

Minutes

Stanislaus Library Foundation Board of Directors Meeting Thursday, April 2, 2015 Valley First Credit Union Conference Room 3:30PM

Call to Order 3:36 pm

Members Present: Pat Portwood, Laura Milbury, Carol Shour, Kathi Cohn, Susan Lilly, Diane McDonnell, and Bob Gausman

Approval of February and March Minutes:

Amendment to February Minutes: Financial Report, should be "Gould Medical Group donated \$5000," instead of "Bright Foundation donated 1500 . . ." Motion: Kathi moved, Carol second, minutes approved.

Amendment to March Minutes: Donation to the 1000 Books to Kindergarten Program, donated \$1,050, not \$1500. Library report, is 1/8 of a cent, not .08 of a cent. Motion: Carol, Dawn second, minutes approved.

President's Report: Please refer to email sent March 24

Finalized a lot of issues from February – where to have gala and who to have as guest speaker at the gala, and the Shining Star nominations were completed.

Introduction of new board member: David Rogers – Was not able to attend meeting.

Financial Report: Laura

Laura did not have official report because far too close to March 31, but she will have the report at the next meeting. There was little activity in March. Bank balance for checking, \$73391, as of March 31. That is including check dropped off yesterday.

OLD BUSINESS

Website Update: Bob Gausman

Met with Corey regarding the website. Board agreed to allow Corey to finish transition to Droople (new website, open source, free) Bob will be able to run it, and if it gets too much, then he will be find a recruit that would want to assist, for free. He was able to update website with upcoming events. Did update, with the Shining Star, shows highlights from last year.

Might need a new internet host. Bob will research host and will recommend to board. Authorize up to \$100 to spend on web hosting for coming year Bob move, Laura second, approved.

The new program will be a useful direction to go to be able to be utilized by everyone. We would use social media sites, but for static items use website. Keep website, with professional and major dates, board members, hidden area with all agenda and minutes available for public or not, or certain portions. Log in for board members to share.

Want to try – to utilize more social media such as Facebook, LinkedIn to show relationship with library and to help them with what they do not take on. Will try to use Facebook to put information about what events the Board is doing, library staff's favorite books, what library has to offer, etc.

Also wants to try to use YouTube – free analytic to see how many people have viewed – video Shining Star event and post on YouTube – can see how many people has viewed and can make comments. Everyone can reference the YouTube, set a link to multiple sites. Will place following stuff on YouTube: gala, shining star – 13 branches (central and 12 branches) every month highlight one of the branches, each board member signs up for the particular branch in the specific month.

Library speaks- staff talks about favorite book etc. on the YouTube what's the most popular books, movies, internet searches, etc.

Recommended books – kids favorite books and summarize their favorite.

Have a kid put a camera on and walk around library from their view.

Not month, but favorite, latest, etc.

Feature volunteer or staff member every month.

Would need a video release for anyone who wants to be on the YouTube video

And, also do a photo gallery on various sites – Facebook, YouTube, main webpage.

Current Foundation Board laptop is extremely outdated. Board agreed that we do not need to have the Foundation purchase a new computer because it is not necessary. Look into disposing of computer, look at necessary things to get off of the computer to dispose of.

Need ok for Corey to finish transition and then Bob can form the YouTube channel, need logo, etc., to look official.

Will video the Shining Star even and in May watch the video.

Shining Star Awards: Pat & Kathi

Kathi, Susan, and Pat met and went through nominations. Following individuals were selected to receive awards:

Joan Paterson award – Maree Hawkins will be out of town

Volunteers – Dorothy Watson, in Ceres, volunteering for over 20 years. 92 year old, does not take bus, or drive.

Friends of Library Volunteers- Frank Clark – Mr. Library helped with measure T, from Oakdale, was very pleased, and gave title of book.

Sandy Mann, Turlock, helped with sorting of books consistently every month for book sale in January -she will not be able to attend event.

Nancy McNatt- Salida, British mysteries for book to be donated

Judy Pierce– from Modesto

Business – Paul Ray, Foothill Systems, he's hosted website since 2003, when it started and paid for the hosting and the domain registration for all the years.

Joint effort with library honoring volunteers and foundation.

Kathi will be presenting and Susan will be helping, Bob will be there to film. Diane will be talking about volunteers in general. Certificates to give to individuals.

Business Partner Updates: Board members

Kathi picked up check from Mraz Amerine and Associates— financial services for \$1,000

Pacific Southwest Container – will be giving \$1000

Know statistics, know what supporting, be and ambassador for the foundation.

Statistical report from library was given to assist when marketing to businesses. What information is usually asked by businesses when requesting the donations – what is library's budget for the fiscal year, how much of Foundation's support helps the Library's budget, and since we have the sales tax, why is necessary to donate money.

Tile Report: Need someone to coordinate, replacing Lee

Process: check comes in from business, receipt is written, thank you note, and then tile is made, person goes to tile place to help set up. Call company for logo, get logo, and then call Pottery Magic and send to them for production.

Party at the Library: August 14 – Mary Ann, Bob, Carol, and Dawn-set up a meeting date.

Need to set meeting to go over hearing. Dawn will meet with Maree and Pat for the mailing list info.

Carol will present the food signup sheet at the May board meeting. Committee to discuss Program for the evening.

Author's Gala: Report on Author and location-Pat, Susan and Kathi; next steps.

Pat met with Paula. Will be perfect, local, books receiving all kinds of great comments, reviews, Morning Hours, excellent according to Pat

Has a publicist, Pat will schedule a meeting with her to get big posters, to start using, add to, publicizing event. Will be happy to invite at next meeting, if everyone is comfortable.

Has been doing a lot of public speaking, she's not "in your face," great for event.

Kathi, Susan, and Pat went to Ginger Johnson's home, she offered home, hors d'overs from O'Brien's and person to serve, and Kent Morris as musician to play at event.

Looked at lighting, parking, and where to have different parts of the program.

Kathi – easy to get to and ample parking, offered lighting, coffee cart, and hors d'overs would include cheese, chairs cocktail tables, area in front of house on lawn, where would set up cocktail tables, bar overhead and easy for setting up and makes a lot of sense

Large patio area, seated 110-120 maybe 150, pool, and a raised area, for great view. Cocktail tables, and wine tables, maneuver traffic, pick up ticket and go through garage to look at antique cars, display desserts in garage so that people can see.

Parking is nice area and has a golf cart for individuals that have difficulty walking. Will keep water truck to pat down the dirt, and possible a runner to keep dust down.

Best time to begin is 6:00, what time started for previous galas.

Auction (last time 20)

Will need a committee – sound system, explorers for security, flatware, glassware, cloths, table decorations, food, beverages, printing posting, desserts, auctioneer, volunteers, author program, MC. Committee-call folks previously discussed, and then share to get people in to get them to help and support. Not on board, but members, schedule meeting during April, so that by May have formal committees and off and doing what they need to do to get the gala going. Meeting date for Leroy from Bistro-need to research the food cost and other possibilities. Grand Events-look for costs. Find enough

sponsors for evening. Sound guy who we used last time, under 800, was there and did what needed to do. Big flags available for people to know where to go.

Pat will set up an April committee meeting to begin to address these areas.

NEW BUSINESS

Request from Stanislaus Education Foundation: Pat

Pat shared a request from the Education Foundation which asked for \$600 towards the purchase of books for students at the Outdoor Education Foundation. After discussion, the board decided that the by-laws and our mission allow us to specifically support only the county libraries and therefore, this request was outside of our scope.

Pat will tell her that we discussed it, but we are unable to donate because we support the library only and cannot support other foundations. Recommend the community foundation as another resource.

Stanislaus Reads Initiative: Susan & Pat

Diane, Susan and Pat were present, conducted by Community Foundation which is serving as the lead for the initiative.

There are 4 parts to this broad initiative and the library is one of the partners as well as SCOE:

1. Parent involvement
2. Attendance - how related to failure.
3. Report not on target by 3rd grade, at a loss.
4. Pre-literacy-school readiness, ABC Project, imagination library –up until 5 a parent can register child and receive a book a month.

-The goal is to have one umbrella so all going at the target in a planned manner and not having the government be the answer, but get everyone involved to assist in the development.

- Burbank Elementary is being used as a pilot.

Where does the Foundation fit with the initiative? Board will need to discuss this in the future.

Board Development: What is a Triple A Board?: Pat

Ambassador - role everyone should play. We will focus on becoming informed ambassadors, informed about our mission, how we spend our dollars, how we raise our monies, our goals.

Therefore, for the next meeting we will start with a half hour tour of the Modesto library and have our meeting in the conference room. This tour will allow us all to speak with conviction and firsthand knowledge about the library...the elevator speech. Please meet at the administrative office for next meeting.

Kathi suggested we think about getting Kay Sprinkle Grace to come in and discuss how to “ask” and be more outward toward marketing and promoting foundation.

Librarian’s Report: Diane

Updating roles for behavior - ban smoking on library grounds – portico in Modesto – whose enforcing – security already have if no security already then staff. Will include vapes, use.

Allowing covered beverages – Starbucks, etc.

Added Hoopla – downloadable TV, music, etc.

Veterans connect the library – service center, include, targeted collection for group, state library is giving sectionalist, job hunting, hot to get back on feet, et. Using volunteers to staff area, basically to get veterans services. There is a service center in Modesto, not accessible, have volunteers from the center in library.

Staff e-reader training grant – funding for training for staff, to get their skill set updated, and getting devices 6 devices 4 for Modesto and 4 for branches to circulate – used for training and customers able to try out in library.

Process of going through Youth outreach centers.

In second step for grant at Wick center, bringing a portable shelf, parenting books, mobile circ., out on road and issue library cards and check out books, software that uses for.

Youth Services Outreach Librarian – getting outside of library and providing services and will be part of going to schools, mall, fairs, etc.

Redesigning adult literacy area in library – augmentation to annual literacy grant, couldn't put in to program, so replacing basic tables in area, with privacy screens and small face to face tables around them. Had seven face to face tables with low dividers and took out one set to make wider aisle get to Little Shop.

Ceres remodel project going well – set back a little because of a lot of design work, waiting on carpet to come in because it was sold out and need to be remade. Now looking around may 8 to reopen. Soft opening and then grand opening.

Book Mobile – Going to be set up soon.

Adjourned at 5:08 p.m.

Next meeting: May 7, 2015