

ST. CLOUD FRIENDS OF THE LIBRARY
EXECUTIVE BOARD MEETING MINUTES
MARCH 9, 2011

The Executive Board of the St. Cloud Friends of the Library met on Wednesday, March 9, 2011 in the Children's Meeting Room of the St. Cloud Public Library.

Call to Order: President Joanne Kudrna called the meeting to order at 5:30 p.m.

Members Present: Joanne Kudrna (Pres.), Karen L. Mrja (V.Pres.), Jo Weis, Dottie Martini (Sec.), Charles McCarthy, Steve Engels, Buzz Snyder and Mike Schaefer.

Members Absent: Jackelyn Bekius, Dick Jokinen and Ingunn Sverrisdottir (Treas.).

Staff Present: Michele Monson and Chris Mallo. Trudy de Goede was absent.

Introductions: Joanne K. asked members to share their name, the number of years served on the St. Cloud Friends of the Library Board and why they choose to serve.

Call for Additional Agenda Items: Joanne K. asked if members had additional items. Hearing none, she proceeded with the meeting agenda.

Secretary's Report: Minutes of the February 9, 2011 Board meeting were reviewed. Karen M. moved to accept the minutes. Second by Steve E. Unanimously approved.

Treasurer's Report: Ingunn S. emailed the February, 2011 Budget and Monthly Expenditure Report to members prior to this meeting. In her absence, members reviewed the monthly revenue and expenditures. Karen M. would like to support \$459.24 being moved from Newsletter Printing/Postage to Bookstore Postage Expense. Karen M. moved to accept the Financial Report with change. Second by Jo W. Motion passed.

Communications Received: Joanne K. circulated items for review: GRRL – Capital campaign thank you, GRRL – Thank you for \$4,000 gift for Children's Services, Letter from Steve Gottwalt–congratulations, Demco–Catalog, Business Central Magazine.

Liaison Reports: Chris Mallo reported on the Winter Reading Program, which included adults and teens. The slogan was ***"Snow is Falling, Books Are Calling"***. The reading program was "wildly successful" in 2010-11 - its third year. Participants' names were entered in a prize drawing for mugs and book bags with the program logo. The "Paws to Read" Program was held at the St. Cloud Public Library on Saturday, February 26, 2011 with 2 guinea pigs, a rabbit and several dogs. Fifty children and their parents participated. An article about this event was published in the St. Cloud Times.

Michele Monson shared her concerns regarding the "Green Roof" of the St. Cloud Public Library. Last year volunteers helped to weed the plants, but were unable to provide on-going care. Michele asked if Friends of the Library would be interested in volunteering for or overseeing the Green Roof garden project this year. Chris stated that a St. Cloud Library staff or FOL member must be available to oversee volunteers. Jo W. offered to communicate the need for gardening help to FOL members. Karen M. will check with GRRL staff, and contact Stearns and Sherburne County Master Gardeners for assistance. She will provide an update at the April Friends of the Library Executive Board meeting.

Old Business:

- a. Formula for the GRRL half-share - Joanne K. stated that revenue from the FOL Bookstore is shared equally with GRRL, but the question is whether this amount is before or after paying sales tax, or cost of mugs, supplies, etc. Members were in agreement that giving one-half of the gross revenue to GRRL would be less complicated for the Treasurer. Karen M. made the following motion: “The Friends of the Library will calculate the GRRL half-share based on total bookstore revenue, before removing any expenses, including sales tax. Bookstore revenue includes all the sales made through the bookstore, including books, calendars, mugs, bags and any other items.” Second by Steve E. Motion passed.
- b. Update on the discussion entitled, “Why do the Friends of the St. Cloud Library exist?” Joanne K. stated this item will be on the agenda in April. The FOL mission is not as clear as she would like; may need a “Mission Statement”.

Committee Reports:

- a. Bookstore Committee: Steve E. reported that the bookstore has experienced a steady increase in revenue, including a successful book sale in January, 2010. However, revenue for February, 2011 (\$1,220) is behind revenue in February, 2010 (\$2,500). Steve offered factors that may affect revenue; i.e., need to solicit people to assist in sorting/preparing books, quality of inventory and culling of donations by GRRL. Karen M. suggested that more help is needed to sort books. Joanne K. stated that reduced revenue impacts FOL’s ability to grant. We must assure adequate revenue to cover expenses to continue to make grants. Steve stated that a FOL book sale is planned for Friday, April 1 and Saturday, April 2, 2011. Not all of the details have been finalized, but Steve feels there is enough inventory to hold the sale.
- b. Membership Committee: Joanne K. stated that the FOL Executive Board operates as the Membership Committee. She stated that Dottie M. will keep the membership list updated. If memberships are not renewed, the Board must decide how to follow-up with these people. She shared a list and called attention to people who have not renewed their 2011 membership. Joanne and board members reviewed the list and volunteered to contact people and encourage them to renew their membership. Members were asked to try to solicit at least one new FOL member this year.
- c. Publicity Committee:
Members: Karen M. (newsletter), Jo W. (press releases). Jackelyn (to be asked for social media including website management).
2011 Newsletter and Mailing Proposal: Karen M. shared the Publicity Committee Report & Recommendations – Draft #1. She feels the Board should communicate with current (and potential) FOL members as frequently as possible, in both print and social media formats. Repetition of our message is important. The printed newsletter should not double as our only official notice to current members regarding the annual meeting, as delivery before the meeting is not guaranteed. She recommends that the Board adopt a print materials schedule including one first-class mailing to members with all requisite annual meeting materials two newsletters/year – Spring/Summer and Fall/Winter issues, published about six months apart – primarily promotional in purpose; i.e., events taking place at the annual meeting.

- d. Nominations Committee: Joanne K. thanked Buzz S. (and Dick J.) for their work in soliciting new members for 2011. She will check the membership spreadsheet and suggested we should acknowledge FOL members who express an interest in serving on the Executive Board. Karen agreed that if members express interest, we should recognize and respond. Openings and vacancies on the Board should be noted and applications kept on hand for future consideration. Joanne K. expects that Buzz S. will continue recruitment and nomination of members this fall. Joanne stated that up to 4 new members could potentially be added to the St. Cloud FOL Executive Board.

New Business:

- a. Social Media Plan: Jackelyn B. is absent, but sent a Social Media Plan which includes Facebook, Twitter and the Friends of the Library Website. Jo W. stated that Jackelyn B. agreed to work with Wave3Websites.com-contact Cindy. Jo W. moved that we authorize Jackelyn B. to proceed with contacting Wave3 for training up to \$60.00. Charles M. seconded. Unanimous vote. Motion passed. Joanne called for a motion regarding social media. Karen M. moved that Jackelyn be authorized to proceed with setting up Facebook and Twitter accounts at her discretion. Jo W. seconded. Unanimous vote. Motion passed.
- b. Current By-Laws: Joanne K. distributed copies of the St. Cloud Friends of the Library By-Laws and stated they were amended at the February 9, 2011 meeting. Joanne asked if there were any questions regarding the by-laws. No comment.
- c. Current Procedure Manual: Joanne K. called for a motion to approve the Procedure Manual for the St. Cloud Friends of the Library with current changes, effective March, 2011 (not Appendix). Michael S. moved to approve the Friends of the Library Procedure Manual. Second by Charles M. Motion passed.
- d. Miscellaneous:
Chris requested \$1,000 from FOL to fund Teen and Young Adult Services. Joanne K. called for a motion. Charles M. moved to release \$1,000 to fund Teen and Young Adult Services. Second by Karen M. Motion passed.

Karen M. thanked Chris and Michele for submitting and presenting information at the St. Cloud Friends of the Library Executive Committee annual meeting.

Jo W. thanked Karen M. for taking over the coordination and publication of the St. Cloud Friends of the Library Newsletter.

Contact List: Joanne K. asked if members have any corrections/additions to the 2011 Contact Information List. Michele Monson (Library staff liaison) requested to be added to the list. Dottie M. would like her cell phone number added. Joanne will update the list and email/send it to FOL Executive Board members.

Adjourn: The motion to adjourn was made by Karen M. Second by Buzz S. The meeting was adjourned at 7:00 p.m.

Dottie Martini,
Secretary