

**Friends of the Northborough Library, Inc.**  
**August Meeting Minutes**  
**August 30, 2017**

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

The meeting was called to order at 7:05PM by Ellen Church. A motion made by Chris Hodge to accept the minutes from the previous meeting was seconded by Ellen Church. It passed unanimously.

Financial Report: Chris Hodge was present and provided the August financial report. Total Income: \$1,800.17; Total Expense: \$3,258.07; Net Income: -\$1,457.90.

The Rino family donated \$100.00 for the purchase of candy for the Applefest parade.

A \$1,000.00 donation was made to the Friends.

Amazon/EBay: On line sale reports for August were submitted. They are as follows: Ellen Church: \$448.56; Diane Cappelmann: \$203.92; John Matraia: \$9.47. Lisa Hodge will be on vacation for July and August. Catherine Foster and Sidney Field did not report this month.

Trustee/Director's Report: Chris Lindquist was present to provide the August report to the committee. Please see attachment for the full report.

- Hired a new part-time library assistant, Rachael Hutchins a Northborough resident.
- *Development:* Will next meet on September 20<sup>th</sup> at 7:00. The 3<sup>rd</sup> Annual Appeal letter will go out on September 27<sup>th</sup>. The goal is the same as last year - \$20,000.
- *Branding:* Word of Mouth Marketing Campaign Kickoff is September 15<sup>th</sup>-March 15<sup>th</sup>.
- *Technology:* The Technology Committee is beginning to revise the library tech plan and will present it at the December 12<sup>th</sup> Trustee Meeting. Considering adding a "Toolkit Library" to our offerings.

Wish List:

- *Art of Weight Control:* A 9 week program. Library is seeking the Friends to cover half the cost of Registered Dietician Judy Palkon. The total is \$900.00. Requesting the Friends pay for \$450.00 the remaining half will be paid by the individuals that sign up.

Chris Hodge made a motion to approve up to \$450.00 for the Art of Weight Control series. Diane Cappelmann seconded the motion and it passed unanimously.

- *New Teacher Breakfast:* Tuesday October 10<sup>th</sup> at 8:00am at the library. They expect roughly 30-40 people.

Chris Hodge made a motion for up to \$500.00 for the breakfast. Diane Cappelmann seconded the motion and it passed unanimously.

- *TBD:* The purchase of a Defibrillator for the library as part of an emergency response plan.

Partial Restoration of Thursday Hours: John Coderre has turned down the library request for 3<sup>rd</sup> Thursday openings. One option is to possibly use the money raised with the capital campaign to bring back Thursday hours until the town can fund it.

Membership: Lisa Hodge was not present. We currently have 105 members.

### **Old Business**

Applefest Book Sale: The Applefest Book Sale will be held on Saturday, September 16<sup>th</sup>. Mathy Jeyachandran will be the co-chair for the event with Ellen Church. We currently have enough volunteers for this event.

Friends Graphic Design: Ellen Church put together a request form to see if we can get a teen interested in art that would like to work on some graphics for the Friends. She has given the form and information to ARHS for them to post in the CRC.

Apple Memory Cafe: Ellen Church reported that the Friends of the Senior Center only support things that take place at the Senior Center.

Ellen feels that this is a library program and that the Friends should support them. This will be different because they are fundraising for themselves we are just helping them with the 501C3 until they get up and running. We would require them to have a separate account from us and would put a limit on how long we would allow them to use our 501C3 number.

Chris Hodge has some concerns that this could lead to other requests.

A motion was made by Chris Hodge pending details of terms with the Apple Café for a limited time fiscal partnership. Diane Cappelmann seconded the motion.

A sub-committee was formed to work out the details with Carol DeRienzo. The sub-committee consists of Lisa Gardner and Chris Hodge.

Children's Book & Media Sale: The Children's Book & Media Sale will be held November 1<sup>st</sup>-4<sup>th</sup>. Set up will be October 30<sup>th</sup>-31<sup>st</sup>. Lisa Hodge has agreed to chair this event again. Thank you Lisa! This year, we will coincide the opening of the sale with the Mother Goose on the Loose program.

### **New Business**

Harvey Flooding Collection: Ellen Church has suggested we set up a collection box at the circulation desk to ask for donations to help the libraries affected by Hurricane Harvey. A collection box will be put out this week.

Dehumidifier Purchase: A new dehumidifier was purchased for \$279.00 (including the disposal of the old one). We had an electronic vote for this purchase.

Next Meeting: Wednesday, September 27<sup>th</sup>, 2017 at 7:00PM. The meeting was adjourned at 8:17PM.

Respectfully submitted,  
Lisa Bazarian Gardner

**Friends of the Northborough Library**  
**Library Director's Report**  
**August 30, 2017**

**Personnel**

- PT Library Assistant Rachael Hutchins, a resident of Northborough, started on August 28<sup>th</sup>.

**Library Trustees**

- Development Committee:
  - Next committee meeting: Sept. 20 @ 7:00 p.m.
  - Consulting fee: \$10,000 from the Board and \$5,000 from the Friends.
  - Initial payment - \$2,500 from the Board
  - Next payment (Sept. 20) - \$2,500 from the Friends (I will forward the invoice to Chris)
  - Additional payments (dates TBA) - \$7,500 from the Board and \$2,500 from the Friends
- Our 3<sup>rd</sup> annual fund appeal letters will go out on or about Sept. 27<sup>th</sup> with a goal of raising \$20,000; a 2<sup>nd</sup> reminder letter will go out in November; we will be using Clark Mailing Service again to send out the first letter
- Branding & Marketing Committee:
  - Word Of Mouth Marketing (WOMM) campaign: Sept. 15<sup>th</sup> – March 15<sup>th</sup> with kickoff at Applefest Parade and Street Fair
    - New T-Shirts for the Library's Book Cart Drill Team are on order
    - New banner for the Applefest Parade is on order
    - Enlarged photos of some of the people we are profiling as part of the WOMM campaign, which will be mounted on foam panels, are also on order
  - Library Card Sign-Up Month: September 1<sup>st</sup> – 30<sup>th</sup>
- Technology Committee
  - Revised Technology Plan will be presented to the Board of Trustees on December 12<sup>th</sup>
    - Considering adding a "Toolkit Library" to our offerings
    - Also considering adding Virtual Reality (VR) and Augmented Reality (AR) goggles or headsets

**LSTA grant for Outreach Services to the Homebound: \$14,800**

- 2-year grant will start October 1<sup>st</sup>
- We will be contracting with a part-time Outreach Coordinator to manage a core group of volunteers to help deliver materials to the homebound

**Building Update**

- I am applying for CPA funds in order to address the water penetration issues in the former Internet Café in the original Gale Library Building. If approved, the funds would pay for a roofing contractor and a masonry contractor. Quotes are pending.

**Proposed Partial Restoration of Hours:** Thursday evenings from 5:00 – 8:30 p.m.

**The Apple Café**

- The next Apple Memory Café will be held September 6<sup>th</sup> from 2:00 – 4:00 p.m.

**Gale Forecast – September 2017**

- Will be published on Friday, September 1st

**Wish List Requests:**

- The Art of Weight Control, a 9-week series with Registered Dietician Judy Palken (Sept. 27<sup>th</sup> – November 29<sup>th</sup>):
  - \$450 from the Friends / \$450 from student fees (\$45 per person for the 9-part series)
- Future request: New Teacher Breakfast: Tentatively scheduled for Tuesday, October 10<sup>th</sup> at 8:00 a.m. (pending confirmation from the School Superintendent):
  - Food and refreshments for teachers and administrators (number of attendees pending) with catering provided by Millie Milton of C'est la vie Bistro
- Future request: Funds for a defibrillator (cost TBD) as part of our Emergency Response Plan
  - Still seeking quotes for this