

**Friends of the La Mesa Library**  
**Approved Board Meeting Minutes**  
**January 24, 2019**

**Board Attendance:** John Schmitz, Robin Theilmann, Jon Lange, Justin Walker, Joyce Purcell, Chelsie Harris, Misty Thompson, Bob Duff, Bonnie Baranoff

**Board Absence:** Bob Thatcher

**Members/Guests in Attendance:** None

**Call to Order**

John Schmitz called the meeting to order at 4:29 p.m. and welcomed everyone.

**Approval of the Minutes**

Jon Lange presented the draft minutes of the December 13, 2018 Board Meeting. John Schmitz asked if the Board accepted the minutes as presented. Approved unanimously.

**Treasurer's Report**

John Schmitz presented the Treasurer's report. We are at the halfway point in our fiscal year, and income is right on budget. Our book sales are slightly lower than last year, but it is not concerning. We have corrected the expense categorization issue noted at the last meeting (adult programs versus craft programs). Accepted unanimously.

**Library Staff Report**

Chelsie Harris presented the Library staff report. Veronica Estrada is going on maternity leave, so they are holding a baby shower. There will be some new faces around to substitute for her. Chelsie and John met with Charles Jarman to discuss window tinting. We got approval to start looking for quotes, and we will then talk to the City. John explained that we had previously obtained some bids, including the company that Justin and Jon used.

**Publicity Report**

Bonnie Baranoff presented the publicity report. We have many activities planned in connection with our fiftieth anniversary in March. The anniversary party will be March 9 at the library. On March 5 and March 12, we will have fundraisers at Fourpenny House. Ten percent of the proceeds will benefit the Friends. We will also be requesting that the City Council issue a proclamation to honor the anniversary.

To publicize the anniversary party, as well as the Friends in general, Bonnie suggested participating in several upcoming community events, including the Livable La Mesa "pop up" survey on February 9 at the Library. Bonnie will also issue a press release in mid-February and again in early March. Later, in May, there is a "Serving With a Purpose" conference. Lakeside and Santee Friends groups plan to attend.

The La Mesa Historical Society will be giving us space in their Q1 newsletter to place an article about the history of the Friends group and the La Mesa Library. Bonnie will draft

the article. The LMHS has a similar number of members, but a large Facebook following. Bonnie has been in contact with the LMHS president about cross-promotion.

Bonnie has created a Facebook page and will also create an Instagram account. Joyce Purcell mentioned promoting our group and events on La Mesa Happenings, which is a Facebook group with around 4,000 members.

Bonnie will be printing flyers and membership forms. She will explore getting discounting printing from LMSVSD. We discussed funding, and John explained that we will have a specific publicity line item in next year's budget.

Bonnie mentioned a national Friends group, United for Libraries, which we may want to join. The dues are \$80 per year, and it could be useful to get ideas for fundraising, advocacy, and more mundane things like flyers and printed materials. The County Friends group has a membership, but it is unclear how much we can benefit from that.

### **President's Report**

John Schmitz presented the president's report. Jerry Lester made a \$500 donation. His intention was to cover the costs of the fiftieth anniversary event.

John will go to the La Mesa Parks and Rec Foundation board meeting in an effort to reestablish our connection with that group. They may be allies in any future effort to fund or advocate for a library expansion.

We are still suffering from background check backlogs. We cannot pay for our own background checks.

Before the last County Friends meeting, there was a meeting of booksellers. Robin attended. It was good to exchange ideas and experiences. People have had mixed experiences with the book scanners at Operation Book Support.

Bonnie mentioned that we should try to coordinate more frequently with other Friends groups, above and beyond the quarterly Countywide Friends meetings. It would be good to do more to exchange ideas.

### **Bookstore Report**

Robin Theilmann presented the bookstore report. Mary Beth is moving to Georgia. So we are down one regular volunteer. She will be searching for replacements. In the bookstore, Robin is listing books for higher prices based on the Amazon scanning. Some are selling well.

Jon and Justin reported that we have made our first two online sales, netting \$14 or so. For Amazon, Justin mentioned that we must have a credit card and checking account. It might be useful to set up a new account specifically for Amazon.

### **IT Report**

Justin Walker presented the IT report. He has set up PayPal and the new library tablet. There is a donate button on the website, and prospective members will be able to sign up online.

### **Membership Report**

Joyce Purcell presented the membership report. 109 members have renewed so far, and we have received some generous donations in addition to the normal dues.

**City of La Mesa Report**

Misty Thompson presented the City of La Mesa report. The City will have an Arbor/Earth Day, Saturday, April 27 at Harry Griffin Park.

**Adjournment**

John adjourned the meeting at 5:29 p.m.