

**Chico Friends of the Butte County Library,
aka. Chico Friends of the Library , CFOL**
Minutes of Board April 21, 2020

Present via Zoom online: Elizabeth Bergthold, Sandy Boyd, Ann Elliott, Diane Friedman, Nancy Leek
Absent: Margaret Bomberg, Merle Burbridge, Katherine Gould, Keith Herritt, Marian Milling
Staff: Mel Lightbody (Dir. Butte County Library), Janae Kambestad (Chico Library Manager)
Guests: Satsie Veith

Meeting called to order at 6:30 pm by Ann Elliott. No quorum.

New Business

E-Resource Special Funding: Library Director, Mel Lightbody expressed appreciation for our offer of support during the COVID-19 closing of the physical libraries. She detailed two requests:

1. Add Hoopla digital Comic Books to our CA State Library funded Hoopla TV and Movies grant of \$5,000: \$1500 per year for two years for a total of \$3000. Hoopla cost is per circ, so monies can be added as necessary. The library controls the use of the money by restricting the number of items which may be checked out per card. Currently, about 68% of the comic titles are at or below \$1.00. However, they can go up to \$3.99.

Here is some info on the comic book portion of Hoopla.

<https://www.hoopladigital.com/browse/comic/categories?page=1>

You can see what is currently offered for Movies and TV by clicking on the Hoopla link from the Butte Co. Library website.

2. Facebook and Instagram promotions in increments of \$100 (i.e. \$100, \$200, \$300 etc.) An estimated cost of \$25 per ad (depending and this is based solely on my experience) so \$100 would buy 4 promoted posts, give or take. These ads directed by the staff Facebook committee would promote current e-resources, virtual story times and other events, early learning and out of school resources, and the virtual component of the summer reading program now in development.

Mel and Janae will be “meeting” with Butte County’s PR design consultant to explore a robust PR campaign for the Library. Mel will report back and make a request for funding after the meeting. Mel reported that they are recruiting a fulltime Outreach Coordinator for Butte Co. Library.

Nominating Committee: Sandy and Diane offered to be on the nominating committee to locate new board members and the positions of President (or Co-Presidents) and Secretary. Satsie Veith agreed to join the CFOL Board.

Annual Meeting May 19: Ann will contact speaker Jennifer Jewell about conducting the meeting by Zoom. Emphasis will be on promotion widely throughout the Chico community.

Newsletter: The board felt there was not enough time to prepare a newsletter with nominations. We plan to send a letter with an explanation of the annual meeting format once it is set.

Reports

Treasurer: The board reviewed reports as presented by Diane Friedman Treasurer. Income from book sale, donations and dividends are lower, but our balances remain the same.

Book Sale: Nancy Leek reported that the CFOL Book Sale physical sales are in hiatus with the COVID-19 shut down. Internet sales from mid March to mid April were over \$1,500. The transport of books from Portola to be stored by Lisa are still pending.

Librarian's Report: Branch Manager Janae Kambestad added to her newsy email of last week which reported on the projects staff had been doing while the library was closed: weeding, tidying, adding inventory, and initiation of video story times on Facebook. Staff are now working from home or taking shifts at the library call center in Oroville. Physical media purchases continue, and a strategy is being developed for incremental opening of physical branches. The form of the summer reading program is still uncertain.

Little Free Libraries: Elizabeth Bergthold reported that the "Mystery" themed little free library at Has Beans is going through books like crazy. The dedicated steward continues to stock and new books will be stamped with "Always a gift, never to be sold."

Ongoing and New Business

Joan Olmstead's memorial gift was \$5,000. The idea for book shopping baskets to use in the library and also to check out (with RFID tags) has been approved. Purchase of 700 to 800 baskets, stands, and vinyl for Teen volunteer labeling with "Butte County Library" is on hold during the shutdown.

Susan and Gerald Davis Memorial Wall Plaque under the clock has been installed.

Library Hours Sign continues in the hands and scheduling of General Services.

Meeting Adjourned at 7:30.

The next meeting will be the annual meeting on Tuesday, May 19, 2020 at 6:30 pm via Zoom (planned).