

Friends of the Chelsea District Library

Executive Board Meeting

March 5, 2016

Call to Order

- The meeting was called to order at 10:15
- Attending: Steve Eberle, Gary Munce, Jennifer Kundak, Mandy Higgins, Amanda Tarasow, Lori Coryell

Minutes

The contents of January minutes were approved with email changes.

Directors Report

See attached directors report via the minutes email.

Chair Reports

Treasurer

- Gary Munce reported for Nancy Neff.
- \$10,000 on hand.
- Slower book sale in February.
- 16 new members after annual meeting, plus we received a donation.
- Expenses in February were discussed.
- March wish list items, \$1500
- We have postponed the endowment fund donation so we don't have to dip into savings.

- We would like to divide March into 2 payments after March books sale. Lori ok'd that.
- May \$2150 on wish list, we may adopt the double payment in May, motion called and passed.
- Jennifer Kundak discussed who pays for the FOML, which is in budget.

Membership Chair

- Gary Munce reported for Michelle Tuplin.
- 56 paid members, 2014-77 paid members, 34 non renewals, 2015-67paid members, 28 non renewals
- All non-renewals have received a pleasant reminder, some have responded, some have not.
- Passing list to see whom we could contact on the list that did not renew, and that Friends could approach to renew. Gary is going to make talking points that we can approach people with.
- Jennifer recalled what we did a few years ago. She thinks it was valuable to get the feedback from people who didn't renew. We need to evaluate and consider why someone didn't renew.
- Gary discussed what the difference is between donating and becoming a member of the Friends. He would like us to have a discussion

on this and to consider a different approach. If you donate to the library, should you get to become a Friend? Should a Friends membership of being a byproduct of donation to the library?

- Jennifer discussed how we lacked in social events. Some simple, no reason social events throughout the year might be a good idea. Promote and highlight friends as ambassadors.
- There is enough confusion on this to warrant a further discussion.
- How do we solve the confusion? Add to the agenda of the next meeting.
- Amanda thought that a complimentary membership would raise awareness.
- Lori discussed donor and donor recognition.
- In regards to the membership database, keeping track is difficult, so we are looking at donor management systems. We could have the ability to send notices to certain donors.
- Jennifer discussed how every Friends group struggles with this, so it's good to talk to other local/regional friends groups.
- We discussed the ability to register online.

Hospitality

- Gary Munce reported for Michele Mullens.
- Staff Appreciation is on 4/13 from noon to 1:30p.m. There will be two set up times. The

evening of 4/12 from 6:00-8:00, and the morning of 13th, time TBD.

- Michele is interviewing caterers now.
- Nancy is looking at gifts for staff
- The budget was increased to \$1700.
- Steve discussed our place at Sounds & Sights and raising our visibility .

Communications

- Amanda Tarasow reported.
- This is a time of great flux in on line communication. Amanda and Gary have met with Melanie.
- Talked about the new site, what it can have and what it will look like. Put together priorities for the new site.
- Gary discussed what do we want on the website and what do we want to communicate. How can we “drive” people to the website?
- Amanda discussed creating the feeling of the current website. It looks like we aren’t doing much even though we are very busy. We would like to adopt the approach of photo bios.
- Gary discussed the concern about we need to maintain separate identity of the Friends and the library. We do not want to be infringing on rules and regulations of the library.

- Gary and Amanda discussed how the groundwork pays off and we should make Friends look appealing on our website.

Book Sale Task Force

- Gary Munce reported for Jan Carr.
- We bought a new book sale banner and it wasn't what the banner manufacture said in terms of quality.
- We could pay \$175 we could get a banner that is weather proof.
- Amanda moved to spend the \$175 to fix the banner.
- Gary to meet with Patti to see what we should do.
- Serious conversation about how we can help Jan with the book sale and the future management of it.

Old Business

- Discussed meeting times and what works for everyone.
- Gary discussed sending note out to the board members with alternative meeting times, and try to get a consensus.
- Volunteer sign up sheets, want to use Friends homepage website for volunteering sign up.
- Gary wondered if the Friends be part of the McKune anniversary? In regards to planning and participation.

- Steve discussed how to get the Friends more involved with tree planting, what if we did a replanting of another dogwood to coincide with the anniversary.
- Gary said we should discuss as a group.
- Farmers Market table-when, who, it is on the radar? Jennifer said the hours are 8:00am-1:00pm.

New business

- Jennifer annual FOML, 4/14, aimed at Friends and will be held in Saginaw. She would like other Friends to consider attending if possible. Everyone has an opportunity to go and participate. Nancy can help with registering.
- Gary mentioned he has no experience with any other Friends group. He is very curious what other Friends groups are doing that can help us be more productive.
- Chelsea Expo-library and Friends have a shared table. We also want to make sure we are included next year at the Festival of Tables.
- Steve said we should get on the list now for a table for next year. Lori discussed working together for next year since it is such a busy time for the library.

Public Comment

- No public in attendance

Meeting adjourned at 11:30