

BOARD OF FRIENDS OF BRANDYWINE HUNDRED LIBRARY

Minutes of the Meeting Held Tuesday, August 5, 2014,

Members Present: Mary Bowler, Kay Bowes, Natalee Burke, Helen Butler, Agnes Galvin, Martha Gessler, Richard James, Lynne Rosa

Members Absent: Claire Kantar, Michelle Masitis-Mooney, John Stevenson,

Also Present: Jean Kaufman

Welcome and Overview

Lynne Rosa welcomed everyone and began the meeting with a question raised by Claire Kantar; namely, should the Friends have their own programs, or does the library have good enough ones already? Jean Kaufman explained that the library focus is changing, and reaching out to the community with programs is becoming crucially important in adapting to the e-book era. Board members agreed that although some Friends groups may simply want to raise funds for library programs, the BHL Friends really want to plan and present programs.

Ms. Rosa has spoken with Ms Kaufman about what the Friends are doing well at present and what could be done better. Ms Kaufman asked for as much information as possible to be given to her. For example: membership plans, action plans, calendar information etc. If staff members know what is going on they can mention dates and events to patrons, and she can ensure that everything runs smoothly.

Ms Rosa would like all teams to prepare action plans for the September meeting, including the plan, budget, support needed, estimated number of patrons who might attend etc. She would also like to reach out to our membership to pull people into work on projects. We need to generate a list of people who have volunteered in specific areas. We should also consider a fundraising event

The membership committee needs to modify its new enrollment form to include needed information.

Approval of Minutes

The minutes of the July 8, 2014 Board Meeting were approved with two changes.

Treasurer's Report (see attached)

Mary Bowler reported that there was little activity this month. The one expenditure was ice cream for the concert. Income was one membership at the \$50 level and a discount of \$15.60 on books sold at the author event.

Library Manager's Report

Jean Kaufman estimated the cost of the staff luncheon including \$10.00 WAWA gift cards for all staff members at close to \$1,400. Ms. Bowler moved that an amount not exceeding \$1400 be allocated for the staff luncheon on Sept 4.

Circulation at BHL is at the same level as last year. The presence of the day camp on the library grounds increases the number of patrons. The total number of registered patrons went down as the county deleted some card holders who had not used their cards in several years.

The final concert was a big success especially with the children. The face painting activity was popular and the ice cream was delicious, Patrons were interested in visiting the tables set up by the art museum, music

school etc. However, there is a need to find programs that attract all age groups. Ms Bowler suggested John Flynn, whom she described as a fantastic musician who appeals to all ages.

The garden club would have liked a table in the middle rather than at the end of the line. It was suggested that in future putting the tables in a semi-circle to facilitate movement among them would be helpful.

Ms Kaufman commented on the great value the teen volunteers bring to the reading program. This year's goal is to give away 1000 books. Today's number has reached 836 with two weeks left. There will be a party for the teen volunteers at the end of the summer.

Communications Team Report

Natalee Burke stated that the team was trying to organize a conference call prior to each meeting to make decisions on how many times to send out the membership drive dates and similar announcements. Also, signs are needed to publicize different events. Mr. James suggested that one large-stand alone sign would be good with others added as needed

Membership Team Report

Richard James showed the board the current draft of an invitation to sign up for the membership drive. It was approved except for the two hour shifts which may be changed back to three hours.

This year, we will also change the gifts that all members receive for signing up. Kay Bowes will negotiate with Highland Orchard for apples and the Friends will provide their signature tote bags. Mr. James asked if we could buy smaller tote bags as he likes the idea of giving a few apples in a small bag. Ms Bowes agreed to find out and reminded the board that the bags would need to have the Friends logo added.

Program Team Report

Librarian Greta White has asked the Friends to provide lunch for the Writers' Conference on Sept 13-14. She estimates the cost for 30-35 people at \$350.00. Ms Bowler moved and the board approved that up to this amount be spent on lunch. Ms. Bowler asked for prominent recognition for Friends at the conference.

Martha Gessler reported that Dr Russ is scheduled for Nov 5th speak on DE history.

The Peacekeepers are scheduled for Jan 28. Their topic will be crime prevention in the city of Wilmington. The group is Christian, but religion will not be part of the presentation. Ms Gessler suggested giving the group a \$150 donation which was approved after discussion. Publicity will be needed to boost attendance for this event. Ms White has many contacts, and board members can distribute flyers to businesses. An e-mail blast can also be sent. We will invite community groups and government representatives to be present. Refreshments will be provided up to an approved limit of \$150.00. The time scheduled was 6:30 but the board changed it to 7PM to make it easier for working people to attend.

Advocacy Report

Kay Bowes stated that Greta White has scheduled the presentation of the Declaration of the Right to Libraries for October 22, just before a scheduled talk. Local dignitaries will be invited to attend.

Old Business

Ms Rosa reported that the Staff Appreciation Luncheon with a Greek theme is scheduled for Sept 4. Board members should wear togas or the female equivalent. Each staff member will receive a \$10.00 WAWA Gift

Card. Ms Rosa also plans to have a raffle with prizes in the \$25 dollar range. There will be 40 people for food and gift cards for everybody, including those unable to attend the lunch. Some raffle items could be services for example: a portrait from a photographer, a hairdresser service etc. Board members could ask businesses for donations. Ms. Rosa will be at the library for a 10 am set up on September 4. Board members will help if available.

The Membership picnic has been postponed till April 2015

The suggestion was made to introduce a Friends' membership card or even better a sticker to go on a member's library card. This was hailed as a good idea which would ensure publicity for *The Friends*.

The gardening and grounds issue will be tabled until the next meeting. Ms Rosa is thinking of using natural grasses and becoming less dependent on annuals which could be grown in pots for easy removal after the flowers die.

New Business:

Ms. Rosa had invited discussion of *The Dolly Parton Imagine Library* as a possible Friends project. It was decided that more information is needed about this program which distributes books to low-income preschool children. It is likely that library catchment area probably wouldn't qualify for funding.

Ms Bowes announced that the National Book Festival will be held at the Convention Center in Washington from 10-6 on the Saturday of Labor Day weekend.

A plaque will be placed on the new large television in the Program Room crediting the patron donor who partially funded it.

Ms Rosa is considering using natural grasses in the garden with less dependency on annuals which could be placed in pots. There are several options to be considered.

The next meeting will be Tuesday, September 9, 2014

As there was no further business, the meeting was adjourned at 8:15 PM.

Expenditures Authorized

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| 1. Annual Staff luncheon | \$1,400.00 |
| 2. Lunch for Writers' Conference | \$ 350.00 |
| 3. Peacekeepers | \$ 300.00 |

Respectfully submitted,

Agnes Galvin

(Secretary)