

Friends of the Northborough Library, Inc.
March Meeting Minutes
March 29, 2017

Present: Ellen Church, Lisa Gardner, Chris Hodge, Lisa Hodge, Diane Cappelmann, Chris Lindquist Carol DeRienzo and Arthur Bergeron.

The meeting was called to order at 8:00PM by Ellen Church. Chris Hodge made a motion and Lisa Hodge seconded it to accept the previous meetings minutes. They were unanimously accepted.

Carol DeRienzo and Arthur Bergeron asked if they could address the group about The Apple Memory Café that the Come 2 Be Dementia Friendly organization is starting in May at the Northborough Library.

Financial Report: Chris Hodge was present and provided the March financial report. Total Income: \$1,416.85; Total Expense: \$155,00; Net Income: \$1,261.85.

Amazon/EBay:

On line sale reports for March were submitted. They are as follows: Ellen Church: \$522.92; Diane Cappelmann: \$213.86; Lisa Hodge: \$72.63. Catherine Foster, John Matraia and Sidney Field did not report this month.

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

The library hired a new page. Mia DeStefano a junior at Algonquin is the new page.

Proposed FY18 Library Budget: Chris Lindquist met with the Appropriations Committee. One member in particular, Janice Height was very supportive of the library. The town manager has asked all department heads to pare down their budgets. He has committed to paying for the 3rd library page position – currently the Friends are paying for this position to be filled. The library is expecting a 4-5% funding increase – basically level funding.

Third Thursdays: Chris Lundquist is still waiting for the meeting he was promised with the town manager to discuss this idea.

Development Committee: The RFP for a fundraising consultant has been completed.

The Marketing & Branding Committee: Stirling has created a great new newsletter for the library. The Gale Forecast has been printed in-house and copies are at the service desk.

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).

Monday, April 10th 10-noon is Volunteer Appreciation Day.

Membership: Lisa Hodge was present. Because today was the opening of the book sale, we received a lot of membership applications. Lisa has not had a chance to review them at this time.

Old Business

Big Book Sale: Is now underway! The sale will be held March 29-April 1. Because of a possible snow storm the sale will stay open late on Thursday March 30th (until 8PM). Bargain day will begin on Friday March 31st. The bag sale will remain on Saturday.

Friends Logo: With the help of Sara from Stirling Technologies our new logo has been reworked.

Service Award: April 1st deadline for applications. The committee will meet on April 6th at 1:00 to pick this year's recipient.

Staff Appreciation Day: Staff appreciation day is April 20th. We will send an Edible Arrangement and \$10 Cumberland Farms gift cards for staff. A smaller amount for the Pages.

New Business

Volunteer Appreciation: Volunteer Appreciation day will be held on Monday, April 10th at the library 10-noon.

Basket Raffle: Lisa Hodge will once again chair this event. The raffle will be held May 1-12th. W

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

Next Meeting: Wednesday, April 26, 2017 at 7:00PM. This meeting is contingent on Town Meeting. This meeting was adjourned at 9:00PM.

Respectfully submitted,
Lisa Bazarian Gardner

Friends of the Northborough Library
Library Director's Report
March 29, 2017

Personnel

- Mia DeStefano has been hired as our new Library Page. Mia is a Junior at Algonquin.

Library Trustees

- Development Committee:
 - Lara Helwig, Chair
 - The RFP for a professional fundraising consultant has been completed and will be presented to the Board on April 11th. We anticipate we will be meeting with the top 2 or 3 respondents in mid-late-June and sign an agreement with our preferred consultant in mid-July. We will plan to develop a multi-year development plan that will be submitted to the Board for approval at the December meeting.
 - The proposed budget for the consultant (based on the average hourly rate of about \$150) will be \$10,000. We anticipate asking the Board of Trustees for approval to spend up to \$5,000 and we will also be seeking approval from the Friends for up to \$5,000 in order to share the costs (I am not presenting that request at the meeting tonite).
 - We are still waiting for Invoice Cloud to enable a new online pay account for the Library and hope to have that by June.
 - Two new members have joined the Development Committee and will be at the next meeting on May 16th.
- Branding & Marketing Committee
 - Michelle Rehill, Chair
 - Stirling Technologies has created our great new newsletter; the April issue of the Gale Forecast has been printed in-house and copies are at each of the service desks for our patrons to pick up. We anticipate doing an 8-page newsletter from time to time, including the June issue, which will have all of our summer programs listed.
 - Katrina, Julie and I will be attending the “Word of Mouth Marketing” training offered by the Mass. Library System starting April 5th. Anna Popp, the marketing guru at MLS (who helped facilitate our branding and marketing process) will be working with “celebrity” library marketer Peg Barber, formerly of ALA in Chicago, who designed the international symbol for libraries, and who created the famous READ posters featuring well-known celebrities like David Bowie reading a book that are in libraries across the country.
 - Stirling Technologies will also be creating a new template for our eNewsletter early next week so we can send out the new newsletter design using Constant Contact.
- Technology Committee
 - Will Frankian, Interim Chair
 - Our subcommittee is in the process of gathering info. about flat-screen digital displays, and we will be presenting a recommendation to the Board of Trustees at the April 11th meeting. We are recommending we start with a pilot project in Children's Services in order to determine the optimum workflow and the impact of using and maintaining the digital displays and the digital content on the staff. Once we determine the best, most cost-effective method, we will plan to deploy the other digital displays in the main lobby and possibly on the landing halfway up the main stairs or elsewhere on the second floor. We are also exploring the best commercial technology, including the media player and the CMS (Content Management System) that will work well with our system and will also allow us to creating RSS feeds from our website,

allowing us to use digital content that is already available on our online calendar and things like Wowbrary.

Proposed FY2018 Budget

- I met with both the Appropriations Committee and the Town Administrator to discuss our proposed budget. The Town Admin. asked dept. heads to trim some of their budgets, including ours, due to the anticipated \$500K - \$600K increase in health insurance costs next year. We anticipate getting an 4 – 5% increase which will allow us to maintain level services. The 3rd Library Page position is included in the proposed budget that will be presented at Town Meeting.

Proposed “Third Thursdays” @ the Library pilot project beginning in January

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

Proposed Outreach Service to the Homebound

- I am planning to submit my final grant proposal to the MBLC on April 7th, asking for \$18,000 in funds in order to provide outreach services to the homebound over a two-year period using a part-time paid contractor who will be coordinating a core group of volunteer delivery people. If approved, the grant project will begin in October 2017.

Proposed memory Café: The Apple Café

- We are planning to kick off the new Apple Café on May 3rd from 2:00 – 4:00 p.m. in our main meeting room. Future cafes will be held once per month on the first Wednesday of the month. Carol DeRienzo has volunteered to coordinate the cafes. We will be seeking business sponsors and other private donors in order to help pay for light refreshments and entertainment and craft activities.

Gale Forecast – April 2017