

Friends of the Northborough Library, Inc.
January Meeting Minutes
January 25, 2017

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

The meeting was called to order at 7:00PM by Ellen Church. The minutes of the previous meeting were unanimously accepted.

Financial Report: Chris Hodge was present and provided the December 2016 and January 2017 financial reports. The financials are as follows: For December 2016 total income was \$2,981.33; total expense \$7,131.12; and net income was -\$4,149.79. The big event in December was the Trolley book sale.

January total income was \$738.85; total expense was \$637.50; and net income was \$101.35.

January 2017 Budget was also presented. Total projected income for 2017 is \$24,170; total expenses \$24,870.00; net income \$50.00. An adjustment was made to the Friends computer expenses (i.e. Constant Contact) from \$1,250 to \$600.00. This is reflected in the final numbers. The budget was passed unanimously.

Chris Lindquist presented his FY2017 wish list for the library. Please see attached for details. Initial request was made for \$11,700.00. This included the purchase of 3 wall mounted digital displays. It was determined that this is a capital account item and would not fall under a general budget request so it was removed. The final total request was for \$8,950.00 – a motion was made by Chris Hodge and 2nd by Lisa Hodge it passed unanimously.

Amazon/EBay:

On line sale reports for December and January were submitted. They are as follows: Ellen Church: December: \$499.25, January: \$272.63; Diane Cappelmann: December: \$148.56, January: \$222.04; Lisa Hodge: December/January \$143.07. Catherine Foster: December \$20.50. John Matraia, Lesli Cashin and Sidney Field did not report this month.

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

A request was made by the library to purchase 3 wall mounted digital displays. A motion was made by Chris Hodge to approve \$3,500.00 for the purchase and installation of the digital displays. It was 2nd by Lisa Gardner and was approved unanimously.

Development Committee: So far the annual appeal has received \$16,000 in donations. There have been about 200 donors overall.

- The committee received a donation of \$36,000.00 from the life insurance policy of a deceased patron who loved the library. There are no restrictions on how the money can be used. Consideration is being given to using this money to start an endowment fund.
- The committee is looking to hire a fundraising consultant.

The Marketing & Branding Committee: Stirling is developing a template to use Canva for the library.

Technology Committee: Two words – Minecraft. Early March is the target. Boopsie Mobile drive is now up and running. Download the app today!

Long Range Planning: Innovative/Open grant proposal for \$30,000.00 has been submitted. This would allow the library to add homebound delivery services for the community.

Proposed FY18 Library Budget has been submitted, still waiting for the town to discuss.

A new column about the library will start running in the Metro-West Daily News starting next month.

Membership: Lisa Hodge was present. We currently have 106 current members.

Old Business

Holiday Trolley: The Holiday Trolley book sale made a little less than last year but was still a success. We earned \$1,744.46 this year. Ellen is thinking about holding the book sale in the internet café next year to allowing people to access the library through the front door.

Friends Logo: Sandra Harris, Lisa Hodge and Ellen Church are still working on a possible new logo design.

Big Book Sale: Ellen Church is chairing this event. Lisa Hodge has agreed to co-chair. The sale will be held March 29-April 1 (It's no joke!)

New Business

Super Book Sale: That's right on Super Bowl weekend the library will hold its first ever SUPER Book Sale! Sale will be held Friday February 3rd-Saturday February 4th.

Service Award: This years' service award committee members are Marge Femia, Penny Downey, Lori Schultz and Ellen Church. The award is given to a graduating senior who has volunteered/worked to help the library.

Library Coffee Service: The service is ended.

Donation to Support Immigrant Conversation Circle Program: A local doctor from Westborough has donated \$500.00 for classes, books or conversation circle to continue. The grant money for this program ran out in October.

Friends Budget: See financials.

Notices for Gale Forecast

Notices for Gale Forecast: Super Book Sale.

Our next meeting will be held on Wednesday, February 22, 2017 at 7:00PM. This meeting was adjourned at 8:36PM.

Respectfully submitted,
Lisa Bazarian Gardner

Friends of the Northborough Library

Library Director's Report

January 25, 2017

Personnel

- Nothing new to report.

Library Trustees

- Development Committee:
 - Lara Helwig, Chair
 - Approximately \$16,000 in donations received to date, including the online donations received by the Friends.
 - Acknowledgement letters going out in tomorrow's mail.
 - Next meeting: February (TBA)
 - Received a life insurance benefit for \$36,000 this week, which will be discussed at the next meeting. There are no restrictions on the funds, so their use will be determined at the discretion of the Board. I am recommending we use some or all of the funds to establish an endowment, which is something the Dev't. Committee was already planning to discuss.
 - I will be drafting an RFP for a fundraising consultant prior to the next meeting.
- Branding & Marketing Committee
 - Michelle Rehill, Chair
 - Stirling Technologies is in the process of developing a new newsletter template using Canva, which is similar to MS Publisher, but which can also be easily imported into an online eNewsletter without having to redesign it or "massage" it. 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 March newsletter. We may go to a 6-page newsletter, allowing for more features.
 - Our homepage, website banner, color palette and fonts have now been updated to reflect our new brand.
- Technology Committee
 - Will Frankian, Interim Chair
 - Next meeting: February 7th
 - Minecraft collaborative gaming initiative is in process and the online server and accounts have been ordered. Bonny has consulted with the consultant and will be holding an initial planning meeting with tweens and teens in the near future
Total estimated cost: \$1400, including \$1,000 in funds donated by Mrs. Arlene Marshall in memory of her son, Chris.
 - Boopsie mobile app: Our new mobile app is now live and we have started to promote it. We are holding a Tech Night @ the Library on January 31st to help people download the new app and use it to access electronic databases and other eResources.
 - The name of the app on the Google Play Store and the Apple Store is **Northboro Library Mobile**.
- Long Range Planning Committee (FY2018 Action Plan)
 - Michelle Rehill, Interim Chair

- The proposed FY18 Action Plan has been approved by the Board and submitted to the MBLC so we are now eligible to submit grant requests in the next grant round for LSTA grants.
- I have submitted the Innovative/Open grant proposal (\$30,000) which would enable us to provide homebound delivery services to those who are not able to come to the Library due to mobility issues or illness.

If approved, we would plan to do a community scan in order to identify homebound individuals, as well as potential community partners, including the Senior Center, the Police Dept., Social Services and others. We would also plan to establish a group of committed volunteers to help run the program. We would model the service on successful homebound delivery programs at other libraries in similar communities.

Proposed FY2018 Budget

- I am still waiting for a meeting with the Town's Financial Team to discuss the proposed budget.

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

- Currently on hold pending a meeting with Town Admin.

New / Pending Wish List Items:

- Please see our "comprehensive" (as of now) Wish List for 2017, which is being distributed tonite.

Building

- Nothing new to report, with the exception of a new electrician that the Town is bringing in board.

Gale Forecast – February 2017