

**Friends of the La Mesa Library**  
**Approved General Membership Meeting Minutes**  
**July 25, 2019**

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

**Board Absences:** None

**Members/Guests in Attendance:** Marsha McDonald (La Mesa Women's Club), Joe Glidden, Cathie Smith, Carol Yaremko, Carol Thatcher, Alex Mueller, Anthony McIvor, Marilyn Adams, Eileen Schmitz

**Call to Order**

John Schmitz called the meeting to order at 4:30 p.m. and welcomed everyone.

**Approval of the Minutes**

Jon Lange presented the draft minutes of the May 25 and May 28, 2019 Board Meetings. Bob Thatcher moved to accept the minutes. Joyce Purcell seconded. Motion carried unanimously.

**Treasurer's Report**

Bob Thatcher presented the Treasurer's Report. The Friends currently has assets of approximately \$58,000, consisting of two bank accounts and various investments. Our total income for the year was approximately \$34,000, which was more than expected. We increased our dues, as well as our members, and also made more money on book sales. We expect to this increased income to be sustained over the next year, to some extent. We also received one large bequest from a member. Our expenses were slightly more than budgeted. As an organization, we primarily spend money on library programs, matching funds, publicity, and bookstore administration. We also spent money this year to tint several large windows at the library. Bob Duff moved to accept the Treasurer's Report. Robin Theilmann seconded. Motion carried unanimously.

**President's Report**

John Schmitz presented the President's Report. He explained that one of the primary purposes of the general membership meeting is to approve the budget. John explained the various elements of the budget and mentioned that Bonnie Baranoff would be going over the publicity section in more detail. We expect to have somewhat higher income and expenses than last year. Bob Duff moved to approve the budget as presented. Robin Theilmann seconded. Motion carried unanimously.

John attended the County Friends meeting last week. The County Library System has a new strategic plan. In her presentation to the City Council, Chelsie Harris went over the plan and our Library's efforts to meet it. A link to Chelsie's presentation is on the Friends website.

John next recognized Marsha McDonald from the La Mesa Women's Club. The Women's Club played a leading role in establishing the Library and founding the Friends. Marsha explained that one of the Women's Club's priorities moving forward will be helping the Library. John will follow up with them.

John announced that this will be his last term as president. He invited people to think about applying for a Board position when we hold our regular elections next summer.

### **Publicity Report**

Bonnie Baranoff presented the Publicity Report. Her publicity budget has many different ideas, and she's not sure that we will pursue all of them. But it is clear the Friends needs to do more outreach and be more visible in the community. The way we get more members and more volunteers and more donations is to let people know we exist. Bonnie is looking for volunteers to help with those efforts.

Bonnie created a high level summary of our marketing and publicity accomplishments this year, including a website refresh, a Facebook page, a City proclamation congratulating the Friends on our 50<sup>th</sup> Anniversary, history research and articles in the La Mesa History Society and Women's Club newsletters, a large presence at the Flag Day parade, a fundraiser at Fourpenny House, and a new printing partnership with La Mesa-Spring Valley School District (thanks Misty!).

Bonnie said that our overall goal is still a new library. But we need to lay the groundwork to pursue that goal. We want to generate public awareness, raise money for the library, and continue our advocacy efforts. We need to get more members and have more activities. John seconded that thought and suggested more events at the Library, perhaps a Library "After Hours" with local authors.

Joyce Purcell mentioned that the Grossmont Farmer's Market is giving its profits to the Parks and Recreation Foundation. Perhaps they would want to contribute to the Friends as well. Misty Thompson reiterated that we can always have a table at any of the Parks and Rec Foundation events. The Foundation has some money that could potentially be used for a joint event, perhaps a reading in the park?

### **Membership Report**

Joyce Purcell presented the Membership Report. At latest count, we have 219 members. We have just as many as last year, even with the higher dues!

### **Bookstore Report**

Robin Theilmann presented the Bookstore Report. She was pleased to announce that we have a full slate of volunteers, for every day of the week.

Justin Walker described our online sales efforts through Amazon. So far we have sold 77 books and made \$783 in profit. It is much more than we would get in the bookstore, since we can charge higher prices for valuable books online. Justin also mentioned that the Friends are part of the Amazon Smile program. If you designate the Friends as your "charity of choice," the Friends will receive a small portion of the money you spend on Amazon.

### **Library Report**

Chelsie Harris presented the Library Report. She explained that the County program budget for the Library is only \$4,000, so the Friends' support (we contributed \$20,000) makes a huge difference. Also, our checkouts are up 4%. Most libraries are down, but La Mesa is reading more, even in the digital age!

### **Adjournment**

John thanked everyone and adjourned the meeting at 5:25 p.m.