

FRIENDS OF THE LIBRARY MEETING MINUTES

October, 20 2015

Attendees: Stephanie Tannariello, Kate Engel, Charlene Carper, Cheryl Forster, Andrea Maier, Lisa Walker, Shelley Quinn, Pam Macdonald, Jean Treadwell, Gretchen Pyles (briefly), Michele Burke, Joelle Mancini, Jan Madigan, Jane Cosmo, Christine Farris

Cheryl Forster called meeting promptly to order at 7:00pm and thanked everyone for their attendance. She asked for volunteers to sign up to bring light snacks to the upcoming Anna Boardman Concert on November 8th. The snacks were asked to be delivered at 4:00, one hour before the concert begins. The committee is excited about the extraordinary talent and credentials of the violinist and pianist at the concert.

Secretary Report: September 2015 minutes approved

Treasurer Report: Opening balance: \$16,283.29, income \$9,748.18 (\$8,137.90 from book sale and \$1,365.00 from membership), expenses \$1,384.55 (\$1,359.33 from book sale) for an ending balance of \$24,646.92. The issue of how to handle the returned check and fee from the book sale was discussed and still unresolved.

Correspondence: Jean Treadwell sent a dish garden to Ann Logan who recently relocated to MA. She had been a supporter of the Amherst Library for years. Jean discussed even with Ruslyn Vear's help she has been unable to successfully locate a valid address to thank Kathryn Greany for her generous \$2,000 annual donations. Cheryl offered to help via Linkin to try to locate an address for Kathryn at Boeing or a home address.

Trustee/ Library Director Report: Amy Lapointe was unable to attend so Cheryl provided an update. There has been a lot of interest in the programs and in some cases waiting lists have already formed. The Board made a decision to digitize the Franklin Society Books (18th century books in the local historical collection). Extra staff hours have been scheduled to complete the inventory of local history materials. The Board also approved a first draft of FY17 budget. Ruslyn would like to coordinate a Shakespeare program that would include a trip to the Shakespeare exhibit at the Currier Museum along with the Library's four Currier docents in the April- May timeframe. She would also appreciate some Friends' sponsored refreshments at the "book and art retreat" in January. The fall Library newsletter has been successfully mailed. The Library Board is trying to facilitate more membership interest in the Friends of the Library. Many of the suggestions include: putting Friends of the Library Membership information in Library new member packets, offering a fine forgiveness coupon to "Friends", displaying a Friend's flyer on the library walls and including a link off the Library's website to items "Friends" sell (i.e. totes, books, note cards, etc) to generate revenue to support the library. Attendance is down for the 3-6 story time. Based upon information Sara Leonardi and Amy gathered at a library workshop, on

logistics of stacks to improve circulation, they are hoping to make some space changes to the Amherst Library. For now, the idea of using the Friend's funds for a coffee corner has been shelved. It was agreed that The Friends of the Library would donate \$5,000 to the Library and put the remaining surplus into a reserve account for future projects. A subcommittee will be formed to discuss use of donation and potential reserve projects.

Committee Reports:

September Annual Book Sale: Although the net proceeds were down from last year as expected, the September Book Sale was still considered a success. Due to electronic access to information and books (internet, Kindles, etc), the demand for books (especially Cookbooks, Dictionaries, Encyclopedia) has declined. The committee thinks the overall quality of the books offered may be declining too, but the children's books continue to sell well. There was an enormous amount of unsold books delivered to Goodwill although probably less than last year. In the past, the committee tried to locate an alternative financially feasible location so the book sale could be open a second day to increase revenue and reduce book waste. However, no location has been identified that would be available for the three to four days needed for a two day sale and or to facilitate donations of left over books. There are many not-for-profits that would appreciate the left over book donations, such as the woman's prison, however the Saturday clean up day requirement makes it difficult to utilize these options. Gretchen was thankful for the volunteers although noted there was significantly less help from the students especially during the breakdown/cleanup after the sale. Gretchen will look into locating a new pool of volunteers such as the Boy/ Girl Scouts organization. Other ideas to consider were hiring teenagers from Teen Job Bank, or College Bound Movers. She would appreciate any improvement ideas for the 2016 sale. The committee acknowledges that at some point in the future that the enormous amount of effort may not be worth the income generated with the continued expected downward trend in sales. Other sources of revenue such as Trivia Night (\$1,000, \$1,200, \$1,200 over last three years) and online book sales (\$2,000 last year) may eventually replace the book sale event as the significant source of income. The committee asked members to brainstorm for other ways to raise money. Ideas of a Comedy night and a Boardman's dinner were suggested. Thankfully the September Book Sale Event still produces significant income and the committee is thankful for the efforts and the income generated to support the Amherst Library.

Membership: Lisa Walker and Pam Macdonald were happy to announce 94 new members joined Friends of the Library during the September Book Sale. Ideas to create "memberships gifts" for the holidays were discussed such as using the Friends of the Library totes beautifully wrapped to sell at Library events such as the concert series. Lisa thanked Cheryl for creating a membership thermometer to display/ track membership goals.

Professional Art Display: Sharon April was unable to attend

Display Case: The schedule for the September 2015- August 2016 year has only three vacancies: February, March and August. Since January- February has Mystery/ Crime adult programs scheduled, an

idea to coordinate with the police department to loan memorabilia for the display case in February was suggested.

Publicity: Cheryl thanked Andrea Maier for all her publicity work. Andrea followed up on a topic discussed at the last meeting on the cost of using the Every Door Direct mailing option at USPS. The quote she received was approximately \$1,600 for a post card which included a \$300 discount for not-for-profits. Since the cost is prohibitive, Andrea would like to utilize other vehicles to advertise the Friends of the Library. She suggested a single sentence mentioning the Friends of the Library with a URL link could be added to the Library newsletter. She again recommended articles written in the local newspaper. The idea to speak about the Friends of the Library and all the support provided to the Library will probably be implemented this year at events such as the Boardman Concert series. Cheryl and Shelley Quinn offered to speak.

Newsletter: Joelle Mancini is almost finished with the current newsletter and hopes to have finished before the end of the month. She is waiting on some information about the local artist that donated pictures of the town to Friends of the Library.

Library Decoration: Kate Engel had two holiday decorating ideas for the Library. She envisioned electric trains moving around the library for a Polar Express theme vs several candy houses for a Gingerbread decorating theme. After further discussion regarding ease and logistics the Gingerbread house theme was selected. Kate will need volunteers to help decorate the library on 11/22 at 1pm and the take down tentatively scheduled on 1/7/16 at 1 pm.

On-Line Book Selling: no update

Hospitality: Paula Schmida asked Cheryl to circulate the volunteer sheet for the Boardman's upcoming concert.

Trips: Jane Cosmo and Jan Madigan had several ideas for trips. The Amherst Recreation Department bus holds 14 people that maybe could be utilized for future trips. Their recommendation is to wait until spring (earliest would be March) to avoid winter weather hazards and resulting cancelation cost.

The following Currier exhibits look interesting

- Killer Heels: The Art of the High-Heeled Shoe (Feb 6- May 15 2016)
- Shakespeare's Potions: Library Focus Exhibition (March 16- May 15 2016)
- First Folio: The Book that Gave us Shakespeare (April 9- May 1 2016)

Other trip ideas included the following:

- Cherish the Ladies. A Celtic Christmas
- Sister Act Play in Beverly
- MFA: Textile Clothes (March 5- July 10th)
- Kennedy Library: First Lady exhibit and maybe Faneuil Hall for lunch
- Boston Harbor Cruise

- Clark Art Institute: WWI Art of Private Charles Miller combined with Castle in the clouds (first Sunday of the month is free at Clark)
- Peabody Essex Museum
 - Native American Fashion (Nov 21- March 6)
 - Alchemy of the Soul- Maria Magddena (Jan 9-March 20)
 - Asia & Amsterdam (Feb 21- June 5)
 - Rodin Sculpture (May 14- Sept 5)

Trivia Night: Date is set for Saturday, March 19th at Hampshire Hills. More information to come as date approaches.

Student Art Show: Christine Farris reported that the summer show went well. Some pictures were purchased by the SAU Superintendent. The Black Forest donated cookies for the event. Kindergarten art may be added to the next show. It was discussed to limit the number of “displays” each child receives for the art show. Cheryl or Christine to discuss potential changes to the student invitation process with Mary Prescott. No update, just a note that dates for the event have expanded to allow more time for setup and prepare for the event. Dates set for event that were discussed at last meeting are May 9- May 15.

Meeting closed at 8:30

Next two meetings scheduled:

Tuesday, November 17th at 1:00pm & Tuesday January 19th at 7:00pm

Recording Secretary

Shelley Quinn