

The Friends of the Library Executive Board will meet on Monday, March 19, 2018, at 7:00 p.m. in the Library Board Room. This will be an open meeting. Committee chairs and members are welcome.

## AGENDA

1. Call to order (Sowls)
2. Motion to approve minutes from the meeting held Monday, February 26, 2018 (Sowls)
3. Call for additions to agenda and announcements (Sowls)
4. Treasurer's report (Weidman)
5. Board liaison report (Brant)
6. Library director's report (Westby)
7. Program & Development Coordinator and Administrative Assistant (Baroni/Claudio)
  - a. Annual Meeting – One Book One Community
  - b. Corporate Membership Update
  - c. QuickBooks Presentation
8. Committee Reports
  - a. Book Sale (Rich)
  - b. Books for Babies (Claudio/Baroni)
  - c. Give a Kid Book (Sowls)
  - d. Nominating Committee (Sowls)
9. Old business
  - a. Computers for Book Sale
10. New business (Sowls)
  - a. Chamber of Commerce
  - b. 2018 Library Annual Requests

cc: Pamela Westby, Library Director  
Grace Rich, Book Sale Committee Chair  
Nancy Sowls, Give a Kid a Book Committee Chair  
Brenda Brant, Nominating Committee  
Isa Small, Programming & Communications Services Manager

Enclosures/Attachments

### **The Mission of Friends of the Library**

*To encourage public use of and advocate for library resources and services; To assist in fundraising efforts that provide the public with an enhanced library collection and improved services; To support the Freedom to Read statement of the American Library Association; To provide volunteer services requested by the library for special events and projects.*

**Friends of the L.E. Phillips Memorial Public Library**  
Minutes of Regular Board Meeting  
**February 26, 2018 (postponed from February 19, 2018, due to weather)**

**Board Members Present:** Maria Baroni, Development & Program Coordinator (nonvoting); Brenda Brant, Past President; Jamie Claudio, Administrative Assistant (nonvoting); Grace Rich, Secretary; Audrey Roecker, Vice President; Nancy Sowls, President (presiding); John Stoneberg, Member at Large; Donna Weidman, Treasurer

**Absent:** Steve Green, Member at Large

**Guests:** Amanda Favret; Kim Hennings, Assistant Library Director; Sara Kocken

1. **Call to order** at 7pm in the Board room of the L.E. Phillips Memorial Public Library (Sowls).
2. **Motion to approve minutes** from the January 29, 2018, meeting. Dollar amount of membership renewals on Page 2, Item 8 changed to accurately reflect \$371. (Stoneberg); Seconded (Weidman); Approved.
3. **Call for additions** to agenda and announcements (Sowls). None.

4. **Treasurer's report** (Weidman)

January 2018

Revenue:

Memberships: \$3,166; 86 percent to budget  
Book Sales: \$6,547; 93 percent to budget  
Online book sales: \$1,998; 109 percent to budget  
Give-A-Kid-A-Book: \$35; 154 percent to budget  
Total revenue \$11,775; 79 percent to budget

Expenses:

Membership: \$268  
Newsletter: \$134  
Give-A-Kid-A-Book—Books: \$86  
Give-A-Kid-A-Book—Expenses: \$155  
Books for Babies: \$2,297  
Book Sale: \$150  
Online Book Sale: \$950  
Total expenses: \$5,562; 50 percent to budget

Ending Balances: Checking balance—\$22,477; Online book sale checking—\$13,030

Net worth—\$86,569

NOTE: Will be dispersing \$12,500 + library's annual allocation from this amount

5. **Board liaison report** (Brant)

- Requests from the board for allocation will be coming our way soon
- Bill Eierman, Library Board president; Brenda Brant, FOTL past president; Pamela Westby, Library Director went to Madison to Library Legislative Days; Met with Representative Warren Petryk, Representative Dana Wachs, Senator Kathleen Vinehout

6. **Library director's report** (Hennings)

- Kim is working with security; is in charge of fobs
- Launched self-check stations last week in library; mixed reaction from the public

7. **Program & Development Coordinator's/Administrative Assistant's reports** (Baroni/Claudio)
  - (Baroni) Annual Meeting combined with One Book One Community program at 11am Saturday, April 14; have requested donations from Sam's Club and Festival for food; food and seating in Chippewa room and more seating in Red Cedar room; might do slide show for people to watch while they're eating
  - (Baroni) Youth Services Thank You; presented thank you card from Youth Services created by children to acknowledge appreciation for the Friends' annual support
  - (Baroni) Propose we offer corporate Friends' sponsorships; distributed description of possible sponsorship levels from \$250 to \$1,500, showing benefits to sponsor at each level
  - Considering sending mailing to corporations based on Chamber list; Maria will get information about FOTL becoming a Chamber member
  - Subcommittee of Brant, Rich, Roecker, Stoneberg formed to discuss bookseller membership fee and possible relationship/impact on corporate sponsorships; Maria will schedule a time for the subcommittee to meet
  - (Claudio) Adopt-a-Shelf update; volunteer interest has exploded in the last two months; added nine volunteers; setting up appointments for two people and have interest from four more; need volunteers to work with reference and audiobooks shelves; have ten empty shelves—four in adult fiction and six in nonfiction
  - (Claudio) Can pull information from QB into Excel
8. **Book sale report** (Rich)
  - No sales in February
  - In good shape with sorting; appraising is getting caught up
  - Online sales still going well; more PayPal sales; online teams are effective
  - John in charge of media sales
  - Four interns—Paige; Briana; someone from the Executive Assistant program; possibly Matthew
  - Setting up a separate eBay sales team
  - Collecting books for Hogwarts After Dark event in September
9. **Books for Babies report** (Claudio/Baroni)
  - (Claudio) Sacred Heart birth rate is still down; they're predicting a birth rate in March in the mid-60s instead of 100; will only get 1 box of 48 packets instead of 2 boxes
  - (Baroni) Members are asked to renew memberships in October; another mailing sent out in November for GAKAB and another one in May as a reminder to renew memberships; proposed adding a Books for Babies mailing in March and requesting donations; these mailings would go to individual members, not corporate sponsorships
10. **Give a Kid a Book report** (Sowls)
  - Inventory done; books on shelves; ready for 2018 season
  - Finding Hmong books may be an issue for 2018; Nancy can get books from the Hmong bookstore in the Cities
  - Board expressed appreciation for Nancy's excellent efforts and outstanding results
11. **Nominating Committee report** (Sowls)
  - Nominating committee is past president, vice president and president, but Nancy requested input from other board members about how to market these opportunities to the FOTL members
  - Baroni noted that new volunteers increased by 20 people; perhaps this is a group to solicit for possible participation

- Nancy asked for incumbents to provide documented job descriptions of each office as a way to inform potential board members about the opportunity
- Stoneberg suggested we document the potential time commitment for each position
- Nominating Committee reported names of persons to fill four vacancies:
  - Vice president—Brenda is collecting names
  - Treasurer—Sara Kocken
  - Secretary—Amanda Favret
  - Member at large—Jordan Beranek

12. **Old business** (Sowls)

- After Dark series ticketing—Isa and Pamela talked to the Friends about being ticket processors for After Dark series; discussed with Isa to see if what the After Dark series needs is compatible with what we can provide; would be a link for people to purchase tickets from the After Dark web site; Friends would create a form using Donor Snap; could modify process after each event; Children’s museum processed last year; need a different sponsor this year; a \$2 processing fee would cover the credit card fee and Jamie’s wages/time to process
- Board expressed concern that Jamie would have time to add this activity to her other duties in her 15-hour per week assignment; will re-evaluate time commitment after this season
- Brant moved that Friends be a sponsor for the After Dark series and collect the ticket money for the 2018 season; Stoneberg seconded

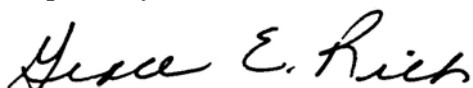
13. **New business** (Sowls)—Computers for book sale

- Running against CPU time, RAM; computers are freezing; processing online books frustrating and time consuming because of computer issues
- Grace will talk with Kris Nickel about specs and pricing
- Board recommended we get new computers

The next regular board meeting is scheduled for March 19, 2018, at 7:00pm in the Board Room of the L.E. Phillips Memorial Public Library.

Meeting adjourned 8:32pm.

Respectfully submitted,



Grace E. Rich, Secretary

**Friends of the  
L. E. Phillips Memorial Public Library  
Treasurer's Report February 2018**

	<b>February</b>	<b>Annual</b>		<b>Budget</b>
	<b><u>Actual</u></b>	<b><u>Budget</u></b>	<b><u>YTD</u></b>	<b><u>Remaining</u></b>
<b>Revenue</b>				
1 Memberships	\$940	\$20,000	\$18,074	(\$1,926)
2 Booksales	0	22,650	20,989	(1,661)
3 Online Booksales	240	7,000	7,858	858
4 Grants	0	5,000	0	(5,000)
5 Give-a-Kid-a-Book	0	4,000	6,145	2,145
6 Fund Raising	0	1,000	0	(1,000)
7 In Honor Of	0	1,700	1,441	(259)
9 Interest	27	300	237	(63)
10 Miscellaneous	329	1,000	1,795	795
11 Monies Received for Library	0	7,000	4,000	(3,000)
12 Transfer to Fund Balance	<u>0</u>	<u>6,857</u>		<u>(6,857)</u>
<b>Total Revenue</b>	<b><u>\$1,537</u></b>	<b><u>\$69,507</u></b>	<b><u>\$56,540</u></b>	<b><u>(\$12,967)</u></b>
<b>Expenses</b>				
10 Library Allocations	0	20,000	0	20,000
12 Salaries	2,032	22,700	14,476	8,224
13 Payroll Taxes	155	1,700	1,134	566
14 Memberships	147	2,000	1,124	876
15 Programs	138	500	276	224
16 Telephone	0	85	35	50
17 Newsletter	334	1,600	1,245	355
18 Give-a-Kid-a-Book: Books	0	4,000	3,165	835
19 Give-a-Kid-a-Book: Expenses	0	400	273	127
20 Books for Babies	134	6,000	9,678	(3,678)
21 Fund Raising	0	500	0	500
22 In Honor Of: Library	100	1,700	1,441	259
23 In Honor Of: Expenses	0	150	0	150
24 Booksales: Expense	317	1,450	1,012	438
25 Online Booksales: Expense	68	2,922	1,565	1,357
27 Insurance	2	300	263	37
28 Staff Appreciation	0	1,000	0	1,000
29 Volunteer Appreciation	0	300	0	300
30 Administrative	87	1,000	1,322	(322)
31 Subscriptions/Org. Memberships	120	900	858	42
32 Miscellaneous	4	300	547	(247)
33 Monies Remitted to Library	0	7,000	4,000	3,000
34 Transfer to Fund Balance	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<b>Total Expense</b>	<b><u>\$3,638</u></b>	<b><u>\$69,507</u></b>	<b><u>\$38,414</u></b>	<b><u>\$31,093</u></b>

Miscellaneous Income: Amazon Smiles - \$102.41; Book Sale Reimbursement - \$127.04; Donation - \$100.00  
Miscellaneous Expense: Credit Card Interest -\$4.45

### Checking Account Recap February 2018

Balance January 31, 2018	\$22,477.09
Deposits	1,536.92
State With Liability	34.33
Fed Tax Liability	
Online Booksales	(240.25)
Charter Bank Investment Int	(27.26)
Withdrawals	<u>(3,638.45)</u>
Balance February 28, 2018	<u>\$20,142.38</u>

Balance per Bank Statement 02/28/2018 \$20,532.97

2772	236.00
2773	4.59
2774	100.00
2775	<u>50.00</u>

Total Outstanding Checks \$ 390.59

Balance per books 02/28/2018 \$20,142.38

### Statement Financial Position

February 28, 2018

Cash: Booksale Change	300.00	
Cash: Checking (RCU)	20,142.38	
Cash: Online Booksale Checking	13,270.30	(\$1,200 transferred into checking)
Savings: RCU	5.01	
Money Market: Charter Bank	50,798.47	
Federal Tax Liability	0.00	
State With Liab	<u>(48.82)</u>	
	<b><u>\$84,467.34</u></b>	

% of

**Bdgt**

90%  
93%  
112%  
n/a  
154%  
0%  
85%  
79%  
180%  
57%  
n/a  
**81%**

0%  
64%  
67%  
56%  
55%  
41%  
78%  
79%  
68%  
161%  
0%  
85%  
0%  
70%  
54%  
88%  
0%  
0%  
132%  
95%  
182%

na  
**55%**



## **2018 ANNUAL REQUESTS TO FRIENDS (17,300.00)**

### **Dabble Box Supplies**

Dabble Box staff will need to buy a variety of craft supplies throughout the year for program and open lab times. Items purchased may include replacement materials for the vinyl cutter, 3D printer as well as various craft supplies. **Amount requested: \$1,000**

### **Arts West Prizes and Refreshments**

As in the past, we'd like to invite the Friends to support the cash prizes we give to the top four entries in the Arts West event as well as the special refreshments and decorations. The amount requested reflects expected funding needs for 2018. **Amount requested: \$1,400**

### **Chippewa Valley Book Festival**

In 2007, the Friends asked that funds for the Chippewa Valley Book Festival be requested from them each year. Held in the fall annually since 2000, the festival showcases authors of regional and national reputation and features readings, discussions, and workshops for readers and writers of all ages. The library supports the book festival with a donation of \$500 through its own programming funds, and will provide additional funding for writing workshops to be hosted at the library. **Amount requested: \$700**

### **Ads in Local Media**

The library would like to continue to advertise its programs, services and materials in small ads to run frequently in the Eau Claire Leader Telegram, Family Times, Senior Review, and Volume One magazine. We would also like to explore radio and television ads. Ads are especially appreciated for new programs and services, such as the One Book, One Community reading programming and the opening of the Dabble Box. The government rate for small, black and white ads in the newspaper is approximately \$140.00 each; ads in other media or in color are slightly higher. **Amount requested: \$2,000**

### **Program Refreshments**

The library would like to request funds from the Friends for refreshments at library programs. We continue to receive comments from customers that they enjoy and appreciate refreshments whenever they are served. Refreshments are a standard part of art receptions and special programs. **Amount requested: \$1,500**



### **Giveaway Items**

The library staff attends several community events at which they give away small items such as pencils and notepads imprinted with the library logo and contact information. These items attract attention to the library at the event itself and serve as a reminder about the library after the event has concluded. This year, we would like to provide materials with the new “So Much More…” branding. **Amount requested: \$1,200**

### **One Book, One Community**

The One Book, One Community reading program is an opportunity to start conversations on issues that affect our entire community. The Friends of the Library have pledged to sponsor a portion of the program (\$500) for 2018. We request funds to support special programming such as professional presenters for the 2019 program. **Amount Requested: \$700**

### **Youth Services Programs - Request for Prizes and Incentives**

This is our annual request for funds to support Youth Services programs and events. This request is part of an ongoing effort to increase participation in programs, particularly the summer library program. In 2015, Youth Services asked for money to cover the expense of buying a book for every child who finished a reading folder. We’ve given a book as the final prize each summer since and it has been a huge hit with both kids and parents. We give out approximately 1000 books each summer to babies, kids and teens. This year’s request for funding will make it possible for us to purchase books once again as a final prize for kids who finish one of the three reading folders as well as fund the teen prizes and other programs throughout the year. **Amount Requested: \$2,000**

### **Early Literacy Spots**

In 2011, Youth Services introduced the Play and Learn area as part of our work on the Library’s Strategic Plan. The Play and Learn area features spots for children birth to 5 that provide fun activities to help build literacy skills through play and give tips to parents on how to extend the fun at home. Play and Learn is a popular destination for many parents and children in the Eau Claire area; many families include a visit to Play and Learn as a part of their weekly routine. Themes are changed on a quarterly basis, and with each theme change, toys and costumes are rotated in and out, and furniture is rearranged. Recent themes include “Alphabet Soup” and “Outer Space”. The areas center around five “practices” that are featured in Every Child Ready to Read @ Your Library. The practices are talking, singing, reading, writing and playing. We are asking for funds to support the continued growth and development of this essential – and very popular - area of the children’s room. **Amount Requested: \$1,500**

### **Nintendo Switch gaming system**

Group gaming is a popular social activity for youth. This video game system would be used to provide programming opportunities for elementary-aged kids, teens and their families. Gaming together at the library can be a positive experience that helps build new friendships in a neutral environment. The system offers a variety of family-friendly games, and its wireless remote and

motion-sensing technology makes it more accessible to a variety of physical abilities. The amount requested includes console, two extra controllers, and one family-friendly game. In addition, we will be turning in two older game systems that the Friends have purchased for us in 2008 and 2013 for the Friends to sell. **Amount requested: \$500**

### **School-age activity backpacks**

In 2014 Youth Services requested funds to create six Nature Backpacks. The packs contain items such as nature guides, books, hands-on materials such as leaf rubbing plates, animal track cards and bug magnifying viewers. We would now like to diversify our backpack collection by offering different themes to appeal to variety of interests. The ideas for the first two kits are a STEM kit and a babysitting pack. All of the backpacks are geared towards school-age children and will include books and activities related to the topic. **Amount requested: \$600**

### **BookBike giveaways & staff t-shirts**

During the first two seasons the BookBike has been out in the community, we have offered a variety of giveaways to distribute to all ages. This year, we would like to purchase new giveaways, primarily for the special community events that we attend throughout the season. In addition to the giveaways, we would like to request funding to purchase additional BookBike t-shirts for staff to wear during their shifts. We will be adding team members this year and would like everyone to be easily identified as BookBike staff when they are at events in the community. **Amount requested: \$500**

### **Summer Library Program T-shirts**

Staff would like to request funds to have t-shirts printed to promote the 2018 summer library program. The theme for the kids, teen and adult summer reading programs is Reading Rock Stars. This would provide t-shirts for all of the public desk staff in Circulation, Reference and Youth Services. **Amount Requested: \$300**

### **Books on Buses**

In an effort to move towards our strategic goal of “engaging customers through community-based services and partnerships by providing outreach services to our community”, the library partnered with the City of Eau Claire Transit to bring “Books on Buses” to our community in 2017. This initiative was one of the first of its kind in Wisconsin and several libraries throughout the state and country have looked to this model to implement their own programs. Goals are to reduce poverty by increasing literacy skills and remove the barriers of access to books by making them readily available and free for everyone while allowing transit riders to build social connections and increase social engagement. We are requesting funding to purchase books in areas where there is the most demand, primarily children’s picture and nonfiction books. **Amount requested: \$1,000**

### **2019 Year-Long Reading Challenge**

Customers will read one title matching a category per month with a monthly drawing of \$10 Chamber Bucks for those who participated. Every participant who completes all 12 months will get an automatic prize and a chance to win a Kindle Fire. This is a passive program where customers would read on their own from categories presented by the Library.

**Amount requested: \$600**

### **Senior Americans' Day**

The library requests funds to pay for a table at Senior Americans' Day. This would allow the library to have a presence to let people know of the programs and other items offered at the library for them to utilize. **Amount requested: \$100**

### **Home Delivery**

As a thank-you, we would like to continue to give holiday cards and small gifts (candy) to the volunteers and participants of the home delivery program. This practice continues to be very popular and well received. **Amount requested: \$400**

### **Adult Summer Reading Program**

The adult summer reading program will be offered at the library again this year. Participants will complete cards by reading books or listening to books of their own choice. This program continues to be successful in encouraging adults to read. The funds are used for decorations and prizes. **Amount requested: \$700**

### **Adult Winter Reading Program**

The library has started a winter program for adult readers. It runs for one month in February. People are asked to read 3 books and give a review on one of them. This funding would allow the library to offer prizes similar to the prizes in its other reading programs.

**Amount requested: \$400**

### **Miscellaneous Program Prizes**

The library is offering more programs of shorter duration, such as "Guess the Title", and would like to offer a small prize and refreshments at some of our workshops and short programs to encourage participation. **Amount requested: \$200**

## **2018 ANNUAL STAFF AFFAIRS REQUESTS TO FRIENDS (1,000)**

### **Staff Affairs Committee - Request for Staff Appreciation Party**

Beginning in 2012, the Friends have generously donated funds to the library's Staff Affairs Committee so that it may host a staff appreciation party as a way to honor and thank our colleagues for their dedication and service. With your continued support, the committee may once again look forward to planning another event this year. **Amount Requested: \$400**

### **Staff Affairs Committee - Request for Employee Recognition**

When library employees attain service milestones (5 years, 10 years, etc.), they are presented awards such as a certificate of appreciation, Chamber Bucks, or a custom plaque depending on the length of service. This is a request from the Staff Affairs Committee to support the purchase of these valued awards. **Amount Requested: \$600**