

BOARD OF FRIENDS OF BRANDYWINE HUNDRED LIBRARY

Minutes of the Meeting Held Tuesday, October 14, 2014

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

Member Absent: Helen Butler **Also Present:** Jean Kaufman

Welcome and Overview

Lynne Rosa opened the meeting with a reminder that all board members must be committed to work hard and be willing to take on extra tasks for The Friends. When Ms Rosa asked the board if any members planned to resign this year, John Stevenson indicated that he would. He has been operating the web site for a long time and needs a break.

Ms Rosa suggested a committee be formed to search for potential new board members. Claire Kantar, Michelle Masitis-Mooney and Mary Bowler along with Ms. Rosa agreed to serve.

Jean Kaufman suggested that the library volunteer coordinator, Joanne, might be able to help as she knows the volunteers well.

Membership Drive

Ms. Rosa asked that board members stay late after their shifts to get the new person started if he or she is not a board member.

Richard James passed around the current draft of instructions for volunteers. He also read out the shifts that were not filled, and board members volunteered to fill the gaps.

Two hundred dollars of change is provided in the shift envelope, and the library may have extra change if needed. Almost all memberships have run out by now so we want both new and returning members to fill out membership forms to check our information. Volunteers should e-mail Mr. James for problems, supplies etc.

Mr. James would like members to write their e-mail address themselves for accuracy or sign up on our website. People who want to pay by credit card can do so by writing the information on the membership form.

Mr. James questioned what we want the sign-up process to look like in two years. He would like a new web site with a pull up form that enters information into the membership list and also send e-mails to members on a monthly basis. It has been a rebuilding, retooling year. In future, there will be much more communication with members.

Kay Bowes reported that the apples from Highland Orchards, bags and stickers for library cards are all organized and ready. Twenty-five bushels of apples are reserved with 5 bushels available at the start of the drive. There will be a mix of different kinds of apples, and each member may take up to 5 apples.

In reply to Ms. Kantar's question as to how can we contact members who do not visit the library next week. Ideas included having a leaflet available in the library, contact through our Facebook page, a possible Friends' afternoon on occasion, an e-mail reminder or an invitation to work on our membership drive.

Treasurer's Report (see attached)

There was only one activity and no expenses were incurred last month.

Communications Team Report Communications Team Report

The team met on Oct 1st and decided to request that board members and library staff who are planning programs give written descriptions to the team.

John Stevenson reported that we will soon get an invoice to pay again for web domains which we have owned for 9 years. He would like to renew our ownership as it is important for credulity. The cost is about \$18 per year or \$180.00 for ten years.

To have an extensive website, we may need a business web designer, preferably a volunteer or someone for hire. WordPress is available through LISHost and has been requested for testing. The website needs a facelift and more color.

Natalee Burke posted pictures of the banner she has designed. Board members liked the design, but Ms Rosa would prefer a different color; she feels that red is too bright. Also, the photos should be changed for some with higher resolution, and one placed in the middle of the poster. The website uses tan and blue and the logo is blue. Ms. Burke needs to know how many bullets are needed on the banner.

Librarian's Report

Ms Kaufman reported an 8% dip in circulation at BHL while figures at the new Claymont library went up significantly. This may reflect people wanting to visit the new library at Claymont. Meanwhile, E-book circulation went up 56%.

Wilmington library has a new innovation center with a 3D Printer which is expensive to operate and takes much longer to print. The library has set a five-hour limit on printing. The use of the printer is free at present.

Libraries need to work on public relations to fill an information gap mentioned in a recent New York Times article about libraries.

The Summer Reading Program was successful; 1557 children signed up with a 66% completion rate.

The new signage has arrived at the library. It was expensive, but it looks good and has received many positive comments

The Writer's Conference was a success and attracted 56 people for whom The Friends provided refreshments.

Members of the Talleyville Fire Company visited and talked to 150 children

Greta White puts together monthly list of what is happening for the library website, and does a special format for some events. She prefers a quarterly activity schedule as it is submitted to the county for approval. Pictures of an author do not work on the website; text and photos are better

Program Committee

Martha Gessler reported that Dr. Russ is scheduled for next month and the Peacekeepers in January. A suggestion for April is to invite volunteer singers from Opera Delaware. Also Peter Reef, who has a program at Osher about how geographers tell lies, would be an interesting speaker.

Advocacy Report

Kay Bowes passed around a flyer giving details of The Declaration for the Right to Libraries reading and signing, which will take place in front of the fireplace on the first floor of the library. It is scheduled for next Tuesday, October 21, at 5:30 PM. Local dignitaries have been invited. Ms. Rosa will be present.

Ms. Bowes attended Sussex County Libraries Staff Development Day. Sally Gardiner from *United for Libraries* held two sessions for Friends and Trustees on how to advocate for libraries. She believes this activity must be ongoing. She also stated that Friends' groups are allowed to spend money on lobbying.

Old Business Update

Due to time constraints, Ms. Rosa postponed the presentation and discussion of the new plan for the library gardens until the November meeting.

New Business

Ms Rosa is concerned that recognition be given to The Friends' at events they have sponsored. Ms Kauffman says that this does happen, but the banner may not always be up. It was resolved to bring the banner and the other Friend signs to every event that we sponsor.

Other issues were mentioned briefly. The cash box for the membership drive is locked in the safe overnight. No apples or stickers are to be given out except to paying members.

The possibility of a special event for higher payers was mentioned.

Ms Rosa made a motion to adjourn at 8:50 PM

The next meeting will be on Tuesday, November 11

Respectfully submitted,

Agnes Galvin
(Secretary)