

Friends of the La Mesa Library
Approved Board Meeting Minutes
December 12, 2019

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

Board Absences: None

Members/Guests in Attendance: None

Call to Order

John Schmitz called the meeting to order at 4:31 p.m. and welcomed everyone.

Approval of the Minutes

Jon Lange presented the draft minutes of the September 26, 2019 Board Meeting. Bob Duff moved to approve the minutes. Bonnie Baranoff seconded. Motion carried unanimously.

Treasurer's Report

Bob Thatcher presented the Treasurer's Report. In September, we had \$1,700 in income (including a large interest payment) and \$9,322 in expenditures. The expenditures were high because of matching funds contributions. In October, we had \$1,265 in income (mostly book sales) and \$1,500 in expenditures (including \$1,000 in community outreach). Daily book sales were down somewhat in October, probably because we had fewer new books and top seller Robin Theilmann was on a much-deserved vacation. In November, we had \$1,400 in income and \$611 in expenditures. Overall, we are somewhat behind the budget, but that is normal this time of year because of the large matching funds contributions. Bob Duff moved to approve the treasurer's report, Joyce Purcell seconded, and the motion carried unanimously.

Library Report

Chelsie Harris presented the Library Report. The library is now fully staffed! In facilities news, the library has the County's first laptop kiosk. It will be live next month.

Chelsie reviewed statistics for the past year. We are the #1 branch for customer requests from other branches and libraries (37,000 since July). Children's book checkouts are up 50%, probably because of improvements to the shelving area. On the downside, we are #2 for security incidents. There has been increased concern about homeless people camping between the library building and City Hall. Chelsie has been talking with the City and the police about ways to mitigate its impact. Homeless outreach (PATH) is out there every day. Chelsie explained the security measures in place at the library. There is a Code of Conduct. If someone violates the Code of Conduct and is asked to leave the library, that is a security incident. (We have approximately 5 to 35 security incidents per month.) For repeat violators, Chelsie sends a warning letter and then a six-month suspension letter. There have been six suspension letters in the past six months. We have an agreement with the City that suspended individuals cannot be in the area around the library. Because of the high number of security incidents, the library has a more experienced security guard than other branches. The library will be installing security cameras in June.

The library has decided to focus less on programming, and more on community outreach, the library collection, and training. In the past year, we have gone from 102 programs per month to 61. The library has tried to retain programs that are tailored to the community, and attendance has remained steady.

The library is currently developing a branch community plan. The first step was a survey about what customers like about the library. Out of 100 responses, approximately one-third said "books," one-third said "staff," and one-third were other responses. Only four responses were about programming. Next, the library will ask what customers like about living in La Mesa, and then what customers think the library can do better. Chelsie will talk with Bonnie about helping with outreach for these surveys.

For Book to Action, the library is planning a large event on March 28, 2020. Chelsie mentioned having a table at the Farmer's Market. Misty Thompson explained the process for nonprofits to reserve a table. There is limited space, and it is first-come first-served. But the library (and Friends) are always welcome in the City area in the Walkway of the Stars.

Publicity Report

Bonnie presented the Publicity Report. She is working with Joyce on the 2020 renewal campaign. She has spent time categorizing our email subscribers to target them with specific messages (e.g., people who aren't members yet, people who haven't renewed yet, etc.). Bonnie also reviewed recent community outreach activities, including the National Friends of the Library Week, the La Mesa Courier article (and ad), and the ad in the La Mesa Historical Society Home Tour program. Bonnie has also been working with a graphic designer on a new logo for the Friends. She passed around examples and the Board gave feedback. The new logo will cost \$500. Bonnie discussed future ideas, including the "books after breakfast" event and postal direct mail. Direct mail costs \$212 in postage to reach approximately 1000 people. Printing and envelopes are extra.

Justin Walker has completed updates to the Friends website, including a new functionality that allows members to renew and make donations online via PayPal.

Jon Lange asked about the approval process for Board member expenditures. After discussion, the Board agreed that expenditures over \$100, even if identified in the budget, should be reviewed by the Board, either in person or by email. John Schmitz so moved, Bob Duff seconded, and the motion carried unanimously.

President's Report

John Schmitz presented the President's Report. The credenza and the television in the former Friends alcove have been removed. The library would like us to think of ideas for the space. One example would be a donor recognition wall. John reported on the County Friends meeting. The next meeting will be January 17 at 10am. The Solana Beach web developer will come to speak.

Membership Report

Joyce presented the Membership Report. We have 249 members! This year, the main renewal notice will go out over email. Joyce will send paper renewals only to people without email. Hopefully that will reduce the postage.

Bookstore Report

Robin presented the Bookstore Report. We have two new volunteers, Donna Danfield and Jeanne Johnston. With the new volunteers, the bookstore will start opening in morning (10am-1pm) two days per week. Robin suggested Wednesdays and Thursdays. Chelsie mentioned that the library has events on Wednesday in the library. Perhaps Tuesday would be better.

City Report

Misty presented the City Report. The big news in the City is that the City Manager is retiring. Also, the City's Earth Day event will be April 18, 2020.

Adjournment

John thanked everyone and adjourned the meeting at 6:02 p.m.