

CHICO FRIENDS OF THE LIBRARY

BOARD MEETING MINUTES

January 19, 2011

Rob Atkinson	John Few	Marian Milling
Margaret Bomberg	Diane Friedman	Anne Nordhus
Debbie Cobb Ceriani	Fé Howard	Joan Olmstead
Gerald Davis	Don Kidd	Susan Rauen
Susan Davis	Linda Leahy	Mary Wahl
Carolyn Dorn	Al Luedecke	
Ann Elliott	Rupert McDowell	

Others in attendance: Linda Mielke

Marian Milling called the meeting to order at 7:04 p.m.

APPROVAL OF MINUTES

Minutes for Nov meeting were approved (m/s/c SDavis/FHoward)

ADDITIONS TO AGENDA

REPORTS

Treasurer:

Several large end of year donations. Final totals for the Craft Fair = \$1,717 Gross, exp. \$0 (thanks to Joan Ohlmstead). Treasurer's report approved (m/s/c DKidd/LLeahy).

Librarian:

Sold approx \$1500 in the 2010 Buy the Book program, which was streamlined and made more personal by sending postcards filled out by donors.

Homeless census will be 1/27/11, with volunteers in lobby.

Many staffing changes... Ilona Toko retired, some transfers from other Butte County libraries, and three permanent, part-time staff (20-hours/week). The library is fully staffed.

Monday is busiest day of the week, Tuesday is busy, Saturday is building.

Volunteer tax preparation is Saturday only this year. Tax forms coming to the library, but all forms haven't arrived yet because of late printing.

Feb is LYL month. Volunteer potluck is 2/24, 11am-2pm.

Book Sale:

Going along. Online sales had a good holiday, but Rob is losing one of the two people doing online sales.

Rob gave his 30-day notice as book organizer and book sale leader. He needs a challenge. Rob wants CFOL community outreach job. Ann Elliott, Susan Rauen, Margaret Bomberg, and Don Kidd will join Rob to figure out what we can do to take some of the work off of Rob's shoulders.

County Advisory Board:

Don Kidd will join the LAB. Special teacher card morphed into... State Library of California grant to beef up books in circ for teachers, primarily 4th grade teachers. All circ #s are up, with Chico having the most circulation.

Chico Carrel:

Coming out the first week in February. Membership application included

ONGOING AND NEW BUSINESS

What to do with the new end-of-year donations? A second self checkout machine will be purchased by CFOL (m/s/c MBomberg/DKidd).

What to do with the Craft Fair and Quilt Raffle money? Librarian, Susan Rauen, will be able to use the money for the childrens' room in various ways.

Larry Wahn and Jane Dolan recognition – add a book to library circulation for each of them (m/s/c MBomberg/DCobbCeriani).

2011 Membership Drive – see attached “Library Lovers' Month”.

New card holders at the end of November, 2010: Approximately 9,000 new cards, with 83,000 total card holders, county wide.

Place an ad in the CARD summer program guide promoting library membership. Make clear it's a CFOL ad. ¼ pg ad = \$425/issue (m/s/c MWahl/RAtkinson)

Speaker for 2011 Annual meeting: Susan Rauen will ask Nancy Leak. Note: Nancy's “goldfields” blog is a good online read:

<http://nancyleek.wordpress.com/>

NEXT MEETING: FEBRUARY 16, 2011.

Attachments:

1. Library Lovers' Month
2. Meeting Agenda

LIBRARY LOVERS' MONTH

@your library

Love Your Library—Be a Friend!

Strategies for 2011 CFOL Membership Drive

- Send renewal forms out with the Jan./early Feb. CFOL winter newsletter
- Put colorful display listing CFOL accomplishments/encouraging membership on sandwich board in library lobby during month of February.
- Send email reminder to renew to those CFOL members for whom we have emails.
- Announce membership drive weekly in February on Facebook.
- Publicize Friends (all Butte Co. groups) and membership in Feb. ER column to appear on Feb. 3.
- Have CFOL board member at each February Sat. am booksale to promote memberships.
- Get 11 x 17 eye-catching posters made and put up around town. Ask Mary Wahl to help with PR.

Special Membership Incentive

Start having “First Friday” afternoon preview book sales for CFOL members only

- 1st Friday of each month starting March 2011
- Hours to be 2-4:30 pm
- Seek local partner to donate coupons (or coffee in house?) for free drinks for members
- Buy netbook computer to hold CFOL database to be used for member verification at sales

Task Assignments to make this all happen

Marian: Inform Susan Rauen of plan, check on graphics/printer from last “fancy” member drive, confirm newsletter mailing with John Few, talk to Mary Wahl about more publicity.

Diane: Maintain CFOL database, send renewal email reminder in early Feb., work with Rob on netbook.

Rob: Get netbook computer in consultation with Diane, talk to book sale workers about new venture.

Don: Consult with us on printing/graphics, poster distribution. Any ideas on coffee supplier?

Let's try to have our tasks done by the January 18 Friends' meeting so that we can announce our activities.

Chico Friends of the Library
Board Meeting Agenda
Tuesday, January 18, 2011, 7 pm
Chair: Marian Milling
mmilling_2000@yahoo.com, 864-2269

- **Introductions**
- **Additions to Agenda**
- **Approval of Minutes—November 16**
- **Reports**

Treasurer—Susan Davis

Librarian—Susan Rauen

Book Sale—Rob Atkinson

Library Advisory Board—Marian Milling

Carrel—John Few

- **Ongoing/New Business**
 1. How to spend recent gift money and quilt raffle proceeds
 2. Membership Drive/Love Your Library Month—Feb. 2011
 3. Gift book purchases to recognize Jane Dolan and Larry Wahl
 4. Update on Story Corps visit to Chico
 5. Update on new cardholders/new Friends' members
 6. Volunteer Readers at Emma Wilson School/CUSD
 7. Ad in CARD summer program guide
 8. Annual Meeting (May 17)

Next Meeting: February 15, 7 pm