

Friends of the La Mesa Library
Approved Board Meeting Minutes
August 22, 2019

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

Board Absences: None

Members/Guests in Attendance: None

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 July 25, 2019 General Membership Meeting. Bonnie Baranoff suggested one correction to a guest name. Bob Thatcher moved to approve the minutes as corrected. Joyce Purcell seconded. The motion carried unanimously.

Treasurer's Report

Bob Thatcher presented the Treasurer's Report. Our total income for July was over \$2,300, including a \$500 donation. Our daily book sales were quite high, almost \$58 per day. We also had over \$400 in online sale profits. The month's expenditures totaled approximately \$1,900. We funded various library programs, joined United for Libraries, and provided refreshments for the General Membership Meeting. Bob Duff moved to accept the Treasurer's Report, and Robin Theilmann seconded. The motion carried unanimously.

Library Report

Chelsie Harris presented the Library Report. She updated the Board on several Library staff moves, including two new employees who transferred from other branches. The Library applied for and received a "Book to Action" grant. The grant will support an event on a topic of the Library's choosing. The Library chose urban farming. It will receive 100 copies of a book related to that topic and \$1,000 to do a program about it. Other new Library programs include a weekly story time for preschool children and a weekly "tween time" event.

President's Report

John Schmitz presented the President's Report. One new initiative is to better coordinate the Library calendar and the Friends calendar of events. Bonnie Baranoff will be creating a master event calendar for this purpose. John would like ideas for potential new events sponsored by the Friends. He suggested bringing back our author's event, which showcases local writers. It could be a stand-alone event, or we could do something "after hours" at the Library (perhaps with alcohol). Joyce Purcell suggested miniature golf in the Library. There is a company that puts on such events. Perhaps we could have sponsors on holes, sell tickets to the public, and otherwise use it as a fundraising event.

John and Chelsie (and perhaps others) will go to a La Mesa Women's Club's meeting in October. We want to continue to rebuild our relationship with that group.

Publicity Report

Bonnie Baranoff presented the Publicity Report. She has created a draft master calendar. One category in the calendar will be national events, like National Friends of the Library week.

Bonnie has started sending out a new weekly membership email with Library and Friends events. Justin Walker suggested implementing a new email option to subscribe only to certain email lists. That option might not be available in our free email newsletter plan. Bonnie will investigate a paid plan that might have more options. Justin will look into having a shared calendar on Google.

The San Diego Festival of Books is being held this weekend at Liberty Station. Migell Acosta of the County library team will be speaking at one event. Bonnie will be going.

Membership Report

Joyce Purcell presented the Membership Report. We have 225 members!

Bookstore Report

Robin Theilmann presented the Bookstore Report. Things are going well. We almost lost a Thursday volunteer, but she decided to stay. We have another volunteer going through the background check process. Depending on our needs, she might just be assigned to help with book scanning.

Justin Walker updated the Board on our online sales efforts. To make book scanning easier, he has purchased a cable for the scanner. The cable will keep the scanner charged and eliminate the need for a Bluetooth connection.

Justin discussed the need for a website refresh. A new design would help us focus on our goals and deemphasize irrelevant information.

Videographer's Report

Bob Duff reported that he has been getting good cooperation on his events video. The only issue has been events that occur in the first week of the month. Bob and Justin will explore putting the event video on website.

City Report

Misty Thompson presented the City Report. Among other City events, there will be a tree planting workshop on November 9 at 8:00 am.

Adjournment

John thanked everyone and adjourned the meeting at 5:21 p.m.