

FRIENDS OF THE LANE MEMORIAL LIBRARY BOARD MEETING MINUTES

January 13, 2009

Accepted 2/10/2009

Attendees: Susan Hughes, Debra Perry, Connie George, Lynn Goodman, Pat Trionfo-Spitz, Gloria Goudreau, Darrell Eifert, and Kris Sawyer.

The meeting was called to order by President Susan Hughes at 6:37 PM in the Dorothy Little Room at the Library.

I. Recording Secretary's Report

- A. Board Meeting Minutes from 12/11/2008 were presented for corrections/additions. There were no corrections/additions from the floor on the Minutes. Kris Sawyer moved to accept the Minutes from the 12/11 Board Meeting, Gloria Goudreau seconded, and the motion passed unanimously.

II. Officers' Reports

- A. President
Sue Hughes noted that the e-mail *friends@hampton.lib.nh.us* goes to Pat Trionfo-Spitz. It will be updated to go to Sue instead.
- B. Treasurer
Connie George handed out the final 2008 Treasurer's Report through the end of December. Total assets are \$27,891.05. See attached Treasurer's Report. Connie reported that income from the Gala totaled \$1,465.60. An issue regarding monies from the doll clothes auction was discussed: Connie needs accurate amounts that came in from the auction. This money will go into the regular doll clothes account. Debra Perry will help determine these amounts.
- C. Membership
Pat Trionfo-Spitz reported that the Friends now has 208 members. Pat noted that there are 69 members with no listed e-mail address. Perhaps a note can be added to the newsletters encouraging members to give us their e-mail address if they do have one, and stressing that e-mailing newsletters and other Friends information saves the Friends money, as well as saving trees. Pat also said there are 42 members with outstanding dues. These people will be contacted individually via e-mail after the newsletter is delivered. Schedule for the newsletter was also discussed: Darrell Eifert needs to have the newsletter by the 19th of Jan. for distribution on the 21st.
- D. Publicity
While Kacey Morris was not at the meeting, the Board members present agreed that the publicity for Friends has been outstanding. Thank you, Kacey!

There were no other Officers' Reports.

III. Old Business

A. Donation of \$500 to Lane Library in Memory of Catherine Redden

The Library Trustees have decided to donate at least \$500 to the Library in memory of Catherine Redden, with the money being put toward renovations of the Dearborn Room. The renovations will be extensive, and the Trustees want to involve the Friends in this effort. In addition, the Trustees may consider a renaming of the Dearborn Room to include Catherine's name, somehow, but a final decision has not been made on this matter. The donation from the Friends in Catherine's memory will be separate from what the Trustees do, and it was determined that our donation level should remain at \$500. Connie George moved to donate \$500 to the Lane Library in memory of Catherine Redden, with the donation to go towards renovations of the Dearborn Room. Debra Perry seconded, and the motion unanimously passed.

B. Valentine Tea

Gigi Dawson and Kara Colarusso, seniors at Winnacunnet High School, are co-chairing the Valentine Tea as their Senior Seminar Project. Gloria Goudreau, Kris Sawyer, Sue Hughes, and Shelley Chandler will monitor them. Publicity for the Tea will go into the newspaper this week. There will not be a lottery for sign-ups, as had been discussed at the previous Board meeting in December unless the Valentine Tea publicity does not appear in the newspaper before scheduled sign-ups.

C. Winter Newsletter

Debra Perry asked that Friends send her titles of books that they have read and enjoyed recently. Debra will need this information immediately. She also intends to include photos from the Gala, with captions, in this January Winter issue.

D. Business Bulk Mailing

Hampton businesses that donate to the library at a Corporate Level (\$100 or \$250) would be eligible to receive a free gift. There would be a checkbox on the form to indicate that a donor wants the free gift. The free gift would be a flash drive containing a database list of all businesses in Hampton. An informational paragraph about the flash drive and its contents would be included with the mailing.

The list of businesses is a public-domain database and would not cost anything to compile and put on the flash drives. Darrell would perform this data load. Such a flash drive would be extremely useful as a marketing tool for the many different businesses in Hampton, and would highlight one of the services that the Library can offer to the community.

Questions on cost and expenses related to the flash drive were raised. Darrell indicated that the drives can be purchased for \$5 each. Cost for mailing a drive would be about 60 cents. Donors would be responsible for deducting the cost of the flash drive from their total claimed donation. The cost of the drive will be included with each thank-you note sent to the donor. The donor would mail the form to Pat Trionfo-Spitz. If the box for the gift is checked, Pat would contact Darrell to produce a loaded flash drive and arrange for mailing.

As for the mailing itself, it would be a trifold and go out some time in February to all Hampton businesses. 1,000 copies would be printed at a cost of approximately \$550. Darrell stated that Friends has bulk-mailing stamps left from the Spring bulk mailing, but perhaps an additional \$100 might be needed for postage. Friends would help with the mailing of the brochures once Darrell has finalized the schedule.

After additional discussion, the Board agreed to support the brochure mailing and flash drive incentive. Kris Sawyer made a motion to authorize a business bulk mailing, to include an offer of a flash drive gift for donations of \$100 or more, at a cost of \$700 for printing and mailing of the brochures, as well as funding for mailing the flash drives to Corporate Level donors, and an additional \$40 for the advance purchase of flash drives. Debra Perry seconded the motion, and it was passed unanimously.

Discussion was also held on utilizing PayPal for business donations. It was felt that we should wait to see the results of our business bulk mailing this year and perhaps integrate PayPal into next year's business mailing.

IV. New Business

A. Selling Book Donations On-Line

It was noted that Friends often receives exceptional books as donations. Darrell Eifert informed the Board that such exceptional books can be sold on-line at a higher price than could be expected at a book sale. Kris and Sue will ask book sale volunteers to set aside any interesting books, and they will look into their value on Amazon.

B. Spending Requests

Lane Library is currently a member of the OCLC, a nationwide network of libraries. Marija Sanderling, Head of Reference Services, would like to upgrade Lane's membership. Cost would be around \$2,000. Darrell Eifert will check on what the upgrade means for our library and the time period covered by the \$2,000.

C. Other

Darrell Eifert mentioned that the Friends website could benefit from use of a Content Management System (CMS) that would allow for ease of use in managing the site. A CMS would not require any html coding. There are several CMS programs available, including one called 'Pluck' that is simple and user-friendly, and can include links to various other resources and sites. Darrell will look into this and provide recommendations.

Connie George brought up the issue of membership at the Currier Museum of Art, Manchester. The Library has not had a membership at the Currier for the past few years as the Museum was closed for renovations. Annual membership costs \$65. The Board agreed that having membership in the Museum would be of benefit to the community. Connie George moved to apply for membership at the Currier Museum of Art; Debra Perry seconded; the motion was passed unanimously.

V. Job Openings

There was no discussion on the 3 items listed under V on the agenda.

VI. Upcoming Events

A. Twilight Book Club

Debra Perry noted that the next meeting of the book club would be on Tuesday, Feb. 3rd. She then showed the Board the lengthy article in the Jan. 13th issue of the Hampton Union on the Book Club – again, thank you, Kacey.

B. Valentine Tea

The Valentine Tea will be held on Sat., Feb. 14th. See discussion on the Tea above. Darrell showed the Board the advertising flyers for the Tea, which will be put up around town.

C. Friends Meetings

Sue Hughes asked the Board's input on holding meetings on Tuesday evenings. It might then be possible to schedule meetings in advance, and perhaps increase Board member attendance. The date for the next Board meeting was set for 6:30 PM Tuesday, Feb. 10th.

VII. Summary of Decisions Made

- A. Notice about overdue member dues will be included with the Winter Newsletter; these members will also be contacted individually.
- B. Motion made/passed to donate \$500 to Lane Library in memory of Catherine Redden, with the money going to Dearborn Room renovations.
- C. The business bulk mailing will be sent out in Feb. 2009, and will include a flash drive gift as an incentive for Corporate donors.
- D. Motion made/passed to authorize \$700 to cover bulk mailing printing/postage and mailing of flash drive gifts, as well as \$40 additional for purchase of the drive units.
- E. Motion made/passed to apply for membership at the Currier Museum of Art for \$65.

Connie George moved to adjourn the meeting; the motion was seconded by Pat Trionfo-Spitz. The meeting was adjourned at 7:54PM.

Respectfully submitted,

Lynn Goodman, Recording Secretary