

**Friends of the Northborough Library, Inc.**  
**April Meeting Minutes**  
**April 26, 2017**

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

The meeting was called to order at 7:005PM by Ellen Church. Diane Cappelmann made a motion and Sandra Harris seconded it to accept the minutes from the previous meetings. They were unanimously accepted.

**Financial Report:** Chris Hodge was not present but provided the April financial report. Total Income: \$6,704.94; Total Expense: \$2,165.46; Net Income: \$4,539.48.

\$600 was remitted to the Trustees for the Q1 Annual Appeal. Also remitted to the Trustees, was \$485.50 as an employee match donation for a donation from an anonymous donor. This is for the conversation circle.

**Amazon/EBay:**

On line sale reports for April were submitted. They are as follows: Ellen Church: \$324.30; Diane Cappelmann: \$189.59; Lisa Hodge: \$9.50; John Matraia: \$16.60. Catherine Foster and Sidney Field did not report this month.

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

There is currently an opening on the Board of Trustees. Leslie Homzie is stepping down.

PFY18 Library Budget: The library received a 5% funding increase – this is about \$41,000 more than last year. The town will be picking up the cost of a 3<sup>rd</sup> library page starting July 1<sup>st</sup>.

The entire library staff would like to thank the Friends for Staff Appreciation Day!

*Development Committee:* The RFP for a fundraising consultant has been posted. They have had 3 inquiries so far, Chris has reached out to another 4. The deadline to retain a consultant is June 1<sup>st</sup>.

A request was made by Chris Lindquist for \$5,000 to match the amount the Trustees are donating to retain a fundraising consultant. Motion was made by Lisa Gardner and seconded by Sandra Harris. It passed unanimously.

*The Marketing & Branding Committee:* Stirling is wrapping up their work with the library. The new E-Newsletter started last month.

The seminar on “Word of Mouth Marketing” was held this month. Chris, Julie and Katrina attended.

*Technology Committee:* Instead of purchasing all the digital displays at one time, the committee decided to roll them out over several months. They will start with one in the children’s room and see how it works over the summer then decide in the fall were to place the other two. The cost per display is roughly \$1,200-\$1,500.

**Membership:** Lisa Hodge was not present. We currently have 108 members. We received a lot of membership applications during the Big Book Sale.

**Old Business**

**Big Book Sale:** Was a success – even with the bad weather! We raised \$5,761.52. We spent \$30 on advertising this year and it seems to have boosted sales even with poor weather.

**Service Award:** Jennifer Lee of Algonquin Regional High School was this year's recipient of the service award. Jennifer volunteered in the children's room for the past 3 years shelving books, cleaning and repairing books and program support. Congratulation Jennifer!

**Volunteer Appreciation:** Volunteer Appreciation day was held on Monday, April 10<sup>th</sup>. The event went well with 20-25 people in attendance. Thank you to all the volunteers!

**Staff Appreciation Day:** Staff appreciation day was April 20th. The staff enjoyed the Edible Arrangement, chocolates and Cumberland Farms gift cards for staff.

**Basket Raffle:** Lisa Hodge will once again chair this event. The raffle will be held May 1-12<sup>th</sup>. As of today, Lisa has 24 baskets. We have one with handmade crafts from Craft Works as well as one geared towards pets.

**Summer Reading Book Sale:** The 2<sup>nd</sup> Annual Summer Reading Book Sale will be held June 2<sup>nd</sup>-3<sup>rd</sup> in the Children's Craft Room.

### **New Business**

**Applefest Book Sale:** The Applefest Book Sale will be held on Saturday, September 16<sup>th</sup>. We are currently looking for someone to chair this event. Ellen will be out of town. Please contact Ellen Church if you are interested in chairing or co-chairing this event.

**Next Meeting: Wednesday, May 31, 2017 at 7:00PM.** The meeting was adjourned at 7:55PM.

Respectfully submitted,  
Lisa Bazarian Gardner

**Friends of the Northborough Library**  
**Library Director's Report**  
**April 26, 2017**

**Library Trustees**

- Trustee Vacancy: We are seeking a Trustee to fill a vacant seat due to Leslie Homzie stepping off the Board at the end of April when her term expires. We have had three inquiries from prospective Trustees to date. One has already submitted his application. We are hoping to fill the vacancy by mid-May.
  
- Development Committee:
  - Lara Helwig, Chair
  - The RFP for a professional fundraising consultant has been posted and we have had several inquiries so far. The deadline for proposals is June 1<sup>st</sup>. Lara is planning to ask a few members of the development committee to be on a subcommittee that will review the proposals and decide which people we would like to meet with in person.
  - I am formally requesting up to \$5,000 from the Friends tonite in order to match the \$5,000 approved by the Board of Trustees in the event that we need to expend up to \$10,000 to retain the fundraising consultant. We anticipate signing an agreement with the preferred consultant on or about July 15<sup>th</sup>. Thank you for your consideration of this request.
  - We are waiting to confirm when Kelly Stimson will be coming to talk about the GWCF at a future Board meeting. I am consulting with Michelle Rehill on the best date. Thank you to Ellen for keeping in touch with her and for sharing info. about the Foundation. This will be very useful once we have a fundraising consultant onboard and we start discussing the establishment of a permanent endowment.
  
- Branding & Marketing Committee
  - Michelle Rehill, Chair
  - Stirling Technologies will be providing us with the last set of deliverables in the next month, including a new Welcome Packet for new cardholders and others, new business cards and new letterhead and envelopes. Our “flex retainer” agreement with them will end by the end of May and we will continue to roll out our brand using all of the assets Stirling provided both online and in print.
  - Stirling also created a new template for our eNewsletter, which we started using last month to send the electronic version of the newsletter using Constant Contact.
  - The next issue of the newsletter will be coming out on Friday. We are planning to do a special 8-page Summer newsletter for June and July which will include info. about all of the summer reading programs. We will be happy to include any info. the Friends would like us to include.
  - Katrina, Julie and I attended the first “Word of Mouth Marketing” (WOMM) training offered by the Mass. Library System at the Medway Library on April 5th. We are still discussing the project we will be working on in order to use WOMM strategies to market a program or service over the next 18 months.
  
- Technology Committee
  - Will Frankian, Interim Chair
  - The Board of Trustees approved our plan to spend part of the funds provided by the Friends in order to purchase and install a 43” Viewsonic digital screen in the Children’s Room. We will

likely have our electrician do the installation and provide power and Ethernet connections where the display screen will be mounted, near the stroller parking. We will monitor the workflow in Children's and the impact on the staff, as well as patron satisfaction before we plan to deploy two more digital displays elsewhere in the Library. Most likely, we will mount another display screen on the first floor near the main lobby and another on the second floor or on the landing of the stairs going to the second floor.

We are planning to have the one in the Children's Room installed by mid-June.

### **Proposed FY2018 Budget**

- I am pleased to say the Proposed FY2018 Budget was approved at Town Meeting and the Library is getting an increase of more than 5% which equates to about a \$41,000 increase over last year's budget. The Library received the highest percentage increase and the Town will also begin paying for the third Library Page position starting on July 1<sup>st</sup>.
- The Trustees have invited John Coderre to attend the next Board meeting on May 9<sup>th</sup> in order to discuss our operating hours. I am waiting to get a confirmation from John that he will be able to attend.

### **Proposed Outreach Service to the Homebound**

- I submitted my proposal to provide outreach services to homebound residents starting in October 2017 through October 2019, including a request for \$18,100 in funds. The proposals will be reviewed by a committee and we should be hearing from the MBLC about our grant application by the end of June.

### **Proposed memory Café: The Apple Café**

- The Apple Café will be inaugurated on May 3<sup>rd</sup> from 2:00 – 4:00 p.m. in our main meeting room. Carol DeRienzo will be coordinating the cafes, including the entertainment and activities, as well as the food and refreshments. Carol and Attorney Arthur Bergeron are seeking funds from local business sponsors and other private donors in order to help pay for the light refreshments, entertainment and craft activities. The goal is to raise \$10,000 for one year's worth of memory cafes.

### **THANK YOU!!**

- On behalf of the staff, I want to say THANK YOU for the wonderful staff recognition the Friends provided on April 20<sup>th</sup>!! The staff and I are truly grateful for your generosity and all you do in support of the Library! The fruit arrangement from Edible Arrangements was absolutely delicious and was quickly devoured and the chocolates and sweets in the basket were also enjoyed by all of us chocoholics, including me! The gift cards to Cumberland Farms were also very much appreciated by all. You inspire us to do the best we can every day!

### **Gale Forecast – May 2017**

