

11/5/2018

Friends of the Arlington Library (FOAL)

Meeting Minutes

Present: Kate Summers, Judith Hijikata, Judith Kindell, Sharyn Meister, Kelly Fado, Martin Pippin, Nada Sulaiman, Rob Hizan, Gineane Goldsmith, Joni & Marx Sterne, Laura Porter, and Peter Petruski and Julia Berg representing the Library

I. Call to Order: 7:04pm

II. Approval of October Minutes: Judith Kindell moved to waive reading of the minutes which was seconded by Sharyn, and agreed to by the Board. Judith Kindell then moved acceptance of the September and October minutes, seconded by Sharon, and agreed to by the Board.

III. Diane Kresh, Library Director, joined the Board for a conversation.

The conversation ranged from how much we all appreciate the work Julia and her team do on Library events to how we can work together to help draw more people to events. Julia's team does about 3500 programs annually and these are all supported by FOAL.

Kate Summers praised the excellent work done by Julia Berg and her team. All the programs organized by Julia from weekly story times, to author events, and the summer reading program are exceptional, and are well received in the community.

We discussed the wait list, and some ideas we have about targeted fundraising to reduce the wait times. Perhaps a "Buy down the List" fundraiser targeting NYT best sellers or the book club favorites with the longest wait times. Collections are largely funded by the County through the Library's budget, but the length of time patrons are waiting to check out books is something we hear about from our members and we are exploring the best way to impact the wait times.

We asked about the budget process in the County and were told that the County Manager puts the budget in front of the Board in February and that's when budget hearings usually occur. The adoption of the budget is usually in April of each year.

Arlington just completed and published a Community Satisfaction Survey in 2018 and 14,000 people responded to the survey. 70% of those surveyed had visited a county library during the last year. 91% were satisfied with customer service, 89% satisfied with library facilities, 86% satisfied with the depth and range of adult collections. Here is the link for further reading: <https://departments.arlingtonva.us/2018-survey-details/>

IV. December 3 Meeting 7pm

We are going to meet at Alto Fumo and use social media to invite interested community members to come meet the FOAL board and engage in a discussion about what we want FOAL's priorities to be in 2019. Motion was made by Kelly to authorize funds for food for the December 3 public meeting, it was seconded by Judith Kindell, and passed unanimously.

V. Book Sale Recap

We need to improve our shelving – built in and portable. Maybe we can have shelving be an Eagle Scout or Gold Award project for scouts in Arlington.

We need a designated Board Member responsible for volunteers each shift.

We need to improve our ability to communicate with volunteers and to widen our outreach on book sales.

We need to clean up our Member email lists and get a Members list uploaded into Mail Chimp no later than February (2 months before the next sale).

We should explore a cash only line; and using the square to expedite lines.

Kudos to the Library staff who worked the cash registers. That process was smooth and accurate.

The book donation team needs additional carts. Kate made the motion that we approve \$800 in supplies for the needs of the book donation team. Sharyn seconded it and motion carried unanimously.

VI. Rebranding and our Website

Now that the Library has finished its rebranding, it's time to invest in our own. Kelly has been surveying local companies who do logos and website development and sent around a proposal from Tara Claeys, a local Arlington website developer.

The Board decided to meet with Tara in November, and there was general agreement that designing a new logo, updating our mission statement, and redoing our website is an investment we need to make.

Kelly agreed to lead this effort with Laura, and Claire and any other interested Board Members, and will find a time for the Board to meet with Tara in November.

VII. Library Report

Julia asked how we'd like to handle alcohol at the Lit Up Ball. We decided to have our caterers handle it, after we confirm their insurance coverages. Our inclination is to buy the alcohol and sell drink tickets but have their bartenders serve it.

Rob Hizon's band volunteered to play at the event!

Board Actions

Approved October minutes

Approved funds for food for our December 3 meeting & listening session.

Approved \$800 for the book donation team for carts.

Adjourned: 8:55pm

Upcoming Events:

December 3, 2018	7-8:30pm	Author event Vanessa Hua, author of "A River of Stars"
January 14, 2019	7-8:30pm	An evening at Columbia Pike Library with the Atlas Obscura Society D.C.
February 14, 2019	7-8:30pm	Susan Orlean in conversation with Library Director Diane Kresh
March 22, 2019	8-11pm	Lit Up Ball at Shirlington Library
March 30, 2019	9:30-5	NoVa Teen Book Festival - offsite
April 4-7, 2019		Book Sale Central Library