

**Friends of the Northborough Library, Inc.**  
**February Meeting Minutes**  
**February 22, 2017**

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

The meeting was called to order at 7:00PM by Ellen Church. The minutes of the previous meeting were reviewed and 3 minor changes were made. They were accepted without a vote because we did not have a quorum.

**Financial Report:** Chris Hodge was present and provided the February financial report. Total Income: \$3,180.31; Total Expense: \$5,734.01; Net Income: -\$2,553.70.

It was decided that we would keep our CD for 3 more months. In May we will move \$3,000-\$5,000 out of the CD.

**Amazon/EBay:**

On line sale reports for February were submitted. They are as follows: Ellen Church: \$312.98; Diane Cappelmann: \$53.39; Lisa Hodge: \$87.81. Catherine Foster: \$21.58. John Matraia and Sidney Field did not report this month.

Lesli Cashin has retired.

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

The library is currently looking for a new page. Katie Hunter is stepping down.

*Development Committee:* In the process of drafting and RFP for a fundraising consultant.

*The Marketing & Branding Committee:* Stirling is almost finished developing a template to use Canva for the library. The library will start using it starting in April.

The library was one of 25 libraries in the state to be selected to participate in an 18 month long seminar called "Word of Mouth Marketing".

*Technology Committee:* Digital Displays purchase and install should be completed in late spring (May/June).

Proposed FY18 Library Budget has been submitted. Appropriations' meeting is March 9<sup>th</sup>.

Chris is still working on the 3<sup>rd</sup> Thursday Evening opening proposal.

Monday, April 10<sup>th</sup> 10-noon is Volunteer Appreciation Day.

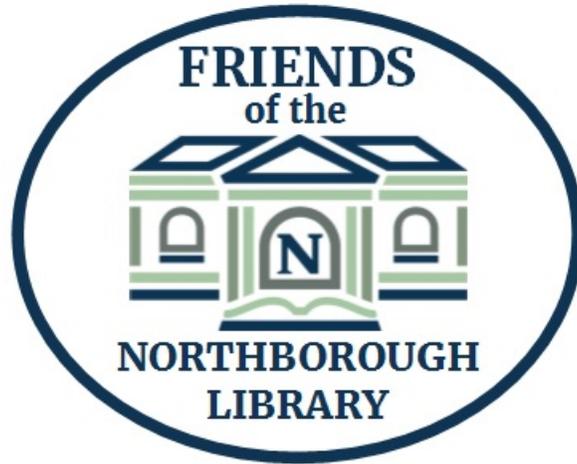
**Membership:** Lisa Hodge was not present. No report.

**Old Business**

**Super Book Sale:** The first SUPER Book Sale was a super success! We raised \$1,281.06. Thanks to all that volunteered for this event.

**Big Book Sale:** Publicity for the sale has already begun. Volunteer sign-up email will be going out later this evening. The sale will be held March 29-April 1.

**Friends Logo:** We agreed to adopt a new logo design. Sara from Stirling Technologies will put it into a standard format.



**Service Award:** April 1<sup>st</sup> deadline for applications.

### **New Business**

**Bookmarks:** Avidia Bank is funding bookmarks for the library with the new logo for the library and the Friends.

**Endowment:** The Trustees are planning on starting an Endowment Fund for the library. Ellen has made a suggestion that the Friends make a donation to the fund to help them kick it off. We discussed that any donation would be made from the Restricted Fund. Chris Hodge would like to know what type of endowment they plan on establishing before we commit. He'd like to know if we can access the principle once it is established.

**Staff Appreciation Day:** We will do something similar to last year sometime during the month of April. \$300 has already been appropriated for this event in our annual budget. Possibly will send an Edible Arrangement and \$10 Cumberland Farms gift cards for staff. A smaller amount for the Pages.

### **Notices for Gale Forecast**

**Notices for Gale Forecast:** BIG Book Sale.

**\*Our next meeting will be held on Wednesday, March 29, 2017 at 8:00PM.** This meeting was adjourned at 7:50PM.

Respectfully submitted,  
Lisa Bazarian Gardner

\*Please note time change due to BIG Book Sale.

**Friends of the Northborough Library**  
**Library Director's Report**  
**February 22, 2017**

**Personnel**

- Library Page Katie Hunter has resigned and we have posted the position. We are accepting applications and expect to fill the position in mid-March.

**Library Trustees**

- Development Committee:
  - Lara Helwig, Chair
  - The next meeting will be February 27<sup>th</sup>.
  - I am in the process of drafting an RFP for a fundraising consultant for discussion at the next meeting.
  - June Hubbard-Ward let me know that Invoice Cloud has almost completed the merger with MCC and the Town's online pay account using Invoice Cloud will be enabled in early March. We are still waiting for the Library Trustees' account to be enabled. Hopefully, that will happen this Spring so we can add it to our website.
- Branding & Marketing Committee
  - Michelle Rehill, Chair
  - Stirling Technologies nearly done creating a new template for our monthly newsletter using Canva. The newsletter will be more contemporary in style, and more graphical, reflecting our new brand and logos. I am planning to start using it to create the April newsletter.
  - We have been selected as one of 25 libraries in the state to participate in an 18-month long seminar called "Word of Mouth Marketing" starting in early April. Katrina, Julie and I are on the team that is representing the Library.
- Technology Committee
  - Will Frankian, Interim Chair
  - We have drafted an initial Technology Plan and will be working on that over the next 6 – 9 months in order to present it to the Board of Trustees in late-Fall.
  - We are planning to purchase and install the 3 new digital frames in late-Spring (May- June) in time for summer.

**Proposed FY2018 Budget**

- I am meeting with the Town's Financial Team tomorrow afternoon to discuss the proposed budget. We are also presenting our proposed budget to the Appropriations Committee on March 9<sup>th</sup> at a time TBA. All are welcome to attend!

**Proposed "Third Thursdays" @ the Library pilot project beginning in January**

- Currently on hold pending a meeting with Town Admin. We are asking for the Town's support of this initiative starting in Sept. 2017.

**Gale Forecast – March 2017**