

Friends of the Carrollton Library
Board Meeting Minutes
August 20, 2017

Attending: Cora Suksumrit, Dean Keith, Sue Hudiburgh, John Butzow, Teri Guill, and Shawna Eikenberry

Treasurer's Report – Gift card for \$11.45 received from Amazon and a check from Kroger for \$52.00, **Total Bank Accounts \$22,601**

Amazon gift cards were used to purchase sorting supplies, which will arrive at JRL this week.

Library/City Presentations

Shawna reported on the summer reading program just concluded: a wrap-up pool party at Rosemeade Rec Center was held, but a teen gathering later was cancelled due to weather. Ninety teens signed up so a consolation gift will be provided. Number of participants in the program were: 524 listeners, 1251 children, 265 teens, and 638 adults. Prizes have been distributed, though a couple of adult prizes have not been claimed yet.

Communications committee:

The new Friends logo has been selected before the meeting – at the meeting the Board decided to use the City Secondary Blue color scheme.

Discussion was held regarding posters and signs for North Texas Giving Day and the Book Sale as well as ordering quarter-page cards advertising the sale. Until cards are available, Shawna and staff can hand out existing FOL business cards to attendees at library functions to encourage NTX giving and membership signup through the web site URL contained on the cards **(Sue to add link to the NTX Giving site to the FOL web page).**

There was discussion about sending email reminders about NTXgivingday and the book sale to the membership. Teri will create a Mail Chimp template using the new logo. She will draft an email for review and approval by the Board. One email will be sent just before donors can schedule their giving (the first week of September) and a reminder email will be sent just before the 9/14 day of giving. Sue will send Teri suggested text available from NTXgivingday coordinators.

Teri presented information about migration of the FOL website to a new hosting company, Siteground, which supports the Wordpress development environment. The Board authorized a short term investment of \$12 - \$15 per month for the version which supports one-click staging and other features not found in the less robust offerings, to facilitate initial development of the

site, after which a decision will be made whether to downgrade to a less expensive offering on an ongoing basis. Teri will check on nonprofit pricing and whether a downgrade is possible.

Old Business

North Texas Giving Day –

Sue has two (2) posters for display outside the library, though Shawna needs to check to see if there are city ordinances or other restrictions against displaying them on city property. There also was discussion about two (2) additional 18x24 posters which could be displayed on easels inside the library. Teri will look into pricing.

Book Sale –

The Book Sale Checklist was reviewed in detail and is revised in a separate document.

- Sue is preparing to use Sign-Up Genius for volunteers to schedule their participation.
- It was decided not to use community service volunteers
- Sue will ask Denise if we can get the Boy Scouts, who did a fine job at the last sale, to assist with set up on the Saturday before the sale (9/30).
- If possible, see if the tables can be set up and boxes staged on the Wednesday evening prior to set up (9/27) using the Celadon's teens. This will depend on whether or not they already have something else planned. Shawna will check with Celadon.
- Dean will contact Donna Friend at the high school to see A.) if they want left over books this time and B.) are there teens who can volunteer to satisfy hours requirements.
- Sue will contact Brandon for a final review of the sale items between the setup and sale.
- The City mobile electronic signs already are reserved for the sale, and the Library will ensure that the signs in front of the building announce the sale. Librarians also will make announcements inside the library during the sale hours.
- Cora, Dean, Teri, and John will add postings to NextDoor in advance of the sale.
- Dean advised that the sale already is posted on Book Sale Finder.
- The August city water bill already had information about the book sale, so it is assumed that the September bill also will advertise it.
- Dean will redeem \$100 in Amazon gift cards for Subway cards in order to provide lunch for the volunteers. Dean also will order bottled water on Amazon, and Cora will purchase other items (coffee, snacks) at Kroger.
- Teri will provide a banner for the price sheets which will feature the new Friends logo. Sue will add the banner to the price sheets as well as adding music cassettes (\$0.50 each) and a line re: Special Items – As Priced.
- It was decided to offer a free book bag for purchases totaling \$20 or more, while supplies last, one per customer, not valid during box sale. Details of box sale (\$10 per box, last 2 hours of sale, room cleared for 15 minutes ahead of time) will be same as last sale.

- Teri offered to make membership signups available at the sale on Saturday to see if it garners new memberships. Dean will provide a copy of the latest membership list for the 10% paid member discount.
- Sue will compile a list of those who have sorted books since the last book sale. Dean will print coupons for free books.
- Cashier training will be scheduled for Tuesday evening, 10/03/17, at 7:00 p.m. at the Hebron & Josey branch, for those who can make it. John wants to attend; Sue is unavailable but can be shown the iPad interface prior to the sale. John and Sue will cashier the opening hours of the sale on Thursday, 10/05.
- On Sunday, 10/06, a few volunteers will be needed to take down signs, store bookends, and perform other duties: John and Cora indicated they would try to help – time to be determined.

New Business:

Shawna advised that the Library will have a booth at the Switchyard Festival on Saturday, 11/04, in downtown Carrollton, in case the Friends want to have promotional materials available. Also Citizen's Evening at City Hall on September 14.

Shawna asked about sales to library staff, as someone had expressed an interest in children's books which were donated. It was decided that Brandon should have right of first refusal on non-fiction titles, otherwise a library supervisor can handle such transactions without FOL involvement. Monies can be kept in a separate envelope with the book bag money. This is expected to be an occasional accommodation for staff and will not be promoted generally.

The meeting was adjourned at 4:30 P.M.

The next meeting is scheduled for Sunday, September 10, 2017, at **2 PM**.

Book Sale Checklist – August 20, 2017

See meeting minutes for details.

- **Volunteers**
 - **Contact members** Sue to create signup and Teri to draft email
 - **Temporary volunteers**
 - Students – online signup. Shawna to check with Celadon; Dean to contact Ms. Friend
 - Community service Not this time
 - Scouts Sue to contact Denise
 - **Cashiers** Separate signup. Training on Tuesday evening, Oct 3.
- **Publicity**
 - **Electronic signs** – mobile and at libraries Done
 - ~~Neighbors Go~~ **Next Door** Cora, Dean and John will post
 - **Book Sale Finder** Done
 - **Flyers** Teri to design using new logo/image from city
 - Libraries
 - Rec centers
 - Senior Center
 - **Announcement in the water bill** Done
- **Prep/Set up**
 - **Floor plan and table setup**
 - Confirm table arrangement Done
 - Do we have enough tables? We assume so
 - Who will set up tables and when; be sure they have the plan Teens or porter. Shawna to check
 - **Dates/times for book unpack/setup** Unpack on Sept. 30. Possible box move on Sept 27.
 - **Water for volunteers?** Dean to order
 - **Contact Brandon about when books will be ready for a last review.** Sue
 - **Book ends/Metal sign holders/Bins (with t-shirts/aprons, etc.)** Transport from other library if necessary. Done
 - **Price lists**
 - Finalize prices Done
 - Final hour(s) discount? (E.g. Boxes of books may be purchased during the last hour of the sale for \$10.) Done
 - Post prices on website Sue
 - Print price signs, if necessary Sue to revise signs. Teri to provide logo header.
 - **Price marking during setup**
 - Ensure all children's books marked when unpacked
 - Select and price 'Specials'
 - **Hallway direction signs and Cash** Shawna (signs). Dean to bring cash on Oct 3.
 - **Cashier training**
 - Arrange with library to borrow iPad, if necessary. Install or verify installation of app. Dean
 - Train volunteers Dean
- **Sale days**
 - **Time of arrival for volunteers** Done. 15 minutes prior to sale opening
 - **Books for volunteers**

- need a list of those who have sorted books during the year Sue
 - need free book vouchers printed Dean
- **Discounts for paid members?** – will need up-to-date membership list with payment info Dean
- **Sale of blue bags during the book sale?** Any special incentive? Done. 1 free bag per customer with purchase of at least \$20.
- **Lunch/Snacks Water? Coffee?** Dean (Subway cards, water), Cora (snacks and coffee)
- **Announcements in the library during the sale?** Shawna
- **Post sale**
 - **Disposition of unsold books**—who will pick up unsold books? ** Dean
 - **Breakdown/pack up books and supplies:** when? Sunday. Use signup.
 - **Tables:** who will take down and store?

**Contact info for CCA: 972-219-4304, last contact was Frances