

Stanislaus Library Foundation Board of Directors Meeting
Thursday, November 5, 2015
Valley First Credit Union Conference Room
3:30 p.m.

Call to Order at 3:36 p.m.

Present: Pat Portwood, Bob Gausman, Terrie Gamboa, Diane McDonell, Carol Shour, Susan Lilly ,
Laura Millbury, Dawn Cullum

Approval of October Minutes – Misspelled Terrie's name

Motion: Diane Carol Second

Approved

Chairman's Report: Library Tax Campaign Report **Gala** –Author gala event binder has been prepared for reference purposes for future events.

Financial Report: Next month more formal report because not much activitiy occurred in October.

OLD BUSINESS:

Mail Campaign: Dawn prepared the letter and the mailing list which went to ABS Direct last week. Mailing list is composed of 3500 names. Date for mailing is November 5th. Cost \$1447.97.

Kept the letter the same, changed some new wording p

Wonderful working with ABS Direct – sent mailing list off, merged mailing list with names purchased. Sent out throughout the county. List of people who met criteria- \$64,000 income, Did not have to do a bunch of printing because we had the letter head.

Kendria emailed and it was sent out right away.

Now that the letter was sent out will be continuing to check the post office box and Laura will start keeping checks and will start tracking our progress. Goes from November to January

Mail Campaign has averaged \$18,000

Website Preview: Bob, Board members will sign up to visit a particular library and Bob will video.

Met last month with Corey and brother in Turlock. Relied on Corey for coding asome little point and has whole website bult, have changes to existing website and the Amazon issue

Bob will get pictures from Gala up from Facebook page and website.

Bob did a video of the gala, most of DeBoard's presentation. She provided permission for the use of the video. Have to archive to use multiple ways.

Won't need Corey too much after fixing the small issue.

Once done be much easier for a webmaster to take over and for others to contribute to post stuff. Will be getting up the Ceres branch interview and tour and every month or so try to get something new. Pat will do the Turlock branch and will highlight the 1000 Books Before Kindergarten.

Stanislaus Library Foundation Board of Directors Meeting
Thursday, November 5, 2015
Valley First Credit Union Conference Room
3:30 p.m.

Bob set up a gmail address that will be permanent for Board. Those receiving voice mail are Susan, Diane, Pat, Laura

Bob will do the voicemail this weekend. Goggle voice will send a transcript of the voicemail.

NEW BUSINESS:

Setting Financial Goals for 2016: Discussion – Approval in December

Annual Fundraising Goal every year, approx.. \$60k-\$70k

Three Fundraising sources: Mail Campaign , Business Partners, Event

Preliminary budget: Premium for 2016

A lot of budget numbers in the 2016 budget are from last year. There were specific monies that were to go directly to certain programs.

\$30k, summer program, already committed. But we haven't committed to any additional items at this point. We should have estimates in there.

Right now we paid up everything for 2015 that we agreed to pay.

Estimate of operating expenses, most things looked like we were in the ball park budget wise. Business Partners income was low. However, the Author's Gala made up for some of the monies lost from the program, but not the \$20k hoped for. Operating expenses basically stay the same. Two types of insurance – overall and for events. Postage and delivery – possibly part of the Party at the Library event. Balances out because went a little under. Accounting expense – last year were frustrated with the amount last year, but this time the amounts were more reasonable

Mail Campaign - raises approx. \$18, should be go to two mailings? Currently do one time for the year.

If did two, would have to have a reason to add in the other mailer. What would the focus be? Timing? People might not give because of the timing of the letter and the gala. Purpose? Can't just be another letter, something different to attract attention. Would possibly lessen the burden of doing another event, and easy to do.

Carol- if had a second, would have to target a specific program we don't already support. People would think it's all lumped and would need to show it's going to something else. Not sure if there will be a ton more money out of it because people already gave, and/or be perturbed by having another letter. Instead, maybe have another event that is focused to raise money for another type of program. Get donated dinner, etc. Make plea for the donation. People go to events with a dollar amount in mind. Could be a way to have another event. Stories regarding the library. Other ways to raise dollars without an event.

Stanislaus Library Foundation Board of Directors Meeting
Thursday, November 5, 2015
Valley First Credit Union Conference Room
3:30 p.m.

Discussion of dangers of stating the monies will be used for a specific purpose because it would have to be used for that purpose when we also have other programs to fund.
Mobile text message to give – raise money for events. If tied to a specific event might work.
Maybe do at large event – baseball event Modesto Nuts
When thinking about adding another letter to send out to donors, remember how you act when you receive another letter in the mail after just donating and how frustrating it can be.
Be consistent for the events and do it every year. be consistent.

Business Partners Program

2014 made \$24, but for 2015 only made \$8k. Part of Business Partner was to build up the consistency and to know who is going to be providing the money throughout the year, instead of asking every year. Beard land and Trust is the only one that gave a definitive time they will donate – 3 years. We do have many that give every year, but by definition, they are not Business Partners.

Diane recommended sending a mailer for “our partners” to remind them every year that if they want to invest.

Some who give for the event are going to decide what to give for, or they will give for an event, instead of the partner program.

Liz has three businesses that want to donate. Do we want to have them be business partners? Don't know what levels they will be.

Carol – think we need someone to manage the business partner program, instead of having the entire board be part of the program. Almost has to be someone extremely comfortable in the role to get the money. Kathi and Liz could be good to go out and get the funds.

Events: Gala raised approx. \$34 K does the community expect and recognize annual events?

Do gala? Every other year and get known for that? Do it at the same time every year? We know events are labor intensive.

Think of volunteers? Meet the budget goal? Brining in new donors, profits, volunteers?

Bob – Keep annual fundraiser, other ways: ads in like state theater – promo for library foundation; Booth at the Octoberfest or other event; tasting –cocktails, food. Tastings- not booking whole evening, after work. Wine and read event, County fair;

Take picture here, take donations via text. Farmers Market- booth. Foundation has had a booth, Friends of library, never a regular periodic thing. Perfect venue to get information out for the tax

Stanislaus Library Foundation Board of Directors Meeting
Thursday, November 5, 2015
Valley First Credit Union Conference Room
3:30 p.m.

- Bringing it forward all of the time
- Changing up the location could be a good idea.
- Programs that we don't fund that we could use as the donation
- Event with kids and/or teens -Purchase books for children at the library

Decision in December at the meeting, we need to decide:

How do we raise money? -

ByLaws:

Review of Article VI Officers. Discussion of positions, responsibilities and appointments for 2016

Future: in 2016- we have a vice chairman to have someone who is willing to learn the ropes to know how to handle the position. Would love to see someone interest in it. A partnership for next year. Would like permission to go and speak with Kristi about the secretary. Would like to propose that she can stay on the board if she wants. Need to give position to someone who is able to do the job.

Kristi has all files for last five years. Need it to turn over.

Board – seems reasonable Pat will have to go and personally since there has been no contact.

Dave-Need to talk to him regarding

When out recruiting need to let them know the dates/times/ and get the people who are able to come. We need people who can contribute to the board.

Have a little party with spouses during holiday season to have a gathering to try and get the meetings moved to restuarant, Skewers, United Way.

Librarians report – Diane

Tax Campaign- currently on 4th tax measure term. Voters in June 2017, current measure expires June 2018. If failed in June, will give another window of opportunity in November. Met John Trosca-every library- provide direct support for library campaigns and pro bono- 501(c)(4), function as a super pack for libraries. That's all they do. Get donations from library vendors. He's worked in elections throughout the country. Offered to work with us on our campaign. A lot of support will be virtual, or pay his travel expenses. Need to talk honestly with voters, clear messages, because 90% funding comes from sales tax measure. The Library

Stanislaus Library Foundation Board of Directors Meeting
Thursday, November 5, 2015
Valley First Credit Union Conference Room
3:30 p.m.

will close if tax does not pass! Bottom line cannot function without tax, can say this. Asking for it to be renewed. Extension of existing tax not a new tax.

Every library will also fund promotional material. Other tax measures that might impact-transit tax, don't know what's coming in 2017. If we knew something big coming up, we could possibly change the time to do the vote. We have to be aware of what's going on. Staff campaign team met with CEO team, discussed 10 not 5 years. Folks have asked why do you come to us so often. Very few people expressed that they wouldn't have gone 10 years. Going to do a poll to test waters to see what voters think. Godby did previous polls and will use them, as well. Confirmed that we can use library funds for the poll cost. Talked about increasing percentage of tax from an eighth to a quarter, basically doubling it. What some libraries will do is put it in a fund for capital improvements, moving away from this idea because it would be new tax, then we couldn't go with the renewal. Bringing Nancy Moody on as the campaign manager.

Starting strategic planning in January, talking to community leaders, talking to others to time with election, campaign.

Actively seeking a co-chair to partner with Pat Portwood. If anyone knows a good fit.

Susan put a timeline based on last campaign, changed dates. And fundraising

Diane – normally, foundation had given at least \$20k to the campaign. Think back on budget discussion, maybe this time \$5k for 2016, \$5k for 2017. Another piece of puzzle to step out and use as assistance to give money for campaign.

We need to talk about the campaign every month.

Exciting grant fund projects: offering citizen working shops. Video tutorials on staff and customers on E-resource. Received 16 tablets. Nooks and kindles, Ipads, devices to try out. Planning digitization project local history and Modesto car culture. Link on website- all online.

Offering stem programming at Keyes library –

Taking story time on road-presenting at WIC office in Modesto, go out 2x a week. Youth services outreach library.

All grants funded from state library from the LSTA-library services technology act.

Applied for \$20k grant for a makers space at Modesto library. 3D printers-technology room-vinyl cutters, laser cutters- to be used for all ages, used at children's stuff. Majority coming from that. Chicago Library Makers space library-pattern after their design.

Stanislaus Library Foundation Board of Directors Meeting
Thursday, November 5, 2015
Valley First Credit Union Conference Room
3:30 p.m.

Modesto Library just broke a record for the most number 1058 passport applications in one month, record for most in one month. Need possibly in the reservation system. Process every day. Expanding out to Salida next.

Adjourned at 5:15