

Board of the Friends of Brandywine Hundred Library

Minutes of the Meeting held Tuesday, February 10, 2015

Members Present: Kay Bowes, Natalie Burke, Paula Evans, Agnes Galvin, Martha Gessler, Richard James, Clare Kantar Michelle-Masitis Mooney, Lynne Rosa,

Members Absent: Mary Bowler, Kate Cummings, Angel Holodick

Also present: Jean Kaufman, library manager

Welcome and Announcements

- Lynne Rosa (president) opened the meeting with a review of recent events. The board agreed that The Peacekeepers' program was a success with about 40 people present including Attorney General, Matthew Denn and the Superintendent of the Brandywine School District, Mark Holodick. Connections were made between the Peacekeepers' group and the community.
- Ms. Rosa commended our Program Chairperson, Martha Gessler, who was responsible for bringing the Peacekeepers' to the library.
- Ms. Rosa has been exploring options for an updated web site for the Friends'. Some possibilities are too expensive, but she hopes to come up with a solution that is user-friendly and reasonably priced.

Approval of Minutes

The January 2015 minutes were approved without changes.

Treasurer's Report: Money Market Account Balance: \$ 53,924.62

Checking Account Balance: \$ 3,942.69

See attached sheet for details.

Library Manager's Report

- Ms. Kauffman concurred with the board on the success of the Peacekeepers' program. Patrons made favorable comments and several libraries are now hosting similar programs.
- The Holocaust Collection will be moved to a more prominent place in the library. The Jewish Federation is presenting the library with a set of 100 DVD's which present recollections of the Holocaust. The board discussed the possibility of hosting a program that included viewing some of the DVD's.
- The Wilmington and Woodlawn libraries now have 3D printers available.
- The Winter Reading Club has been a great success. Plans are now being made for the Summer Reading Program. This year the prizes will be different; for example, a book, a comic, a free day at the YMCA, discount coupons etc. Over 300 children are already signed up.
- The Friends' need to concentrate on 4 matters of concern to libraries
 - Demonstrate a passion for library services e.g. Flipster etc. Friends' can help spread the word about their availability. At the Friends' fall conference there will be breakout sessions to demonstrate how to use these services
 - Practice advocacy: write, phone, and meet state and local politicians.
 - Provide financial support for programs and materials not covered by the library budget
 - Carry out community outreach: talk to people, show and explain services, distribute flyers etc.

Communications Team

- Ms. Rosa has been searching for a viable web site for the Friends'. The costs could exceed \$15,000 which is too high for the Friends'. She thinks that board members need to come up with a mutually agreed dollar amount for a website. We need to be able to input data easily and send e-mail blasts to members. Claire Kantar advised the board to contact David Epstein who will create a website for non-profits at no charge.
- Ms. Rosa also suggested having a Friends' table in the library once a month to increase visibility and boost membership.

- Kay Bowes commented that we needed to have a newsletter on the website and also to send old members who have not renewed a reminder postcard.
- Richard James stated that in his opinion we should send postcards by snail mail if the new website is not operating within a month.
- Ms. Bowes asked for the board's approval of items to be placed in the bag for Summer Reading Club members; for example, pencils, card protectors, pens. A pen with a stylus for texting or phoning was endorsed enthusiastically by the board.

Membership Team

- Claire Kantar expressed concerns about increased spending not being offset by income. Ms. Rosa agreed that further fundraising was needed.
- Ms. Gessler reported that she is trying to get bands for the summer concerts that the Friends have agreed to sponsor. She has contacted several possible groups including Country Store, the Clarion Brass Quartet and Opera Delaware. The Juggling Hoffmans are also a possibility that would appeal to children. Ms. Kaufman commented that they have presented a show at the library earlier and were very popular. A return visit would be much appreciated. They are available on Wednesday May 27.
- Ms. Gessler enquired if the Library would like the Friends' to fund refreshments for author's visits. Receiving a positive response, she moved that the library spend up to \$100 for food and beverages for author's visits. This motion passed unanimously.
- Mr. James moved that we place an advertisement for the Friends' in the program of the Mount Pleasant spring musical at a cost of \$75. He pointed out that they attract audiences that are also interested in library events. After Ms. Kantar commented that we should include the other district high schools, Mr. James moved that we spend up to \$250 to place advertisements in Brandywine and Concord High Schools' spring musical programs as well as Mount Pleasant. The motion passed with Ms. Kantar abstaining.

Advocacy Team Report

Kay Bowes reported that she had attended several library meetings as follows:

- The Friends of Delaware Libraries where an advocacy plan was discussed.
- The Delaware Joint Finance Committee where the legislators were hearing from the Dept. of State agencies. Sue Menton, Chair of the Delaware Council on Libraries, spoke for the Division of Libraries.
- The Council on Libraries, featuring Bill Wison of Himmel and Wilson, Library Consultants, who discussed library profiles for all Delaware Public Libraries.

She has plans to attend the following:

- The New Castle County Library Advisory Board meeting.
- Many of the Sussex County LAB meetings.

Upcoming Events:

- Tuesday, March 24, DLA legislative Day (See e-mail for registration.)
- Thursday, June 4, Delaware Library Town Meeting

Announcements

- Mr. James announced that a “Festival of Words”, a one-day literary conference, featuring several authors of young adult literature, would be held at Appoquinimink High school for secondary school students and teachers on Saturday, February 28.
- Ms. Rosa reminded the board that she would be travelling in Europe for two and a half months from March 15 till June. She will be blogging about her experiences.
- Ms. Rosa made a motion to adjourn, seconded by Ms. Kantar at 8:35 PM

Motions Passed

1. The Friends’ authorized spending up to \$100 per visit for refreshments for author’s presentations at the library (Proposer: Ms. Gessler)
2. The Friends’ agreed to spend up to \$250 to place advertisements in the Spring Musical programs of Brandywine School District high schools. Ms. Kantar abstained. (Proposer: Richard James)

The next meeting will be held on Tuesday, March 10, 2015 in the library.

Respectfully submitted,

Agnes M. Galvin

