

Friends of the Dripping Springs Community Library Board Meeting Minutes for May 13, 2013

Attending: Cara Russell, Bobbie Hentschel, Karen Crowther, John Hoag, Jan Robinson, and Emily Carter.

Bobbie called the meeting to order at 11:08 am.

Library Director's Report: Cara announced that an E-Reader vendor has been chosen for the library. She plans to schedule a meeting next week with the new vendor to order packages and titles. In order to kick off the new service, available to library patrons around July 1, 2013, Cara is planning a workshop titled "B.Y.O.D." ("Bring Your Own Device") workshop. This workshop will give library patrons an opportunity to bring their own electronic devices to the library to get a "how-to" lesson on how to access digital media. The Friends plan to partner with the upcoming E-Reader program to promote last-minute raffle sales.

Cara provided a flyer listing advertising opportunities through the DSISD to the Friends board. She said the library plans include an ad in the upcoming high school yearbook.

Cara presented current stats on library patronage, listing almost 8,000 active library patrons. She stated that the library facilities are maxed out and future expansion of library facilities is part of the planning proposals for the next 3 years.

Minutes: On a motion by John Hoag, and seconded by Jan Robinson, there was unanimous approval of the April 2013 minutes.

President's Report: Bobbie displayed donations of Starbucks promotional items, generously provided by Stephanie Trexler. Bobbie included a large quantity of the samples in the Operation Gratitude box, as well as 145 letters and 8 message banners, collected during Founder's Day. These items were sent to Operation Gratitude on May 7th. Bobbie shared with the board an anecdote from one of the letters received during the letterwriting campaign.

Bobbie presented staff appreciation gifts she assembled using the Starbucks mugs and samples, and plans to hand them out after the board meeting. She suggested using the remaining donations for various Friends activities such as the "Dining Out in Drippin'" raffle or other fundraising projects throughout the year.

Treasurer's Report: Jan provided Bobbie with a profit/loss statement as well as a membership list.

Membership Report: Jan announced the results of her study of historical data concerning membership. In the past few years, membership has been dropping. Jan announced the current Friends membership lists only 38 members. She stated that membership has not been promoted consistently. Presently, the only promotion has been to send renewal letters and these are not sent out regularly and in a timely fashion. Renewal letters need to be sent out in a more consistent manner in the future. The board members discussed and proposed alternative levels of membership, and innovative ways to promote joining and renewing fundraisers. Bobbie suggested contacting library patrons via email as well as creating a gift program for new members. Emily offered some statistics on the success of direct mail. She recommended the Friends develop an action plan and adopt three goals for the membership drive: Retain existing members, regain lost members, and attract new members. Jan offered to create a contact list for individuals who have donated in the past. Cara offered to assist in providing a contact list of library users from a potential list of 8,000 regular patrons. Bobbie requested input from board members to present ideas on how to create more interest in

joining the Friends, and fundraising goals, at the next board meeting in June. She also announced the fundraising goal for the year is to raise \$12,000.

Newsletter Report: John recommended posting the next newsletter by Monday, May 20th, and asked for articles by Friday, May 17th. Bobbie agreed to provide a *Message From the President* announcing the results of Operation Gratitude, the success of Founders Day activities, and a thank you to all who helped make our projects successful. Both Karen and Bobbie offered to send photos from Founders Day to John. Karen will write an article announcing to patrons that voting for the new Friends logo redesign is now up and running in the library lobby and the final design will be selected on May 31st. John will provide an article on the Raffle and write a feature on one of our new board members. Cara will write about the summer reading program, titled "Dig Into Reading".

Public Relations: Bobbie talked about the two paracord bracelet classes, which she will teach on June 12th and 15th. Participants will be able to register online and order kits in advance.

New Business: John suggested simplifying payment options on the Friends website. Jan offered to research website payment methods and what may be available for use on the existing library website. Cara said that the current library website will allow viewers to be linked to another website for payments. She recommended the Friends present options to the library to consider for linking to payment possibilities.

John announced that a location has been chosen for the Wine Tasting fundraiser, planned for later this year. He also asked for recommendations from the board on suggested dates for the program. One option presented by the board was to hold the fundraiser during the Columbus Day weekend, October 12th or 13th. John will present a budget for the Wine Tasting event for the June board meeting.

Old Business: The display for the new Friends logo and voting ballots and box will be placed in the library lobby by Monday, May 20th. Patrons will have the opportunity to cast their vote for their favorite choice until Friday, May 31st. Mary offered to design and produce the ballot box and accompanying materials.

Next Meeting: The next planned meeting is scheduled for Tuesday, June 11, 2013 @ 11:00 A.M. at the library.

Adjourned: 1:07 P.M.