

**Friends of the Northborough Library, Inc.**  
**September Meeting Minutes**  
**September 28, 2016**

**Present:** Ellen Church, Lisa Gardner, Lisa Hodge, Chris Lindquist and Diane Cappelmann.

The meeting was called to order at 7:04PM by Ellen Church. The minutes of the previous meeting were unanimously accepted.

**Financial Report:** Chris Hodge was not present but provided the September financial report. They are as follows: total income was \$4,366.37; total expense \$6,626.89; and net income was -\$2,260.52.

**Amazon/EBay:**

On line sale reports for September were submitted. They are as follows: Ellen Church: \$413.26; Diane Cappelmann: \$130.90; John Matraia: \$8.31; Lisa Hodge: \$21.52. Catherine Foster, Lesli Cashin and Sidney Field did not report this month.

**Trustee Report:** Chris Lindquist was present. Please see attachment for the Trustees report.

The Marketing & Branding Committee has settled on a new logo and tag line for the library! Chris will be presenting the new logo to the community in October anticipated launch date is October 15th. Thanks to all that volunteered their time to be part of the marketing and branding committee. Thank you also to Stirling Technologies for all their hard work.

The library requested \$229.00 to reimburse them for the 10 custom t-shirts they had made for the Applefest book cart drill team. A motion was made by Lisa Hodge to pay for the t-shirts. Lisa Gardner seconded and it was unanimously approved

The library has a new part time Reference and Adult Services library assistant. Spencer Stevens will start on October 18<sup>th</sup>. Welcome Spencer!

Four candidates have applied for the library page position. They are currently being interviewed.

**Membership:** Lisa Hodge was present. We currently have 114 current members.

**Old Business**

**Applefest:** Applefest book sale was held on Saturday September 17<sup>th</sup> in front of the library. It was an excellent sale! The Friends earned \$2,507.80 this year. Thank you to all who volunteered their time to help us have a successful sale!

**Antiques Appraisal Day:** Appraisal day will be Saturday October 15<sup>th</sup> 10:00-3:00. Volunteers are still needed for this event. We are looking for coverage for the 9-11 shifts and the 1-3 shifts. If you are interested please contact Ellen Church.

So far, we have raised \$1,075 from sponsors for this event.

Pre-registration for the event has been good. We have sold and been paid for 34 slots. People that have signed up for this event are from all over the state.

**Children's Book and Media Sale:** The sale will begin on Wednesday, November 2<sup>nd</sup> in the afternoon and run until Saturday, November 5<sup>th</sup>. Set up for the sale will begin on Tuesday, November 1st. Lisa Hodge will send out

an email soon for book sale volunteers. So far publicity for the sale has gone on the Gale Forecast and on the web site. It will go out full force next week.

**West Virginia/Louisiana Libraries:** Checks went out this week to the two communities we had raised money for with the collection box that was placed at the circulation desk. Along with the check was a letter letting them know that if they would like, they can purchase \$100.00 worth of books off our Amazon list when they are ready to begin restocking. This would amount to about 6-10 books.

Chris Hodge plans on reimbursing the Friends the \$\$ amount that the Friends would have received if these items were sold at one of our book sales. Thank you Chris for your generosity.

#### **Library Development Committee:**

- **Donation Errors:** There have been some donations made out to the Friends by mistake. Instead of asking people to rewrite the checks, we will accept the donations and on a quarterly basis transfer the money over to the Trustees.
- **PayPal:** There is a button on the library website where you can use PayPal to donate to the Friends. If we get any Annual Appeal donations using PayPal we will do the same as above with the funds. We will accept them and then on a quarterly basis transfer them to the Trustees.
- **Memorandum of Understanding:** We will establish one with the Trustees.

#### **New Business**

**Holiday Trolley:** The Holiday Trolley book sale is Saturday, December 3<sup>rd</sup> 9:30-4:00. The fee to be a trolley stop this year is \$150.00. A motion was made and unanimously accepted to pay the \$150 to be a stop on the trolley. Set-up for the sale will be on Friday, December 2<sup>nd</sup> and the sale will open at noon on the 2<sup>nd</sup>.

**MFOL:** Massachusetts Friends of the Library membership is due. Membership is \$30. This item is in our budget already.

**Constant Contact:** The library (specifically the Children's Room) has been actively using constant contact more often. We will be at 2,500 contacts reached so far (or very close to it). Once we go over, our monthly rate will increase from \$28/month to \$42/month.

#### **Notices for Gale Forecast**

**Notices for Gale Forecast:** October – Children's Book Sale.

Our next meeting will be held on Wednesday, October 26, 2016 at 7:00PM. This meeting was adjourned at 8:03PM.

Respectfully submitted,  
Lisa Bazarian Gardner

# Friends of the Northborough Library

## Library Director's Report

September 28, 2016

### Personnel

- New PT Reference & Adult Services Library Assistant: Spencer Stevens (first official day is October 18<sup>th</sup>)
- Posting for a PT Library Page: 4 candidates being interviewed (replacing Nicole Saulnier)

### Library Trustees

- New Board member: Will Frankian starts October 11<sup>th</sup> (will be fully represented with 9 Trustees)
- Development Committee:
  - Second annual appeal in process
  - Goal: \$20,000
  - Target date for mailing: October 5<sup>th</sup>
- Branding & Marketing Committee
  - Final logo designs
  - Sub-brand for the Friends
  - New Style Guide governing our print and online communications pending
  - Anticipated launch date: October 15<sup>th</sup>
  - Will also be incorporated into the annual appeal letter
- Technology Committee
  - Minecraft Education solution for children and teens pending
- Long Range Planning Committee (FY2018 Action Plan)
  - Jack Sharp, Chair
  - Annual update will be reviewed by the Trustees in November for submission to the MBLC by December 1<sup>st</sup>
  - FY2018 Action Plan will include new technology initiatives

### Antiques Appraisal Day – October 15<sup>th</sup>, 10 a.m. – 3 p.m.

- Pre-registrations to date: 34
- Goal: 100 – 125 total registrations
- Business Sponsorships: approximately \$1800
- Volunteers: Ellen is coordinating
- Postcards and posters – could use help distributing

### New / Pending Wish List Item:

- 10 Custom T-Shirts for the AppleFest Parade's Book Cart Drill Team: \$229.00

### Gale Forecast – October 2016

<b>Teen Programming (PENDING)</b>	<b>Minecraft: Education Software &amp; License</b>	<b>Tweens/Teens</b>	<b>TBA (PENDING)</b>
<b>New Welcome Brochure Folders (PENDING)</b>	<b>Welcome Brochure Folders with new Logo &amp; Tagline</b>	<b>All ages</b>	<b>TBA (PENDING)</b>

**New Collaboration with Northborough Public Schools**

**Proposed “Third Thursdays” @ the Library pilot project** (still pending meeting with Town Admin.)

**Approved Holiday closings:** December 24 and December 31 (also closing at 3 p.m. on November 23)