

## **Board of Friends of the Brandywine Hundred Library**

### **Minutes of the Meeting held Tuesday, March 11, 2014**

Members Present: Mary Bowler, Kay Bowes, Natalee Burke, Helen Butler, Agnes Galvin, Martha Gessler, Richard James, Claire Kantar, Michelle Masitis-Mooney, John Stevenson, Lynne Rosa.

Members Absent: Lynn Calder, Ronna Riley

#### Welcome and Announcements

President Lynne Rosa welcomed everyone and reminded everyone about the Friends' retreat to be held in the library on March 29<sup>th</sup> from 10 AM - 4PM with lunch provided.

The minutes were approved after one correction. John Stevenson will post them on line.

#### Treasurer's Report:

Mary Bowler stated that current assets are: \$8,345.72 in the checking account

\$53,785.82 in the money market account

Ms. Bowler has paid all outstanding bills and she requested any expense receipts from board members. She also noted that she had reimbursements to herself yet to be processed so they are not reflected as debits to the account totals.

As detailed in the by-laws, In order to secure check-signing privileges, Ms. Rosa and Claire Kantar need to bring photo ID's and meet Ms. Bowler at the main branch of the WFSS bank on Delaware Avenue to conclude the process.

#### Librarian's Report

Jean Kaufman stated that the library has joined with Delaware Humanities Forum in sponsoring the visit of Delaware hymnist, Albert Tindley on Wednesday, March 12. Ms. Kaufman hopes that some board members will be able to attend.

A special Teen Spot has been established in the library and Ms. Kaufman thanked the Friends for providing pizza for the volunteers who helped set up the new space. It is the first time the library has had all teen materials in a separate location in the library. The area will have to be appropriately labeled.

Ms. Kaufman noted that a mural has been painted by volunteer teens at the Claymont Library. Perhaps this is an idea for Brandywine also.

There is also a New Castle County on-line teen literary magazine called *Imazine*, now going statewide which displays original work including art work. Some teens from BHL have contributed to it.

Titles of movies shown at the library are not announced on the calendar as our patrons prefer “hot movies” and it is uncertain what can be obtained for any particular date. The film *The Butler* attracted a record audience of 55 people.

Ms Kaufman gave everyone a copy of the Spring 2014 edition of BHL Library adult programs.

She explained that libraries are moving to become more of a community gathering place than in the past. They are less academic and more welcoming to the general public, sponsoring relaxed events that include refreshments.

There was discussion of how to deal efficiently with library mail containing membership renewal checks. Currently, a closed red folder is kept in the room behind the check-out counter and several library staff members are responsible at different times for dealing with the mail. It is felt that a more secure container is needed. Ms Bowler suggested having a Friends’ Post Office Box at the Concord Pike Post Office and directing members to send mail to that address. Another suggestion was for a locked box with a slot for mail; more members favored this solution and Ms. Rosa decided to pursue the locked box idea.

### Communications Team Report

John Stevenson reported that an updated list of board members in on the Friends’ website, and the minutes of the meetings are posted after they are approved.

He also requested that board members inform him if they think anything on the website looks dated or unpleasing to the eye.

Michelle Mooney suggested that the library print the Friends’ website address on the bookmarks they make available to patrons every few months.

Several suggestions were discussed about member e-mail usage. Ms Rosa suggested e-mailing lapsed members with a “We want you back” message. Mr. Stevenson recommended an opt-in or opt-out approach. A postcard saying, “We miss you” and including a list of Friends’ accomplishments was also proposed. There was discussion as to whether e-mail or posted mail had a greater impact. Most members thought that posted mail was taken more seriously and less likely to be missed.

Claire Kantor expressed her concern about losing members because most memberships expire in April and are renewed during the membership drive. As the drive is to be switched to the fall, there may be a six month gap before these members renew, or we may lose some

members altogether. Ms. Masitis-Mooney said an e-mail blast would be sent and that these members would be given a six-month grace period.

Mr. Stevenson's final point was to explain that the current LIS Host Provider for the web site was adequate, but that it may be advantageous to explore cheaper, more flexible options in the future.

#### Old Business

Ms Rosa asked for an update on possible author events at the library. Helen Butler had talked to the author known to her husband but she was already booked for an author event to celebrate the publication of the third book of a trilogy. Ms. Butler thought that the author might agree to another event later in the year.

Martha Gessler and Richard James had contacted the authors they knew but had no response from them.

#### New Business

Ms. Bowes drafted an advocacy letter to the State legislature in support of Delaware Council on Libraries' request for \$1,000,000 addition to the state budget for libraries.

She sent copies of this letter to all board members for their input. She incorporated the changes suggested and now planned to send copies of the letter to 7 members of the legislature. These are: Jack Markell, Governor; Jeffery Bullock, Secretary of State; Harry B. Mc Dowell III, and Catherine Cloutier, Senators: and Deborah J. Heffernan, Byron H. Short, and Dennis E. Williams. These letters will be personalized at the Friends' Retreat on March 29.

Ms Rosa asked for a motion to adjourn the meeting and Ms. Bowes so moved at 8:03 PM

The next meeting will be held on Tuesday April 8, at 7 PM in the library.

Respectfully submitted,

Agnes M. Galvin