

## **BOARD OF FRIENDS OF BRANDYWINE HUNDRED LIBRARY**

### **Minutes of the Meeting Held Tuesday, September 9, 2014**

Members Present: Mary Bowler, Kay Bowes, Natalee Burke, Helen Butler, Lynne Rosa, Michelle Masitis-Mooney, Claire Kantar

Members Absent: Agnes Galvin, John Stevenson, Martha Gessler, Richard James, Also Absent: Jean Kaufman

Also Present: Guest, Jim Conrad

#### Announcements

Lynne Rosa called the meeting to order and commented that the agenda would be flipped around to accommodate some members having to leave the meeting early.

#### Report on Banner Sign:

Natalee Burke reported on the proposed purchase of the banner sign. Bids were received from Sirspeedy, Signarama, Alpha Graphics, Fast Signs. Fast Signs was eliminated as being too expensive, but the remaining three bidders were all within a narrow range. Board discussion favored Alpha Graphics, since we have done business with them before and Natalee found them to be the most responsive. The Board approved (on motion made by Mary Bowler and seconded by Kay Bowes) an expenditure of up to \$350 for purchase of the banner, subject to content approval (which can be done by email if time does not allow for waiting until the next meeting).

#### Approval of Minutes

The minutes of the August 5, 2014 Board Meeting were approved with a change in the amount approved for the Peacekeepers presentation. It should be \$300: a \$150 donation and \$150 for refreshments. Kay Bowes moved for approval as amended and Mary Bowler seconded. Minutes were approved unanimously.

#### Treasurer's Report (previously circulated)

Mary Bowler reported that there was little activity this month. Deposits from the copier and the interest on deposit were received as identified on the Treasurer's Report. A transfer of funds from the Money Market account to the operating checking account is needed. It was moved and seconded to maintain \$50,000 in the Money Market and move any excess over that amount to the operating account.

### Library Manager's Report

Jean Kaufman was not able to attend the meeting, but a request for \$419.07 to be used to fund the teen program party was presented on her behalf. The Board approved this request, since a prior discussion had been conducted and the request approved in principle.

The Board had also previously approved \$50 to assist with the Delaware Poet Laureate appearance at the Writers Conference.

### Garden Project Report

A thorough report on the status of the Garden Project was presented by Claire Kantar. The report included a draft Request for Proposal (RFP). It also included a survey of landscaping activities by other local Delaware Library Friends groups. Our current gardener, Henry, submitted to Claire a summary of his work and costs, which the board agreed was very thorough and very cost effective. Lynne Rosa stated that the issue was not to exclude Henry, but to determine if a change in the plantings and scope is necessary, and if so how to achieve that.

Jim Conrad, guest, spoke at length about his satisfaction with the current look of the library front area and his interest in having Board members assist in weeding and gardening. Lynne Rosa responded that the Board members have been queried on this issue several times and no one is interested in taking on this task, which is why we are looking into alternatives.

It has been suggested that the Library staff would like to include the staff entrance in the FBHL responsibilities, which are currently limited to the front area. It was further suggested that we think about the report and send comments to Claire. The Board will further discuss this issue at the October meeting.

### Communications Team Report

The Communications Team Action Plan has been trailed for another week. Lynne Rosa indicated that it was imperative to have activities on this critical group documented and presented monthly. Michelle Mastitis-Mooney will make sure a pre-meeting was held prior to the next scheduled Board meeting and a report forthcoming.

### Membership Team Report

An action plan was presented by Kay Bowes which included activities for the upcoming membership drive, which commences October 19<sup>th</sup>. This thorough report itemizes membership goals, timeline for the drive, activities to be completed, and a proposed budget for the drive, and post drive activities. The complete plan follows below. Lynne Rosa reminded the Board that we are all expected to participate actively and that we are expected to fill in when the larger membership weighs in with filling the slots. The Board also agreed to participate in the preparation and after drive tasks. There will be no wish list books during this drive.

Michelle Masitis-Mooney moved and Claire Kantar seconded a measure to approve membership drive expenditures not to exceed \$3,000. It was unanimously approved.

Breakdown of Approximate Costs:

Tote Bags	500	\$	780
Apple Bags			
Oatmeal Color	2,500	\$	1,100
Stickers for Cards	3,000	\$	278
Apples	25 Bu	\$	300
Banner		\$	350

Total (not to exceed \$3,000) \$ 2,808

Program Team Report

The Program Team action plan was presented by Helen Butler. It includes planned programs and budgets for those programs. The plan can be found below following. The presentation by Dr. Russ on DE history, scheduled for November 5<sup>th</sup>, requires an expenditure for refreshments. Claire Kantar moved and Kay Bowes seconded an expenditure not to exceed \$150, which was unanimously approved.

Further discussion is needed on how to publicize events and programs and how to develop contacts in local media.

It was suggested that a Valentine's Day Concert might be a good Friends fundraising and membership raising event. The Board enthusiastically agreed.

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 have been invited and Board members are encouraged to attend. A complete copy of this report follows below:

Old Business

A change to the Peacekeepers budget as identified in the September minutes was approved with a motion by Kay Bowes and second by Mary Bowler. The total amount for this event is \$300 (\$150 contribution and \$150 for refreshments)

New Business:

Lynne Rosa passed out a draft calendar in WORD format which we could use until all of our events are posted on our website. This issue will be discussed at the next meeting.

Lynne Rosa invited comments on a combined effort to donate food and children’s books to the Sunday Breakfast Mission and to follow up with a Saturday AM cooking and serving event. Board members liked this idea and Lynne will follow up after the membership drive.

Suggestions for a “gift of the month” for library staff and volunteers to replace the acknowledgement last year with the WAWA cards are solicited from the Board.

The next meeting will be Tuesday, October 14, 2014. The FOCUS will be on brief team reports, a brief garden project update, but primarily on the Membership Drive.

As there was no further business, the meeting was adjourned at 8:30 PM.

Expenditures Authorized

1. Teen Summer Program Party	\$	419.07
2. Poet Laureate for Writers Conference	\$	50.00
3. Banner Purchase	\$	350.00
4. Membership Drive	\$	3,000.00
5. Dr. Russ Program	\$	150.00
Total	\$	3,969.07

Respectfully submitted,

Lynne Rosa and Michelle Masitis-Mooney  
for Agnes Galvin  
(Secretary)

See Below for Team Reports

**ACTION PLAN: MEMBERSHIP COMMITTEE**  
 Friends of Brandywine Hundred Library

**GOAL: To increase membership into the Friends of Brandywine Hundred Library by 10%** (currently 1039 ; 10% = 103: targeted goal 1142)

**Step One: 1-2 Months Before Membership Drive**

Action to Be Taken	Facilitator	Date to be Completed
Membership list updates	Richard James	
Procure incentives (apples, apple bags, tote bags, stickers for library cards)	Kay Bowes	October 1, 2014
Compile list of volunteers for Membership Drive table	Richard James	
Re-design membership form (only)	Kay Bowes	October 1, 2014
Create Talking Points for volunteers	Kay Bowes	October 1, 2014

## Step Two: During Membership Drive

Action to Be Taken	Facilitator	Date to be Completed
Providing Incentives (apples, apple bags, tote bags, stickers for library cards) IN HOUSE on a daily basis	Kay Bowes	Saturday, October 18, 2014 and Daily Throughout the Week
Set up table and membership forms for Membership Drive	Kay Bowes	Saturday, October 18, 2014
Arrange for cash in cash drawer	Mary Bowler (???)	Sunday, October 19, 2014 and Daily Throughout the Week

## Step Three: After Membership Drive

Action to Be Taken	Facilitator	Date to be Completed
Supplies (forms, incentives, banner) stored in Friends office	Kay Bowes	Saturday, October 25, 2014
Compile lists of patrons joining and renewing memberships	Richard James	Immediately after the Membership Drive
If Wish List of Books provided, names of buyers immediately provided to librarians	Kay Bowes	No later than a week after Membership Drive
Thank you emails sent to volunteers manning Membership Drive table	Richard James	A week or two after Membership Drive

Membership Committee Proposed Budget 2014-2015

ITEM	QUANTITY	COST
Tote Bags	500	\$620
Apple Bags	2500	\$1050 + \$50 set up
Stickers for Friends Library Cards	3000	\$430.81
Apples from Highland Orchards	25 bushels (2500 apples)	\$300 (\$12 @ bushel)
TOTAL ACTUAL COST		\$2455.80

Goal: Supplement BHL's program offerings by providing Friend's sponsored programs/activities and assist with and support, monetarily and physically, programs offered by the BHL.

Timeline for the next 3 months:

1. September 13/14: Greta White/BHL is holding a Writer's Conference for an estimated 30-35 attendees that the Friends are sponsoring with money for lunch, Budget of \$350
2. Week of Oct 19 – Oct 25: Friends yearly membership drive in the lobby of BHL
  - a. Budget should cover cost of bags and apples (anything else?)
3. October 22, 2014: BHL Meet the Author Series (local author book signing/discussion of book) need to confirm budget---estimate: \$125 - \$150 (funding not yet authorized by Board)
  - a. Greta has scheduled a presentation of the Declaration of the Right to Libraries before the scheduled author speaks (local dignitaries will be in attendance?)
4. November 5, 2014: Friends are sponsoring Dr. Russ from UD re DE philanthropists
  - a. Board members will set up and clean up
  - b. Light refreshments budget: \$150 (funding not yet authorized by Board)
5. January 28, 2015: Peace Keepers will present a program on preventing crime in Wilmington
  - a. Board will set up and clean up
  - b. Board providing light refreshments , budget \$250 (authorized by board)
  - c. Board agreed to make a donation to the group of \$150

Idea for February 2015: Musical group to play and/or sing romantic music for Valentine's Day



Advocacy Report  
Friends of Brandywine Hundred Library  
September 9, 2014

The following project is in the works:

***Declaration for the Right to Libraries Signing:***

- Wednesday, October 22, 2014; 6:30pm - 6:55pm
- Prior to Author Event at the Library; 7:00pm
- Invited the following dignitaries:
  1. Governor Markell
  2. Secretary of State Jeffrey W. Bullock (declined)
  3. New Castle County Executive Tom Gordon
  4. New Castle County Community Services Manager Sophia Hanson
  5. New Castle County Library Manager Diana Brown
  6. New Castle County Councilman Robert Weiner
  7. Delaware State Representative Dennis E. Williams
  8. Delaware State Senator Catherine Cloutier
  9. Delaware State Senator Debra Heffernan
- Invited Lynne Rosa to speak that night as President of FOBHL

The short program will consist of the reading of the Declaration, introduction of dignitaries present, ask for any words from such, followed by the signing.

**Required of the library:**

- Space by the fireplace on the first floor
- Easels to hold both the posters of the Declaration and the Signing Poster
- Microphone