**Friends of the Calaveras County Library**

**Zoom Board Meeting Minutes- March 10, 2021**

Zoom meeting called to order at 9:05am.

Present: Pru Starr, Diane Jarvi, Shirley Huberty, Karen Eggleston, Richard Raso, Dennis Griffin, and Bob Dean

Ex-Officio Members & Guests: Nancy Giddens (County Librarian), Phil Guttierrez (Literacy Director), Arlene Weissman (SA), Herb Pike (Arnold), Chloe Shufeldt and Tricia Slavik.

Absent: Valley Springs, Copperopolis, Ray Waller, and Annie Robb.

Minutes & Agenda: February Zoom minutes and todays agenda approved [M/S/A].

**REPORTS**

**Literacy** - Phil reported that he has received $31,446 in funding from CCLS. To date he has received $4,240 from the tax inserts. He said the money is way down from last year, and doubts we will get the $5,000 he was hoping for. Revenue generated from charge-backs for instructional services to the Sheriff’s Department, and Health & Human services =$28,000/$14,000 received.

Total Projected Estimated Expenditures:

Salary/Benefits $75,691

Services & Supplies 13,910

Total $89,601

Total Projected Estimated Revenue: $90,310

Currently 17 jail inmates (ADF) are enrolled in literacy and receiving packets. Ann has been doing a weekly newsletter for inmates. Ann’s newsletter has been well received, and inmates get credit for completion of the lessons that are contained in the newsletter. [Pru asked for a copy of the newsletter].

Phil is meeting once a week at the new AC library to help two learners with their GED studies. Currently 22 students are enrolled.

**Invited Guest**: Pru introduced our invited guest today, Tricia Slavik. Tricia is a marketing communications professional we were interested in talking to about helping us raise money for our bookmobile. She spoke a little bit about her background (resume provided), and showed us a power point presentation on how we could go about raising money for our bookmobile. Her presentation included ideas about:

* Having a theme: “Let’s Get Mobile” was her suggestion.
* Identifying Partners – businesses, organizations and patrons.
* Having targets – go after largest businesses in the area.
* Identifying patrons.
* Using Social Media - Showed ***Go Fund Me*** video.
* Finding private citizens, organizations in towns, government agencies and schools.
* Consider using donation boxes around town (shaped like a bookmobile) and placed in each library, grocery stores, coffee shops etc.
* Expenditures were estimated at around $4,000 to get started with flyers, posters, media etc.

She envisions doing this in three phases:

PHASE 1: [target goal $26,00]

1. Go after grants that may be available.
2. Launch a public campaign starting on April 10th which is National Library week [April 10-17]. April 17th is actually National Bookmobile Day.
3. Set up a ***Go Fund Me*** account.

PHASE 2: [target goal $60,000]

1. Identify Patrons
2. Identify businesses
3. Identify organizations

PHASE 3:

1. Beginning June – August seek out help from government agencies and schools.
2. Determine where we go from here.

Tricia followed her presentation by answering questions. She will provide Nancy with a copy of her power point presentation so we all have a chance to go over it again. [copy is attached].

Following Tricia’s departure, we discussed how we felt about everything. It was unanimously decided that we would hire her as an independent contractor and offer her payment of up to a maximum of $10,000, to be paid in installments. [M/S/A] It was further agreed that we would give her up to $5,000 for up front expenditures [M/S/A]. Shirley noted that we have received $5,500 so far in donations, and our target is $90,000.

Arlene asked if the Fundraising committee could meet before our next meeting to go over Tricia’s ideas and come up with a plan. All agreed.

**Librarian**-

Recruitments:

* West Point Library Assistant position is still open. Nancy has 10 applications she will be looking at.
* The Library Assistant 1 position is complete. The new employee is in process for security clearance, and hopefully she can start orientation by March 15.
* Children’s Programing: Nancy interviewed 4 good candidates on march 1st, and is working on checking references for two of them. Once this is complete she will make one of them an offer.
* Zip Books: Nancy urged everyone to order **audio** zip books for our collection. There is still money available to order regular books as well. She doesn’t want this money to go unused.
* Summer Reading 2021: Nancy, Nalatie & Jenni have ordered the books from

Scholastic and they should be here in April. Books were chosen for children K-grade 6. She ordered books for 8 weeks for all sites except Arnold & Moke Hill, which only want 6 weeks. Nancy broke down the costs of each age group and noted that the average cost per book was $2.05. With our order we will receive 300 free books to give away at events throughout the year. The projected totals for each branch this year are:

Angels Camp – 46 Arnold – 40

Copper – 45 Moke Hill – 38 Murphys– 55

Valley Springs – 49 West Point – 45 San Andreas – 106

Nancy reached out to the Railroad Flat community and will be preparing an additional 37 packets for that area, where she also hopes to delivery take-away lunches. For the preschoolers, Jenni had a hard time finding inexpensive books. Her average cost was $3.60. Fortunately, a good bit of the cost for these books will come from her First 5 budget.

* Lunch at the Library: Nancy received a grant opportunity from the State Library which will assist with paying for the take-away materials for sites where we offer *Lunch at the Library*. The four sites she applied help for are: San Andreas, Moke Hill, West Point and Railroad Flat. If she gets the money it will help to offset the cost of the books for these sites. Nancy is not sure if the local friends groups will have to provide any money for books until she has further details. Nancy will route the MOU this week to get signed by all who need to, and get it on the agenda at the BOS as soon as she can in April.
* Dr. Seuss side note: Nancy mentioned that 6 of the 39 Dr. Seuss books have been pulled by the Estate of the author, and will no longer be printed. We have pulled all 6 books from our shelves, and Nancy has them in her office. Apparently, people are trying to sell these books on line for unbelievable prices, and Nancy is worried that someone may try to take our books and then sell them for profit.

**Treasurer**: Chloe emailed everyone the February 2021 Treasurer’s report. [See attached copy]. We currently have a bank balance of $119,666.62. [$90,000 was transferred from Fidelity to Wells Fargo]. Our Fidelity Fund balance is currently $848,432.16. [M/S/A].

**OLD BUSINESS:**  Shona sent Pru 12 emails from our website that had been unanswered since early this year. Eight of the emails were about membership. Pru answered the emails, and apologized for not answering them sooner.

Pru will call on Valley Springs and Cooper Friends groups to find out why no one is attending our meetings. Their lack of participation concerns the Board. Nancy suggested that Pru contact Celeste Bordner (sp) in VS to see if she would be willing to attend our meetings. She will also contact Casey in Copper.

**NEW BUSINESS:**  Pru asked the Board to help WP cover the cost of the computer firewall expense. A patron, Beth Childs, left $30,000 to the library to be used by West Point. However, the money went directly into the County Friends account. A motion was made to transfer the needed amount to cover the WP cost [M/S/A].

**BRANCH REPORTS**

Angels Camp: The AC Board will be hosting their third soup drive thru fundraiser on March 18th and will be serving Chicken Tortilla soup. Old photos of AC have been hung in the new location and look great.

Arnold: Herb reported that he is changing the newsletter to bi-monthly. The next issue will be for April/May. The first 7 books leased from Baker & Taylor have arrived and are being cataloged, and will be sent to Arnold next week.

Copper: No report

Moke Hill: No report

Murphys: The Board got approval to put up a street banner referencing National Library Week, but have decided against it. They have hired an architect to improve access to their second floor. Improvements will include a new ADA bathroom and outside stair access to the upper floor.

San Andreas: Friends gave Nancy some children’s facemasks, pencils etc. for Dr. Seuss week. They are also planning on a Yard & Book Sale event on Memorial Day.

Valley Springs: No report

West Point: Hosted a drive thru Valentine event, and gave away 40 bags of goodies. In addition, they collected 70 pounds of food for the Food Bank.

Meeting adjourned at 11:00.

**Next meeting will be on April 14th at 9:00 in San Andreas. The meeting will also be available on Zoom, for those individuals who are uncomfortable meeting in person.**

Minutes submitted by: Diane Jarvi