

The Friends of the Library Executive Board will meet on Monday, November 17, 2025, at 6 p.m. at the L.E. Phillips Memorial Public Library in room 105. Committee chairs and members are welcome.

AGENDA

1. Call to order/Roll Call (Mathson)
2. Motion to approve minutes from the meeting held on Monday, October 20, 2025 (Mathson)
3. Call for additions to the agenda and announcements (Mathson)
4. Treasurer's reports (Gragert)
5. Library report (Hennings)
6. Board liaison report (Pesicka)
7. Staff General Updates (Yearous/Hayden)
 - a. Seasonal Train Exhibit Update
 - b. 2026 Membership Drive
 - c. Grant Writing Workshop
8. Old Business
 - a. Reminder of Future Meeting Dates
 - No Meeting in December
 - Monday, January 19, 2026
 - Monday, February 9, 2026 (moved up a week due to library closure)
 - Monday, March 16, 2026
 - Monday, April 20, 2026
 - Monday, May 18, 2026 – Annual Meeting at 5 pm with short Board Meeting to follow.
 - Monday, June 15, 2026
9. New Business
 - a. GAKAB donation

The Mission of Friends of the Library

The mission of the Friends of the L.E. Phillips Memorial Public Library is to encourage literacy, expression, and discovery in the Chippewa Valley through support to the L.E. Phillips Memorial Public Library and the surrounding community.

Friends of the L.E. Phillips Memorial Public Library Executive Board Meeting

Monday, October 20, 2025, at 6 p.m. at the L.E. Phillips Memorial Public Library, room 105.

Present: Deb Mathson, President; Michael Kersting, Member-at-Large; Gary Pesicka, Library Board Liaison; Sara McIlquham, Vice President; Kim Hennings, Deputy Director; Esther Moen, Past President; Jeremy Gragert, Treasurer; Stacy Yearous, Program & Development Coordinator; Astrid Hayden, Administrative Assistant

Not present: Mary Jo Mayer, Secretary; Anna Zook, Member-at-Large

1. Mathson **called meeting to order** at 6:00pm
2. **Motion carried to approve minutes** from the meeting held on Monday, September 15, 2025 (Moen, Kersting)
3. Mathson **called for additions** to the agenda and announcements
 - a. UWEC event and GAKAB updates added by staff
4. Gragert gave the **treasurer's report**: Big donation made for GAKAB. Card Crawl numbers aren't included in this month, but will be next month.
5. **Library report** from Hennings: This report is a shortened version of what goes out to the Library Board – you can see the longer version of the report on website. Lots of stats, including the outreach season which just wrapped up. Library of things is a group effort to maintain; many kits come from patron suggestions. New event catalogue project in PCS – all events will be in one booklet which will come out 3x per year.
6. **Board liaison report** from Pesicka: Focus for this quarter is the budget. There is a draft now, but won't be finalized until November/December. Board is evaluating the Director from self-assessment and survey results. The Board was glad to hear that the incident reports were the lowest they've been for some time.
7. **Staff General Updates** (Yearous/Hayden)
 - a. Card Crawl event results: Bag sale earned \$1,800 in its 4 hours. 35 volunteers between the book sale and the Card Crawl event.
 - b. Seasonal Train Exhibit Update: Woodman's sent a check on Thursday – waiting to receive it until their logo is on the flyer. Stacy sent mailing to realtors/financial advisors to try to generate pre-sales for Polar Express event. Culvers gave coupons again this year.
 - c. 2026 Membership Drive: Six different letters this year: target big givers to library expansion for lifetime membership of \$1,000, smaller expansion givers will be asked to be regular members, businesses who donated to expansion, volunteers who aren't members, renewal of current members, members who have not renewed for a few years.
 - d. Online Sales: Appraisers have held parties and listed many more books. We should have close to 75 new listings on site before holidays hit.
 - e. UWEC: Astrid, Anna, and Sara went to the volunteer fair. We got many volunteers and some want to do special projects for us.
 - f. GAKAB: Agency letters sent and 4 have already come back. Fundraising letter will go out with newsletter by the end of the week. BAM is already collecting books for us.
8. **New Business**: Remaining meeting dates for 2025-2026: Most meetings on third Monday of the month. For February meeting, library will be closed. We will move meeting to Monday, February 9th.

- Pick Annual Meeting Date: Monday, May 18th. Annual meeting first, then a short board meeting to follow.

9. Mathson **adjourned** the meeting at 6:33.

Minutes submitted by Astrid Hayden, Administrative Assistant.

Statement of Financial Position Summary

Friends of the LE Phillips Memorial Public Library

As of October 31, 2025

DISTRIBUTION ACCOUNT	TOTAL
Assets	\$101,275.59
Current Assets	\$101,275.59
Bank Accounts	\$40,145.95
Other Current Assets	\$61,129.64
Total for Current Assets	\$101,275.59
Total for Assets	\$101,275.59
Liabilities and Equity	\$101,275.59
Liabilities	\$14,923.66
Current Liabilities	\$14,923.66
Credit Cards	
Other Current Liabilities	\$14,923.66
Total for Current Liabilities	\$14,923.66
Long-term Liabilities	\$0.00
Total for Liabilities	\$14,923.66
Equity	\$86,351.93
Total for Liabilities and Equity	\$101,275.59

Statement of Activity

Friends of the LE Phillips Memorial Public Library

October 2025

DISTRIBUTION ACCOUNT	TOTAL
Income	
Book Sales	
Amazon/Ebay/Pango Sales	613.86
Bookstore Sales	2,510.83
Online Book Sales	2,965.49
Total for Book Sales	\$6,090.18
Corporate Memberships/Sponsorships	500.00
Interest	237.33
Memberships (Households)	158.63
Miscellaneous Income	400.00
Programs	
Give-a-Kid-a-Book	50.00
Total for Programs	\$50.00
Total for Income	\$7,436.14
Cost of Goods Sold	
Gross Profit	\$7,436.14
Expenses	
Book Sale Expenses	
Book Sales	
Promotions	2.45
Total for Book Sales	\$2.45
Online Book Sales	
Postage	61.80
Supplies	19.37
Total for Online Book Sales	\$81.17
Total for Book Sale Expenses	\$83.62
Credit Card Co. Fees	65.01
Office Supplies	6.17
Payroll Expenses	
Taxes	218.62
Wages	2,857.65
Total for Payroll Expenses	\$3,076.27
Program Expense	
Books for Babies	
Books	476.10
Total for Books for Babies	\$476.10
Total for Program Expense	\$476.10

Statement of Activity

Friends of the LE Phillips Memorial Public Library

October 2025

DISTRIBUTION ACCOUNT	TOTAL
Subscriptions/Org. Membership	197.99
Total for Expenses	\$3,905.16
Net Operating Income	\$3,530.98
Other Income	
Other Expenses	
Net Other Income	
Net Income	\$3,530.98

Statement of Activity by Month

Friends of the LE Phillips Memorial Public Library

Jul 1 - Oct 31 2025

DISTRIBUTION ACCOUNT	JULY 2025	AUGUST 2025	SEPTEMBER 2025	OCTOBER 2025	TOTAL
Income					
Book Sales					
Amazon/Ebay/Pango Sales	481.45	627.07	311.97	613.86	2,034.35
Bookstore Sales	1,085.58	1,355.79	1,266.91	2,510.83	6,219.11
Online Book Sales	842.83	621.77	337.69	2,965.49	4,767.78
Total for Book Sales	2,409.86	2,604.63	1,916.57	6,090.18	\$13,021.24
Capital Appeal Donations	400.00				400.00
Corporate Memberships/Sponsorships	250.00	250.00	250.00	500.00	1,250.00
Interest	116.43	370.58	116.33	237.33	840.67
Memberships (Households)	678.92	161.74	188.38	158.63	1,187.67
Miscellaneous Income		450.00		400.00	850.00
Programs					
Give-a-Kid-a-Book			1,595.00	50.00	1,645.00
In Honor Of	450.00	100.00	100.00		650.00
Total for Programs	450.00	100.00	1,695.00	50.00	\$2,295.00
Total for Income	4,305.21	3,936.95	4,166.28	7,436.14	\$19,844.58
Cost of Goods Sold					
Gross Profit	4,305.21	3,936.95	4,166.28	7,436.14	\$19,844.58
Expenses					
Book Sale Expenses					
Book Sales					
Promotions	9.98	9.92	17.78	2.45	40.13
Supplies			407.25		407.25
Total for Book Sales	9.98	9.92	425.03	2.45	\$447.38
Online Book Sales	20.00				\$20.00
Postage	289.19	49.65	30.90	61.80	431.54
Supplies	76.24		67.24	19.37	162.85
Total for Online Book Sales	385.43	49.65	98.14	81.17	\$614.39
Total for Book Sale Expenses	395.41	59.57	523.17	83.62	\$1,061.77
Credit Card Co. Fees	25.93	25.93	25.93	65.01	142.80
Insurance			252.00		252.00
Memberships	59.79				59.79
Miscellaneous Expense		30.00	0.00		30.00
Office Supplies	12.99	-20.00		6.17	-0.84
Payroll Expenses					
Taxes	213.43	222.74	202.47	218.62	857.26
Wages	2,789.90	2,911.66	2,646.74	2,857.65	11,205.95
Total for Payroll Expenses	3,003.33	3,134.40	2,849.21	3,076.27	\$12,063.21

Statement of Activity by Month

Friends of the LE Phillips Memorial Public Library

Jul 1 - Oct 31 2025

DISTRIBUTION ACCOUNT	JULY 2025	AUGUST 2025	SEPTEMBER 2025	OCTOBER 2025	TOTAL
Program Expense					
Books for Babies					
Books	590.58	489.39	231.75	476.10	1,787.82
Supplies	10.94	90.07			101.01
Total for Books for Babies	601.52	579.46	231.75	476.10	\$1,888.83
Give-a-Kid-a-Book					
Misc. Expenses	4.99				4.99
Total for Give-a-Kid-a-Book	4.99				\$4.99
In Honor Of					
Library	450.00	100.00	100.00		650.00
Total for In Honor Of	450.00	100.00	100.00		\$650.00
Total for Program Expense	1,056.51	679.46	331.75	476.10	\$2,543.82
Subscriptions/Org. Membership	182.99	297.99	227.99	197.99	906.96
Telephone	7.80				7.80
YS Programs and Services (Prizes/Giveaways)		304.28	137.31		441.59
Total for Expenses	4,744.75	4,511.63	4,347.36	3,905.16	\$17,508.90
Net Operating Income	-439.54	-574.68	-181.08	3,530.98	\$2,335.68
Other Income					
Other Expenses					
Net Other Income					
Net Income	-439.54	-574.68	-181.08	3,530.98	\$2,335.68

**Friends of the
L. E. Phillips Memorial Public Library
Budget**

	<u>2025-2026</u> <u>Budget</u>	<u>10/31/25</u> <u>Actual</u>	<u>Budget</u> <u>Remaining</u>	<u>% of</u> <u>Budget</u>
Revenue				
Memberships(Households)	20,000	1187.67	18,812	5.94%
Corporate Sponsorships	3,750	1250	2,500	33.33%
Corporate Partners	1,000		1,000	0.00%
Bookstore Sale	19,000	6219.11	12,781	32.73%
Online Booksales	14,000	6802.13	7,198	48.59%
Grants	2,000		2,000	0.00%
Give-a-Kid-a-Book	7,500	1645	5,855	21.93%
Books for Babies	5,500		5,500	0.00%
Special Event Fundraising	4,000		4,000	0.00%
Capital Appeal Donations/Contribution	5,000	400	4,600	8.00%
In Honor Of	1,000	650	350	65.00%
Interest	2,000	840.67	1,159	42.03%
Miscellaneous	500	850	(350)	170.00%
Monies Received for Library	10,000		10,000	0.00%
Transfer From Balance	12,900		12,900	0.00%
Total Revenue	\$ 108,150	19844.58	88,305	18.35%
Expenses				
Library Allocations	15000		15,000	0.00%
Capital Appeal Contribution	15000		15,000	0.00%
Special Event Fundraising Expenses	1000		1,000	0.00%
Salaries	37600	11205.95	26,394	29.80%
Payroll Taxes	2900	857.26	2,043	29.56%
Insurance	300	252	48	84.00%
Memberships Expenses	1000	59.79	940	5.98%
Credit Card Fees	600	142.8	457	23.80%
Annual Meeting	250		250	0.00%
Telephone/General Postage	100	7.8	92	7.80%
Newsletter	800		800	0.00%
Give-a-Kid-a-Book	3500	4.99	3,495	0.14%
Books for Babies	6500	1888.83	4,611	29.06%
In Honor Of	1000	650	350	65.00%
Booksales: Expense	500	447.38	53	89.48%
Online Booksales: Expenses	4500	614.39	3,886	13.65%
Volunteer Appreciation	500		500	0.00%
Office Supplies	2500	-0.84	2,501	-0.03%
Subscriptions/Org. Memberships	3100	906.96	2,193	29.26%
Miscellaneous	500	30	470	6.00%
Monies Remitted to Library	10000		10,000	0.00%
YS Program Prizes	1000	441.59	558	44.16%
Total Expense	\$ 108,150	17508.9	90,641	16.19%

Library Report to the Friends of the Library Board

November 2025

Administrative Services

Nancy Kerr, Library Director

I attended the annual IFLS Director's Retreat on October 24, this year held at Beaver Creek. It is always nice to be able to meet the directors of the many libraries in our system in person, as all of our other meetings throughout the year are virtual. Although the libraries vary widely in size, staffing, collections and programs, there are still areas where we share concerns. Budgets, staff burnout, and handling difficult situations probably topped the list of things that people discussed.

Cheryl and I had a very enjoyable chat with City Manager Hirsch on November 3, brainstorming about different possibilities for even more collaboration in the future between the City and the Library. On November 10, I was able to join other City department heads, City Council members and Scott Allen, a former City employee who acted as a Strategic Planning facilitator, to help narrow down some of the initiatives they'd like to plan for the next three years. Even though we have our own Strategic Plan, there are many elements of shared missions, goals and vision. Tonight (November 11) I will attend the City Council Meeting concerning possibly approval of the 2026 Budget.

Kimberly Hennings, Deputy Director

In October, our primary vendor for books, Baker & Taylor, unexpectedly announced they would be going out of business. This caused a significant disruption to our end-of-year ordering plans. Much staff time has been spent in meetings with potential new vendors, working with existing vendors to see if they can implement some of the functionality of services we utilize with Baker & Taylor, evaluating options, and training selectors on different platforms to ensure we're able to spend out our 2025 collection budget. Thank you to Michaela and Lynn who have done the heavy lifting of working with the vendors and answering staff questions.

It's officially open enrollment season, with the transition to entirely new insurance providers requiring a lot of communication and coordination between the library, the City, and Alera Group. Barb attended several meetings to ensure a smooth rollout for library employees. Thank you to her efforts answering questions and guiding staff through all of the changes.

Another Chippewa Valley Book Festival is in the books. The turnout was wonderful, with enthusiastic audiences filling the Riverview Room and engaging with the library throughout the festival. Thank you to the PCS team and all the CFBF volunteers for their coordination efforts. It was a joy to see the many happy faces coming together to support the written word and share a passion for reading.

Social Media Strategy: Show Your Staff!

a note from PCS Coordinator, Mike Paulus

Picking the best social media strategies for any organization is an ongoing endeavor. The goal is not to "figure it out" so you always understand what works, allowing you to simply repeat the same process over and over.

Instead, the goal is "constant vigilance," as things are always, always changing. Social media companies are constantly evolving, tweaking what kinds of things lead to success, and this process is always chasing after the constantly evolving needs and wants of our customers/audience. On top of that, different communities evolve differently, so what works for, say, the restaurant industry won't necessarily work for libraries. And what works for one library won't necessarily work for the next.

But there are some exceptions.

This month, we'd like to focus on one social media strategy in particular, one that never seems to go out of style: showing your staff.

The library's main social media channels are Facebook and Instagram, both serving slightly different purposes, and thus, hosting different kinds of content. However, both channels get good results when we show our staff, our non-public workspaces, and our behind-the-scenes goings on.

Side Note: “Good Results” on social media is also a moving target. Success can be measured in “engagement” (likes, shares, comments, etc.). But more importantly, success can be measured in event attendance, service use, collection use, customer loyalty, and fundraising dollars.

Why Staff Matters on Social Media

The appeal of showing our staff and seldom-seen areas of the library is not rocket science. We all love to peek behind the curtain, especially if that curtain is hanging some place we know and love. We have a kind of a bottomless well of curiosity when it comes to the places, businesses, and people we value, and we just love photos and videos featuring things normally hidden from view. Ideally, we can harness that love and curiosity to achieve a mixture of three main outcomes:

1. **Customer Attention:** If we can keep the library top of mind for people while also creating a connection to good feelings, we’re doing the hard work of forging customer loyalty. This allows you to begin subsequent customer interactions from a place of positivity. It also encourages the public to praise the library and/or advocate on its behalf.
2. **Library Awareness:** Once we’ve gained positive attention, we can use it to promote programs, services and collections; as people will be more willing to learn about our offerings.
3. **Staff Engagement:** As long as you’re not forcing anyone into uncomfortable situations, and you’ve gained consent for their involvement, staff members generally have a lot of fun appearing in social media posts and videos. It’s not for everyone on staff, but it can generate a lot good vibes, boost morale, and foster a team atmosphere.

To be clear, not all social media posts involving staff are just showing people doing their jobs. The most popular kinds of posts show us taking a quick break from work to do something fun or silly.

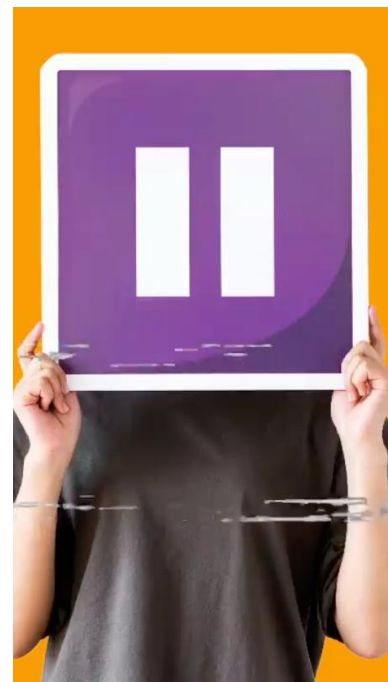
EXAMPLES!

To sum this all up, check out some recent examples of staff-forward social media posts.

Promoting Programs with Staff vs. Without Staff



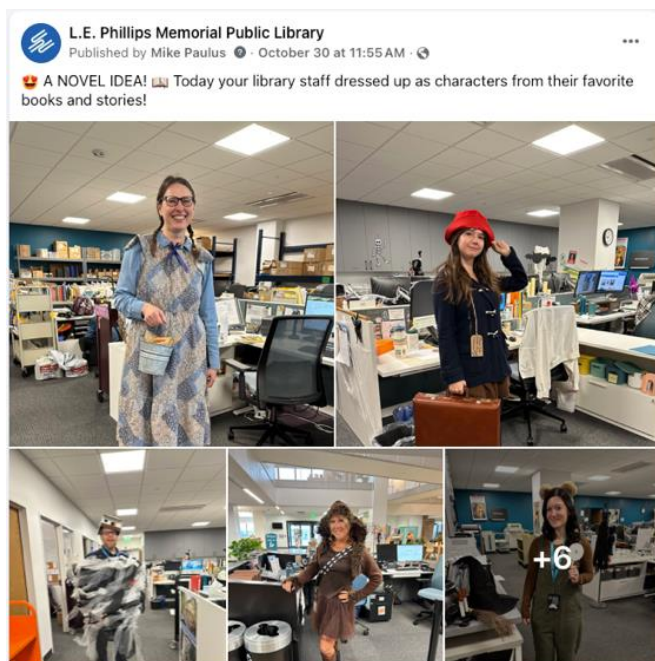
These two Facebook posts are promoting different sessions of the same storytime program. However, the post on the left (a quick photo of staff) gained over 7x the online engagement, and thus was seen by 2.5x more people. The post on the right is simply a link to the program's online calendar entry.



These are stills from three different videos (aka “reels”) posted to our Instagram account. The first video shows staff members using Dabble Box equipment. The second shows a fun project for a STEM-based Youth Services program, filmed in the Youth Program Room (without showing staff). And the third video uses stock imagery to announce a pause in library services.

The first video (w/ staff) had 3.5x the views of the second video (showing a room in the library w/o staff). Meanwhile, the first video had over 20x the views of the third video (which used only stock images).

Promoting the Library in General



We posted this photoset to Facebook during the week of Halloween, showing staff costumes based on book characters. We didn't post the photos to promote anything specific, we just wanted to show off our costumes, letting customers see us having fun in our staff workspaces. Powered by likes, shares, and comments, Facebook showed this post to over 11,800 different viewers (and counting). That's

over double the engagement of our most popular content in the past 6 months, and 3–4x our average view count on Facebook.