

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

Present: Ellen Church, Lisa Gardner, Chris Hodge, Lisa Hodge, Chris Lindquist, Sandra Harris, Diane Cappelmann, Mary Murphy, Jennifer Lee, Carol DeRienzo, & Melanie Magee.

The meeting was called to order at 7:00PM by Ellen Church. A motion made by Chris Hodge to accept the minutes from the previous meeting was seconded by Sandra Harris. It passed unanimously. A motion was made by Chris Hodge to accept the minutes from the May meeting and was 2<sup>nd</sup> by Sandra Harris. It passed unanimously.

Financial Report: Chris Hodge was present and provided the July financial report. Total Income: \$440.75; Total Expense: \$2,575.00; Net Income: -\$2134.25.

Chris moved \$5,000.00 from the Restricted CD to Unrestricted fund for capital expenditures – the digital display and the book case structure for the children’s room.

Amazon/EBay: On line sale reports for July were submitted. They are as follows: Ellen Church: \$371.10; Diane Cappelmann: \$160.80; Catherine Foster: \$91.35. Lisa Hodge will be on vacation for July and August. John Matraia and Sidney Field did not report this month.

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

- Hope to fill the Part-time Library Assistant Position by Mid-August.
- The Fundraising Committee met with Bill Carlton of Carlton & Company about the fundraising plan for the Trustee’s.
- 1<sup>st</sup> Digital display is up in the Children’s Room.
- LSTA Grant for Outreach Services for \$14,800 for Homebound was granted. It is a 2 year grant.

Children’s is requesting \$875.00 for welcome folders for the Children’s Room. Chris Hodge made a motion and Lisa Gardner seconded it. It passed unanimously.

Chris Lindquist is requesting \$400.00 for miscellaneous Applefest items (i.e. 2 banners, 10 T-shirts). Chris Hodge made a motion and Lisa Hodge seconded it. It passed unanimously.

Membership: Lisa Hodge was present. We currently have 106 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. Ellen is currently looking for volunteers.

Applefest Candy: Thank you to Joanne and Tony Rino for the \$100.00 donation to purchase candy for the Applefest parade.

Follow up Clendenin Library: Ellen received a follow up letter from the Clendenin Library in West Virginia. They still do not have the funds to rebuild their library.

**New Business**

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.

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 will post the form in the teen room as well as give it to the high school before school starts.

Apple Memory Cafe: Carol DeRienzo was present this evening to see if the Friends might be willing to allow her to use our 501C-3 number as she begins her fundraising efforts on behalf of the Apple Café. Lisa Gardner has recused herself from this issue because of her work with the Apple Memory Café.

Chris Hodge has some concerns about us being an umbrella organization. We also are not sure if this would be allowed by our By-Laws. The event does physically take place in the library but our missions do not overlap. If we thought about proceeding, Chris would like to set some specific rules and controls with finite time table of how long we would be the umbrella organization. He would also set up a separate account. He also would like to make sure we have a clear exit strategy and that everything is in writing.

Ellen has volunteered to reach out to the Friends of the Senior Center to see why they would not be willing to be the umbrella organization. We have tabled this until our next meeting.

John Coderre Request: Michelle Rehill and Chris Lindquist met with John Coderre last month to discuss the various options for reinstating library hours.

- Option One: A proposal was made to extend library hours on the 3<sup>rd</sup> Thursday of every month from September-June.
- Option Two: John Coderre's counter proposal is to close the gate and hire a monitor (at minimum wage) to sit in the entryway while leaving the meeting rooms available for use. Chris Lindquist is opposed to this idea. He thinks it creates confusion – people wanting to take items out of the library etc.
- Option Three: Chris Lindquist has also made the request for supplemental funds to restore 6 hours back to the library that were cut 8 years ago (Monday mornings and Thursday evenings). John has said the town cannot afford this. The estimated cost for the additional hours would be approximately \$60,000.00. This figure includes staff and cost to have building open.
- Option Four: The estimated cost to hire one part time person is about \$19,000.00 for just the restoration of Thursday evening hours. John Coderre has made the request that the Friends fund this position for the first two years. Currently, the Friends have \$62,000.00 in the Restricted Account – this money can only be used for capital items. We have about \$24,000.00 in the Unrestricted Fund that is available. We do not have the money for fund this position for 2 years.

A motion was made on John's proposal that the Friends would fund for 2 years the part-time of \$38,000.00 to keep the library open on Thursday evenings with the understanding that the town will take over after 2 years. Chris Hodge made a motion and Lisa Hodge seconded it. The motion was unanimously defeated.

3<sup>rd</sup> Thursday openings – a request was made by Chris Lindquist to see if the Friends would be willing to put \$2,000.00 towards the \$6,000.00 needed to open the 3<sup>rd</sup> Thursday of every month. He will ask if the Trustees will provide \$2,000.00 and if the town will provide \$2,000.00. Lisa Hodge made a motion to support 3<sup>rd</sup> Thursday openings for up to \$2,000.00, Diane Cappelmann seconded. It was unanimously accepted.

**Next Meeting:** Wednesday, August 30, 2017 at 7:00PM. The meeting was adjourned at 9:10PM.

Respectfully submitted,  
Lisa Bazarian Gardner

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

**Personnel**

- PT Library Assistant – Circulation position: 3 interviews next week. Hope to fill the position in mid-August.

**Library Trustees**

- Development Committee: Initial meeting with Bill Carlton of Carlton & Co. (Boston, MA) held on July 24<sup>th</sup>. Next meeting in early Sept. (date TBA). Focused on the elements of our blended case statement and assigning dollar amounts to them. Also need to come up with 2 lists of prospective people to be interviewed by Bill about our case statement and our plan: (1) Past donors to the building campaign and (2) old-timers who know people and are stakeholders in the community. Bill will be consulting with us on a feasibility study, our blended case statement, and a multi-year development plan. We will also be establishing a permanent endowment in order to invest funds that are raised, primarily (according to Bill) by bequests and legacy gifts from estates. The timeline in September – November. Bill will be meeting with key stakeholders, including members of the Board and others who are identified in the lists we are in the process of creating.
  - Consulting fee: \$10,000 from the Board and \$5,000 from the Friends.
  - Initial payment - \$2,500 from the Board
  - Next payment (date TBA) - \$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 in Sept. - October 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:
  - Our final deliverable from Stirling Technologies: Welcome packets using professionally printed presentation folders:
    - 1,000 – Adult/Teen Services: Received; we are planning to recruit volunteers to help insert info. in the first batch of 200 for September, which will be given out to new cardholders and others who visit the Library
    - 500 – Children's Services: Requesting \$875 in funds for these folders with the children's logo on the covers
- Technology Committee
  - Our first digital display was installed in Children's Services last week and is now in use! Total estimated cost:
    - Labor - \$1,150
    - Hardware/software - \$650
    - Total: \$1800
    - Kudos to Jon Hersh from our Tech. Committee who spent about 50 hours researching this!!
    - We will use the remaining \$1,700 to mount a second digital display in a location TBD in the Fall

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

**The Apple Café**

- The next Apple Memory Café will be held August 2<sup>nd</sup> @ 2:00 p.m.

**Gale Forecast – August 2017**

- Will be published on Friday, July 28<sup>th</sup>; E-Newsletter will be sent via CC on Monday, July 31st

**Wish List Requests:**

- \$875 for 500 professionally printed presentation folders for Children's Services to use for Welcome packets
- Applefest 2017 Weekend (Sept. 16 – 17)
  - \$100 for candy for the AppleFest parade (already approved)
  - New banner for the AppleFest Parade with new logo (cost TBD)
  - New table banner for the Applefest booth that can be used for other outreach visits (cost TBD)
  - New T-shirts for the AppleFest Book Cart Drill Team with new logo (cost TBD)
- Future request: Funds for a defibrillator (cost TBD) as part of our Emergency Response Plan