired a part-time administrative assistant, Paul Poletz (Oyuki's husband), at approximately \$400 a month, to keep up with membership data entry, and help with social media and advertising. We have money in the membership budget for this expense.

Cyndi spoke of the need for a new liaison with the Library Advisory Board, as Betty is stepping down as liaison. Doreen said she might be interested in being the new Library Advisory Board liaison.

For the upcoming membership drive in November, the renewal letter for 2018 members who have not yet signed up for next year will be sent by email only.

### **Old Business Updates**

Annual Meeting and Election of Officers (October 16): Planning details for the upcoming annual membership meeting were discussed.

Dolley Madison Historical Event: Betty suggested we hire a musician for the reception and to fill the time after the reception before the start of the presentation. It was agreed to hire a musician for this event.

Adult Programs: Krista requested a committee to work on a project plan on fundraising for the Robert Watson event. Victor, Susan, Joanne and Tracy agreed to be on the committee. Michelle Drummond may also help if she is not over extended on our other special events.

Adjourn: 5:30 pm

9/6/2018

### **BRPL Friends Board Meeting**

**3:40 - 5:45pm**

**Downtown BRPL conference room**

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

**Guests:** Michele Drummond, the Friends new special event manager, Ellen Randolph, acting library manager, and Oyuki Poletz, the library's program services manager

Recording Secretary: Tracy Wasserman

Call to Order: 3:40pm

### **Library Report**

Ellen Randolph presented a slideshow on the 2018 Friend funding highlights, and presented funding requests for 2019.

The funding requests for 2019 total \$54,912.95 (the funding for 2018 to the library from the Friends totaled \$52,640). Of this amount, \$13,436.96 was earmarked for adult services (including three digital libraries), \$3,541.99 for the Discover Studio, \$24,386

for youth programs (which includes additional book clubs and STEM backpacks), \$12,775 for summer reading, and \$800 for the holiday float.

### **Old Business Updates**

Annual Meeting (October 16): Michelle reported on the planning progress for the annual membership meeting. The cost for the brunch would be about \$12 per person. Michelle will also be putting together (3) raffle baskets that will include items related to the Dolley Madison historical re-enactment. She will also be streaming music from Pandora during the event, and put up some of her selected artwork in the community room where the event will be held.

### **New Business**

Historical Re-Enactment (Dolley Madison, November 15): It was decided that the reception and presentation will be for members and guests only. The public will not be invited to the presentation as in the past.

It was decided to seek a sponsor for the historical re-enactment series for this season, which includes also the Ben Franklin event on February 21, 2019, and the Ann Frank event in the spring of 2019. Tracy will confer with Linda Holtz, the grant writer, on seeking such a sponsor.

Discussion was held on charging for future special events, and also the possibility of raising membership dues.

Action: A committee was formed to recommend how to implement charging for future special events and setting the amount for future membership dues. Committee members are Tracy (committee chairperson), Krista, Elaine, Joanne, and Gwen Donnelly (assuming she signs on as Membership Chair).

Discussion was also held on the upcoming membership drive. Marilyn offered to help with the drive, possibly sitting at a table at the fall events to encourage membership. Joanne will look into obtaining a phone credit card machine to sign up new members at events.

### **Treasurer's Report**

Elaine requested that Board members review this year's budget, and put in funding requests for next year by the next Board meeting in October. Some planned expenses for 2018 were discussed, including the special projects budget for the

bookstore that was not used. It was proposed that a bookstore wine and cheese type of event may be planned by invitation only as a special project for next year.

Discussion was held on the marketing budget expenses, and the resulting community engagement. A motion was made and unanimously approved that the Friends continue with a professional provider for social media marketing next year.

Adjourn: 5:45pm

## 8/9/2018

### **BRPL Friends Board Meeting**

**3:40 - 5:40pm**

**Downtown BRPL conference room**

**In attendance:** Cyndi Bloom, Elaine Caplan, Susan Sosin, Joy Fishkind, Doreen Griffiths, Krista Maki and Marilyn Spechler

**Guests:** Ellen Randolph, acting library manager, and Michelle Zimmer, deputy manager of Boca Raton Recreation Department

Recording Secretary: Krista Maki

Call to Order: 3:40pm

### **Report by the Library**

Ellen Randolph reported on Library activities and made 2 requests

- The Library has 45,761 cardholders, of which 26,970 are active.
- Summer Reading had 4,466 sign-up, overshooting 4K target
  - o Last year had 3,500 sign-ups
  - o This year, there were more adults than last.
  - o Proposed new software will allow scanning book covers to log books read.
- The Library partnered with Caregiving Youth organization to sponsor Reach for the Stars program.
  - o It is focused on Teen Caregivers.
  - o Schools sign up caregiving kids to provide them support
  - o 47 kids attended
  - o Cyndi commented that she received great feedback on the program from several people attending a Women's Executive Lunch and a Chamber Breakfast.
  - o Tutor.com useful for these teens
  - o The Library gave out library cards to attendees.
- Kanopy, a video movie streaming service is in contract (funded by the Friends).



- o Expected to be in operation by end of fiscal year.
- o The Library is trying out this service.
- o Primaries and General Election will be held at both DTL and SRL, and DTL will hold early voting for both elections.
- SRL has afterschool programs for students coming to the Library.
- o About 170 kids/day were coming to the Library to be picked up by parents.
- o Shilo Perlman led the effort to develop programs for these kids.
- o DTL now has a program from 6–9 pm, for older kids .
- Millionth Checkout is expected in late September.
- o 850K as of July.
- o A commemoration planned - perhaps an ice cream social. Susan can discuss procedures used with Glorias Goodies to control distribution.
- Maria Vega, library technology manager, wants to modify the order of spending in her Adult Technical Educational Program for the Discover Studio:
  - o Spend a portion of the budgeted \$6,500 for 3 high quality scanners to prepare for classes where the scanners are required.
  - o The request is one of reprioritizing the spending of a budgeted item. The Board agreed.
  - o No Board vote was needed as the total project budget is unchanged.

Oyuki Poletz requested \$150 for ice cream for staff at Summer Reading close.

- Elaine reported that the Summer Reading Program is under budget by \$150, so the money is there.
- No vote needed by the Board, and Oyuki will follow-up with Elaine.

Carol Rynk needs to verify receipts or invoices of items donated to the City by the Friends.

- Elaine reported that she provided credit card number to authorized Library staff member who then paid the bill – Carol, Amanda, etc. They should have the info. Friends of the Library Week is October 21-27
- The Library plans to display an outdoor banner.
- o New Social Media message to promote Friends membership posted daily.
- **Do the Friends want to set up a membership table?**

### **Board Meeting**

Ellen and Michelle requested that they stay for the entire meeting. The Board agreed.

**Treasurer’s Report: Elaine Caplan – (see also the submitted Treasurer’s Report)**

Elaine reported that we were over budget, but could cover overage with current funds.

- Cyndi pointed out that some things in the budget, for example the \$5K in the bookstore budget for a special project, were not expected to occur. We could be closer to budget than now expected.
- Emily's costs for musicians are going up.
- The treasurer's report was accepted.

**The minutes of the May 10 Board Meeting were accepted. See submitted minutes.**

**President's Report: Cyndi Bloom – (See also the submitted President's Report.)**

- VolunteerMatch has proved to be excellent source of new volunteers.
- The City was featured in the last Chamber meeting, including reports from Scott Singer, Lief Ahnell, etc.
- Library Manager interviews underway this summer.
- The Letter of Agreement between the Friends and the City is in process.
- The SRL roof terrace project is still a way "down the road."
- Cyndi distributed the library's new Giving Tree brochure.
- New SRL Giving Tree on the cover
- Ellen reported that Gumbo Limbo saw it and wants to do something similar.
- Cyndi moved that we sponsor a copper leaf for Susan for her Giving Tree efforts
- o The motion was seconded and approved.

**Bookstore Report: – (See also the submitted Bookstore Report).**

### **Joy**

- A sign giving bookstore hours has been installed on the window next to the door.
- No sign is yet on the door window.
- Volunteer training has been upgraded.
- Phone is now working but does not ring.
- o Donations are therefore up
- Doreen is leaving the bookstore.

### **Doreen**

- Online sales tax to be paid to the states status.
- o A subset of states are now prepared. Florida is not.
- o Amazon will probably develop some service
- § It will come with a fee.
- o Wait and evaluate as the situation evolves.

- Evaluated whether we should continue with Amazon.
- o As of now, we should continue with Amazon.
- 150 books on Amazon were investigated & repriced.
- o Many sold.
- o 261 books delisted, many of which were sold by David Wolf.
- Amazon procedures were updated.
- o Installed Verification App on office computer to provide code.
- o To handle multiple workers accessing Amazon and needing 2-step verification code, recommended getting a Vonage line to receive orders.

### **Membership: Cyndi standing in until new membership chairman starts**

- 4 new memberships this month
- A new Chairman needed by annual drive start – Sept., could be Oct.
- Connelly is a prospect.
- Is it necessary that the Membership Chairman be on the board?
- o Marilyn & Cyndi suggest leaving the Board is for this year.
- o Should membership fee levels be adjusted? Cyndi pointed out that the 2019 memberships will start September 1st. It is too late to change brochures and all relevant media in just a few weeks.
- o **Marilyn moved that due to lateness, we leave the levels unchanged for this year, and establish a project team next year to address fee levels.**
- §**The motion was seconded and passed.**

### **Cyndi recommended that we look into hiring a paid part-time person to do administrative work for the Board.**

- Admin. Work is getting burdensome.
- Estimate \$400 -500 per month.
- 25 hours at \$15/hour is \$375.
- We pay the bookkeeper \$400/mo., and the tax preparer about \$1,000 per year.
- **Cyndi will put together a proposal and job description. She'll get it out to Board members for comment. It will be part of budget discussions for 2019.**

### **Fall Plan – See also the submitted Board Planning Calendar**

- Target for Library to present 2019 **funding** priorities is **September 6th** Board Meeting.
- o Ellen said the target was doable.
- § Library budget planning meeting August 10.
- § Cyndi requested a Library target of about \$50K.
- § Note: the City will give the Library it's budget the first week of October.
- o Elaine's provided input schedule for the Friends budget planning
- § September: - The Library's request input.

§ October: The Friends budget request input.

**Adult Programs Speaker Series: Krista Maki – (See also the submitted Adult Programs Report)**

Faith Batt, Speaker Series Manager, has a potential speaker, who came highly recommended, who would speak on Medical Marijuana. Would this be appropriate?

Ellen & Michelle thought it would be appropriate if tightly controlled to stick to the facts, and not stray into politics. Board members asked if such a talk would fit into our mission of supporting the Library and its goals.

Ellen reported that Joline Capella had contacted her about presenting the topic. I reported to Faith, and provided Joleen Copella's contact information.

NOTE: Faith's current schedule does not include a medical marijuana presentation.

Adjourn: 5:40 pm

5/10/2018

**BRPL Friends Board Meeting**

**3:30 - 5:30pm**

**Downtown BRPL conference room**

**In attendance:** Cyndi Bloom, Betty Grinnan, Joy Fishkind, Doreen Griffiths, Krista Maki, Victor Martinez, Joanne Toulantis and Tracy Wasserman

**Guests:** Ann Nappa, library manager, and Maria Vega, new technology librarian

Recording Secretary: Tracy Wasserman

Call to Order: 3:30pm

**Library Report**

Maria introduced some of the new technology ideas the library is implementing, such as virtual reality in the Discover Studio, new coding classes, new digitization projects, and new library app advertising.

Ann presented the April library program highlights, and the upcoming library programs, including plans for the summer reading program.

It was noted that circulation for the year to date is close to 600,000 items.

Ann also reported that the new Boca Raton Recreation Services Deputy Director, Michelle Zimmer, will be starting in her position on 6/4.

### **Treasurer's Report**

Elaine was not present, but she reported prior to the meeting that we are 1/3 of the way through the budget year, and the income and outflow are as expected at this time of the year.

The Treasurer's Report was approved.

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

The minutes of the Board meeting of 4/12/2018 were reviewed and unanimously approved.

### **President's Report**

Cyndi presented her written report on her advocacy efforts, and a summary of other Friends activities. She also advised that at the Womens' Executive Club of Palm Beach County luncheon that she recently attended, she mentioned the Friends is entertaining sponsorships.

### **Bookstore**

Joy advised that the emphasis in the bookstore will be communication with the bookstore volunteers, including updates on the Friends' social media marketing efforts.

Joy also advised that a new training program has been implemented.

### **Social Medial Progress - Updates**

Joanne distributed the reporting results from the Sun Sentinel regarding the first digital marketing campaign in April. It was noted in summary that visibility on our Facebook page has increased substantially since we started the campaign.

Action: Doreen will write up the Facebook campaign for the bookstore in July, which will focus on attracting teachers and students to the bookstore to buy books for the upcoming new school year.

### **Old Business Updates**

Living Voices Presentation: Betty reported on the planning, invitations and other outreach for the May 20<sup>th</sup> special event presentation. Cyndi advised she sent an invitation to the League of Women Voters.

Membership update: Lillian was not present but she submitted a report on current membership numbers prior to the meeting. Ways to simplify membership signups were discussed, including automatic yearly membership. It was decided to discuss some options at a future meeting.

Adult Programs: Krista discussed the possibility of having a videographer record our BYOL events and put them on YouTube. It was discussed that if we get a response to our posted videographer volunteer opportunity, this would be one of the projects we could attempt.

### **New Business**

Summer Reading Kick-Off Party: Victor reported on planning for the Friends participation in the library's summer reading kick-off party on June 9<sup>th</sup>.

Fall Planning: Discussion postponed.

Other: Betty discussed the planning for the Ben Franklin historical re-enactor next March.

Decision: It was agreed to also fund his appearance for the Florence Fuller kids in the afternoon, in addition to the public performance. It was moved and unanimously agreed to fund up to \$1800 for both programs.

Adjourn: 5:30 pm.

4/12/2018

**BRPL Friends Board Meeting**

**3:30 - 5:30pm**

**Downtown BRPL conference room**

**In attendance:** All Board members.

**Guests:** Nancy Hendry, bookstore volunteer.

**Other special guests:** Brandon Figueroa and Dina Soldo of Sun Sentinel Media Company, who gave a presentation on the Friends social media marketing plan.

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

### **Library Report**

Ann Nappa was not present at the meeting, but in her written report Ann provided an update on library management and operations for March, and upcoming programs for April.

### **Treasurer's Report**

Elaine presented budget income and expenses to date. She reported that we have taken in about 22% of our projected income for the year, and have spent about 23% of our projected expenses for the year.

The Treasurer's Report was approved.

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

The minutes of the Board meeting of 3/8/2018 were reviewed and unanimously approved as amended.

A motion was made and unanimously approved to put the approved Board minutes for January, February and March of 2018 on the website and for the next six months thereafter, and to evaluate website traffic.

### **Bookstore**

Joy presented a written report on activities in the bookstore over the past month.

Bookstore sales were approximately \$8400 for the month of March. She pointed out that sales are down \$500 a month from last year.

### **President's Report**

Cyndi presented a written report regarding an update on her activities on the social media marketing campaign strategy and an updated on her attempts to secure a Junior League grant for the library's Summer Reading program.

### **Social Medial Presentation by Sun Sentinel Media Company**

Brandon Figueroa and Dina Soldo discussed the Sun Sentinel's marketing campaign for the Friends, featuring the April campaign email blast and Facebook posts and ads which have already been prepared and implemented.

### **Old Business Updates**

Living Voices Presentation: Betty reported that 99 people have signed up to date for the May suffragettes program, which includes a troop of about 30 girl scouts.

A motion was made and unanimously approved to serve lemonade and cookies at the event, and to request these refreshments from Walmart by way of a donation, and if not successful, to budget \$100 to obtain the refreshments. Lilian will contact Walmart.

Betty also reported that we can get another special event program for March of next year, for an historical re-enactor to perform Benjamin Franklin. A motion was made and unanimously approved to secure his appearance for next March.

Patch Reef Part Children's Fair: Lilian reported that she went with Shiloh from the Boca Raton Public Library to the Patch Reef Park Children's Fair, where they promoted the library and the bookstore to families attending the fair and handed out literature including bookstore bookmarks.

### **New Business**

Cyndi and Lilian will be securing new tablecloths for our events, that will be printed with our logo. Lilian also secured new badges for the Board.

Adjourn: 5:30 pm.



3/8/2018

**BRPL Friends Board Meeting**

**3:30 - 6:00pm**

**Downtown BRPL conference room**

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

**Guests:** Ann Nappa (library manager) and Michael Kalvort (new Recreation Services Department Director for the City of Boca Raton).

Recording Secretary: Tracy Wasserman

Call to Order: 3:30pm

**Library Report**

Ann provided an update on the progress of Friends program funding for the library. She also reported on the success of one of the programs, the Family Book Brunch, that took place earlier in the month, funded by the Friends.

Ann reported that the library recently got an upgrade to their ILS system which is scheduled to go live in April, and have now hired a new ILS librarian, Maria Vega.

Ann also reported that the library's goal to reach 1,000,000 circulated items is on track this year: 425,000 items circulated since October (start of fiscal year), which is over 100,000 items last year at this time.

For other goals, Ann reported the library has developed four goals to focus on as a result of the recent survey analysis: communication, knowledge, accountability, and cooperation. In addition, Ann and library staff are focusing on making the BRPL a library to be recognized nationally.

Lastly, Ann talked about the grant funding for the Gale Online High School program. SEFLIN (Southeast Florida Library Information Network) has provided \$8,000 to the library for funding, as part of an initiative of 17 libraries in 12 counties that are providing the program as a scholarship program. The BRPL needs \$2,100 more to completely fund the program. Once funded the library would start with a maximum 5 people enrolled in the program. Ann advised that she has a meeting with Boca Helping Hands set up about working with them to recruit people to enroll in the

program. Cyndi advised it might be a good idea to create a relationship with the scholars enrolled to help promote this and other library programs.

A discussion was held during the Treasurer's presentation concerning the funding of this program. A motion was made and unanimously approved to find the additional funding for the program via a grant. Krista advised that she might be able to obtain an IBM grant for the remaining program money.

**Action:** Krista will apply for an IBM grant for the remaining \$2,100 in program money.

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

The minutes of the Board meeting of 2/8/2018 and the minutes of the Special Board meeting of 2/20/2018 were reviewed and unanimously approved, as amended.

### **Treasurer's Report**

Elaine reported that this month we currently have a \$5,000 negative net income for the month but that this is to be expected now that some expenses are being paid for the year.

The Treasurer's Report was approved.

### **President's Report**

Cyndi started a discussion on the Board's thoughts regarding Peter Pearson's fundraising ideas presented at the 2/20/2018 Special Board meeting. Cyndi thought we should include a fundraising drive per year in addition to a membership drive, as per Peter Pearson's advice, and also thought we could perhaps change our membership dues to one set amount for everyone.

Discussion was held regarding getting new Board members, another one of Peter Pearson's suggestions.

**Decision:** A motion was made and seconded to add an amendment to the Bylaws stating that we will change the current 13 member Board member maximum to an open ended number of Board members. The motion was unanimously approved.

**Action:** Susan will draft the Bylaws amendment.

## **Old Business Updates**

Bookstore: Doreen pointed out that the bookstore volunteers may be able to help with our marketing goals.

South Florida Community News: Joanne reported on the six-month contract with South Florida Community News that starts in April, and includes a targeted email blast to 25,000 Sun Sentinel subscribers, two Facebook boosted posts, and two Facebook ads each month. A content calendar was created for the next six months, which will include a post or ad every month promoting the existence of the bookstore.

Joanne also advised that every month we will get statistical information from South Florida Community News regarding the demographics of people clicking through on the posts and ads.

The use of pictures to promote the bookstore was also discussed.

Action: Joy will ask bookstore staff to send Tracy and/or Joanne pictures of the bookstore and its customers on a periodic basis for marketing purposes.

Living Voices Program: Betty has sent publicity information to Tracy, and also to Oyuki to promote the Living Voices Program at the library on May 20<sup>th</sup>. Tracy reported that Linda Holtz, our grant writer, is attempting to get a Publix sponsorship for the Living Voices program, through a contact she has at Publix.

Patch Reef Park Spring Children's Fair: Lilian reported in her membership report on working with the BRPL to participate in the Patch Reef Park Spring Children's Fair on March 20<sup>th</sup> to outreach to parents with children on behalf of the library and the Friends.

## **New Business**

Volunteer Recognition Luncheon: The volunteer luncheon will be April 9<sup>th</sup>. Cyndi will hand out volunteer recognition pins at the luncheon to volunteers who have a certain number of years of service with us.

Tracy will send out a Constant Contact invitation to the luncheon to all volunteers.

Adjourn: 6:00 pm

2/8/2018

**BRPL Friends Board Meeting**

**3:40 - 5:45pm**

**Downtown BRPL conference room**

**In attendance:** Cyndi Bloom, Betty Grinnan, Susan Sosin, Elaine Caplan, Krista Maki, Joanne Toulantis, Joan Iler, Victor Martinez, Joy Fishkind, and Doreen Griffiths.

**Guests:** Ann Nappa (library manager), Renee McCabe Johnson (Library Advisory Board) and Susan Roker (Senior Vice President and Wealth Advisor at Wells Fargo)

Recording Secretary: Joanne Toulantis

Call to Order: 3:40pm

**Library Report**

Ann thanked the Friends for the generous donation of \$50,000 to the SRL and the huge success of the SRL 10th Anniversary Party, reporting that there were a number of newspaper and online articles about the substantial gift given by the Friends. She conveyed how impressed her new boss, Michael Kalvort, is with our organization. It was agreed to invite Michael to attend a board meeting.

Ann also gave positive feedback from the first BYOL meeting. She also shared the invitation to the Book Brunch (which replaces the Mother Daughter Tea). The book will be *A Wrinkle in Time* which is also a movie to be released in the near future.

Ann also advised on upcoming events at the library.

**Review and approval of minutes**

The minutes of the Board meeting of 1/8/2018 were reviewed and unanimously approved.

**Treasurer's Report**

Elaine reviewed the 2018 budget to date and deemed it to be in good shape. Her report was approved.

In other matters, Elaine advised volunteers are covered by our insurance when taking cash to the bank in the event any money is stolen while in the possession of a volunteer.

## **President's Report**

Cyndi reviewed the Presidents Report for January/February 2018. She advised that she invited Peter Pearson, former Executive Director of the Minneapolis/St Paul Library Foundation, to a special Board meeting on February 20 to discuss some ideas for the future direction of the Friends, including planned giving.

Cyndi also reported that the first BYOL program was a success and informational, and that at the March meeting, we may discuss taking attendance and limiting attendance to Friends members only.

## **Old Business Updates**

SRL Anniversary Reception wrap-up and learning: Cyndi reported on the presentation of the donation to the SRL and the 10th Anniversary reception party and the positive impact it had on everyone.

Contract agreement with South Florida Community News: Marketing plans were addressed and Joanne reported that a signed contract is in effect with South Florida Digital. We are in the planning stages and need to determine the demo, art and text for online marketing.

## **New Business**

Patch Reef Park Spring Children's Fair (March 20): Cyndi reported that upcoming events include plans to attend Family Day at Patch Reef Park, where the cost for the Friends to have an exhibit is \$95.

Other upcoming events: Betty reported that for Black History Month, the Friends will sponsor a West African drummer to perform at the library for the Florence Fuller Child Development Center pre-school and afterschool care kids program. She also reported that on May 20, the Friends will sponsor The Living Voices, "Hear My Voice" program on women's suffragists at the downtown library.

## **Committee Reports**

Bookstore: Doreen reported strong bookstore sales in January of \$7,717.93.

## **New Business – Planned Giving**

A presentation was given by Renee McCabe Johnson (Library Advisory Board) and Susan Roker (Senior Vice President and Wealth Advisor at Wells Fargo) on planned giving.

Adjourn: 5:45 pm

# 1/11/2018

## **BRPL Friends Board Meeting**

**3:35 - 5:50pm**

**Downtown BRPL conference room**

**In attendance:** Cyndi Bloom, Betty Grinnan, Susan Sosin, Elaine Caplan, Marilyn Spechler, Krista Maki, Joanne Toulantis, Joan Iler, Victor Martinez, Lilian Barria and Tracy Wasserman.

**Guests:** Ann Nappa (library manager)

Recording Secretary: Tracy Wasserman

Call to Order: 3:35pm

### **Library Report**

Ann reported on happenings at the library, including the retirement of Buddy Parks as Deputy Director of Recreation Services. She also advised that Michael Kalvort, who served as Parks and Recreation Director for Virginia Beach, has replaced Mickey Gomez as Director of Recreation Services in Boca Raton.

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

The minutes of the Board meeting of 11/9/2017 were reviewed, amended and then unanimously approved.

### **Treasurer's Report**

Elaine presented the December financial report. Net income for 2017 was \$4,934.

Elaine reported an expenditure of \$3,184 under Library Support – Youth Services for book bags that were ordered early for the 2018 summer reading program, and that \$3,502 was charged to administrative expenses for the first half of the SRL Giving Tree expense.

Elaine also advised that Ellen Percher is no longer able to make the bookstore weekly deposits. Joy and Doreen will decide who her replacement will be; it is noted that Lilian has volunteered to do it.

Elaine discussed the re-draft of the 2018 budget, which will be finalized at the end of January. Some big expenditures, such as the SRL Giving Tree, will get separate line item entries, and the existing funds from the savings account will not be reported on the 2018 budget.

### **President's Report**

Cyndi advised that she ordered 100 copies of the library's annual report to distribute as part of our outreach to the community, as the Friends are well represented in it.

Cyndi re-visited the 2017 proposed goals of the Friends, and our goal priorities. Discussed were the goals that have been met, which were developing a bookstore plan, and getting more volunteers in leadership positions. Goals for 2018 that we want to work on include:

- 1) developing a bookstore marketing strategy (Joanne, Cyndi, Lilian & Tracy comprise a marketing committee);
- 2) developing membership;
- 3) developing the capability of charging for special events and managing money collected for special events; and
- 4) developing a fundraising strategy, including planned giving.

Cyndi has invited the retired former director of the Friends of the St. Paul, Minnesota library, Pete Pearson, to give a presentation at a special Board meeting to discuss some of the ways we can work towards these goals. She also advised that Renee Johnson of the Library Advisory Board works for Wells Fargo, which could give us insight into planned giving.

Another 2017 goal concerning the restarting of the audit committee was discussed. It was noted that we have a bookkeeper and an accountant who provide some oversight.

Decision: The Board will review the audit procedures once a year.

### **Old Business Updates:**

SRL Anniversary Reception (1/26/2018): Betty and Lilian provided an update on the planning of the SRL event on 1/26/2018. It was decided that members and VIPs who signed up for the event would be invited to bring a guest, as not as many people signed up for the event as expected. Other VIPs to be invited were discussed as well. It was also decided to invite the library staff.

Decision: Tracy will send out an email to event registrants advising that they can bring a guest to the SRL event.

Gift for SRL Anniversary: Susan advised of the cost of the signs to be displayed at the SRL event - the poster of the Giving Tree, and the 6'2" check showing our \$50,000 gift.

Decision: It was decided to spend up to \$300 for the two signs.

Brown Bag Lunches: Krista is composing a press release for the February 5<sup>th</sup> brown bag event, which Tracy will send in an email to members.

Media marketing: Joanne advised that upon further research, she decided to use her \$5,500 budget to focus on digital, not print, marketing. She has consulted with South Florida Digital Services who will provide a full scale of services, including email blasts to zip codes we want to reach and social media postings. South Florida Digital Services also did an analysis of our current website and social media to advise of ways to improve traffic. Joanne is planning a meeting with representatives of South Florida Digital Services in a couple of weeks, with a goal of using their services to increase membership and driving people to our bookstore.

Joanne is also working with Boca Chamber Live to videotape stories for the Friends to post on our website.

Joanne also advised that we could advertise at the March 7<sup>th</sup> YMCA inspiration breakfast which is an annual community event that over 500 people attend. This year the UM football coach will be speaking at the event. She advised that we could get a half page ad in the program for \$275.

Decision: It was unanimously agreed to buy the \$275 ad in the YMCA breakfast. Cyndi will compose the ad.

Membership: Lilian reported that to date we have 275 members signed up for 2018.

Grant writing: Tracy reported that Linda Holtz is almost ready to submit a grant application to Publix, and one to Costo as well, for the funding of the Gale Online HS



program. Tracy also reported that Linda will resubmit the Walmart grant application for the Florence Fuller Program to a few other Walmart stores.

**New Business:**

March Special Event: Cyndi advised she and Lilian are discussing the planning of a St. Patrick's Day fundraising event.

Adjourn: 5:50 pm