

The February 10, 2010, meeting of the St. Cloud Friends of the Library was convened at 5:35

p.m. by President Jo Weis at the library. Present were:

Jo Weis (pres.)	Joanne Kudrna (v.p.)
Ingunn Sverrisdottir (treas.)	Chris Mallo (staff)
Dick Jokinen	Karen Pundsack (staff)
Bev Pehler	Michelle Monson (staff)
Shirley Lafler (secretary)	Larry McCabe (incoming board member)
Libbie Brunsvold	

Absent:

Rose Ford	Steve Engles
David Malone	Mike Garrity

The President asked for additional agenda items and added two herself. They are:

1- legislative day

2-MALF

Dick J. indicated he would like to add something (a food drive in the bookstore) and the agenda was approved.

The secretary's report for January 2010 was approved with this addition: After the sentence "The President will send an update on member term dates.", the secretary omitted "The Board then "brainstormed" goals for the upcoming year, including increasing membership, increasing visibility through publicity, communication and public events, while maintaining a focus on the bookstore, our big moneymaker." With this addition the minutes were approved, Dick J. moving approval, and Libbie B. seconding.

Ingunn S. made the treasurer's report. There is now a method of tracking small donations in the bookstore and Ingunn reports 114 of them. Ingunn has made the flag payment authorized last month out of "other grants" and now has a bill for a second flag which was not ordered by Dick J. or the library. We and/or the library will send this flag back and not pay the bill. Bev P. moved approval of the treasurer's report, Dick J. seconded, and the report was approved.

Chris Mallo gave a report on children's activities. They are playing a literary characters matching game with prizes. There will be a Percy Jackson party at the library in connection with the movie opening of The Lightning Thief (8 to 12 year olds). Chris displayed the summer reading program banner (large, colorful) illustrating the theme "Under the Sea." She added she would like to have our check for \$3100.00 for children's activities as soon as possible. Joanne K. moved that we pay this amount this evening. Ingunn S., seconded this and it was approved. At the end of the annual meeting (which followed) Ingunn did issue a check to Chris for this amount.

Michelle Monson reported that the winter reading program for adults and teenagers has been successful. The mugs are a big hit. The lights in the Friends workroom now WORK! Thank you Michelle. Judy Ganz is retiring after working in all three libraries. There will be a party for her Friday (the 12th) in the staff lounge.

The President's agenda items:

1- MALF Jo W. has discovered that MALF's dues (Minnesota Association of Library Friends) are only \$25.00 a year and moved that we join. Ingunn S. seconded this and it was approved.

2- We have received a letter from Kirsti Smith, saying that February 24 is MLA legislative day. If any Friends wish to go, we should let library staff know by February 17, so that transportation can be coordinated.

Dick J.'s agenda item: Local food shelves are desperate for food, due to demand, and Dick wonders if we could conduct a food drive in the bookstore—a non-perishable food item for one book. A question was raised about the impact on revenue. The loss was not thought to be significant if we limit the drive to the last two weeks in March. The bookstore committee is directed to organize a food drive between the dates March 15 and March 31. Dick J. made the motion to second this and Joanne K. seconded. The motion carried.

Before discussing goals and strategies for the upcoming year, we applauded Libbie B. for her work on the newsletter.

There was a discussion on defining goals and strategies for the upcoming year. Joanne K.'s goal would be to double membership to approximately 200. Strategies for doing this need to be fleshed out. Do we need a marketing committee to work on visibility and communication? Perhaps a membership committee could also function as a marketing committee. A goal could be to establish a marketing committee.

Precisely how to double membership was discussed. A March mailing directed to this would be expensive.

Who should "handle" memberships was discussed. How should they be "routed" starting with the treasurer? Do we need something about this in the by-laws?

Should we explore websites for publicity and donations? Jo W. and Joanne K. are aware of two sites, givemn.org, and razoo.org? We will focus on membership and marketing ourselves this year.

Dick moved adjournment, Bev P. seconded, and the meeting was adjourned.