

FRIENDS OF THE SUN CITY LIBRARIES, INC

BOARD OF DIRECTORS MEETING

AGENDA

Thursday, July 13, 2023

10:00 a.m. on Zoom

1. **Welcome** Samantha Mears and Brittany Parkhouse. Board Introductions

Attending: Sue Blechl, President, Jennie O'Leary, Vice President, Jessica Potter Slider, Treasurer; Ruth Polanski, Maria Lafayette, Tom Everett, Noelie Graham, Irene Nathanson, Sherri Sharp, Glen Brown, Brittany Parkhouse, Anita Borski, Cathy Weyers; not in attendance: Jean Totten, Joyce Voss, Cindy Daly

2. **Call to Order by Sue Blechl, 10:20 a.m.**

3. **Samantha's presentation** – MCLD Communications Administrator. PowerPoint Presentation on advertising. Lower cost higher impact strategies. Can be scalable. Paid promotion is important. Strategies:

- 1) **Facebook ads.** Can target by age, location, gender, readers, etc. Flexible and easy to manage. Cost is flexible. Recommend up to \$100 a month. Rule of 7: see it 7 times before they respond.
- 2) **Sun City Independent.** Print advertising. \$1,155 for ½ page ad. Don't go below a ½ page ad.
- 3) **Sun City Independent Website ads.** Cost varies; \$10 per 1000 impressions; may require minimum impressions;
- 4) **Sun City Independent emails.** Target where it goes to. \$450 for 20,000 emails.
- 5) **Direct Mail.** Mail a postcard. Target by zip, age and income. Quantities of 5,000, \$2,250.
- 6) **Google ad grant.** Nonprofits with \$10,000 in free advertising. Google.com/grants. Administrative steps to get qualified for grant. \$0 for ads. Have someone to manage it.

Questions: Letters to the editor; hope they get published; submit press releases; think strategically, what we want to say in the article; what is relevant; advertorial is the same as editorial but with cost; she will send us list of media in the Valley.

4. **Minutes** –

Approval of June 2023 minutes **with the attendance correction that Tom Everitt be removed from the list of those present.** **MOTION:** To accept the minutes of the June 2023 meeting, as amended, made by Anita Borski; Sherri Sharp 2nd. Voted and approved.

5. **Reports;**

Treasurer- Jessica Potter Slider

--Accept Treasurer's report. Income in June 2023 of \$13,075, expenses of \$4,574. with surplus of \$8,501. Also did comparison between 2022 and 2023 for six-month period. Very similar numbers, little differences. Investment income, higher this year; Anita noticed asset totals did not add up. Jessica said she had noticed the mistake but did not have time to correct it before the meeting. **MOTION:** To accept the Treasurer's Report, as corrected, made by Anita Borski, Cathy Weyers 2nd. Voted and approved.

--List of items to be paid

- Door keypad (RCSC) @ \$1,000 estimate; bill came to \$1,423.
- Canine Corps (RCSC) @ \$400 estimate; bill came to \$350
- Seed catalog envelopes (Moore's) @ \$500 estimate; bill came to \$425 for 2,000 envelopes

- 3D Printer for Fairway @500; Glen will get her actual price
- Recycling contract – when RCSC arranges; still pending
- Sun Views due 10/01 @ \$1500 – half considered a donation to the libraries
- Replace/repair the Cannon printer; computer is slow and has received the last update it can get. printer not working properly; plug is inaccessible. Both need to be replaced. Also should get smaller desk and look at office area to see how it can be reconfigured. Look for space planning assistance, i.e.. Staple, IKEA, Office Depot may have someone who can help. Maria said she can order for us, if available, through Army, Air Force Exchange Service; no tax or shipping. We should get printer and computer right away and work on rest for later in the year. **MOTION** to contact Matt for computer and printer, and get as soon as possible made by Cathy Weyers, Noelie Graham 2nd. Anita Borski recommend wireless keyboard and printer. Cost to be presented to and voted on by executive board. Voted and approved.

- How to handle receipts and delivery – if make purchase, let Jessica and Sue know. If you put purchase on Friends account, let Jessica know how much it was. Have it delivered to proper place and have someone who can accept it. See if it's what we ordered, in good condition and is as expected. If use own money or personal credit card, bring in receipt and attach it to a reimbursement form; can get forms online or at the bookstore. Let someone know if you are expecting a shipment.

- Acquisition of new office items - possible soon. Already discussed

4. **Standing Committees**

- Community Outreach – Jennie O’Leary – Nothing to report
- Finance – Jessica Potter Slider – Nothing to report
- Board Development – Irene and Jennie – reassignments. D has resigned; Irene putting time into Read to Me. Sue asked Jennie to do take over the responsibility. Jennie asked for help; can’t do it by herself. Needs someone who knows the volunteers. Jennie and Sue will work on something to send out to volunteers.

5. **Event Coordinator** – Ruth Polansky – Nothing to report

6. **Volunteer Coordinator** – Ruth Polansky – Nothing to report

7. **Board Advisors**

- a. **Book Store Advisor** – Cathy Weyers. Reorganization went well.
 - Bookstore Volunteer luncheons. A great success. Every volunteer except one came. Appreciated being thanked.
 - Bookstore Rack Card—Have come in. Gave copies to Glen Brown and Anita Borski for Fairway to put out. Cling sign for sign to left of door to advertise Bookstore.
- b. **MCLD Representative** – Glen Brown – Introduced Brittany Parkhouse, new Supervisor at Fairway. Software checkout being pursued and will do proposal when he has all the information. At Fairway, they are selling Bookstore bags and would like patrons to put money in lockbox like they do for kiosk items; not have staff handle money. This will be ok. Working on getting bookshelf for display at Fairway. Need 3D printer for Fairway. Not good to transport from Sun City as it’s delicate. Glen will work with Jessica on it. Programming room at Fairway. Brittany is booking one of the Arizona Room monthly, 2nd and last Tuesday as a standing reservation for those days. Parking lot at Bell is undergoing resurfacing; parking will be affected; they are closing Book Drop at close of day, Saturday. July 22, and reopening morning of July 26. Dates are tentative.
- c. **RCSC Representative** – Jean Totten. Not in attendance
- d. **Advisor** – Tom Everitt – no report
- e. **Web and Graphics Master** – Cindy – no report

8. Unfinished Business

- Homebound Workgroup (Read-To-Me Service) Irene reported that the program now has two sites, each with weekly readings. Publicity has been good through Sun City Independent, SunViews, and rack cards.
- Public Relations – to continue after the July meeting
- Review of 2023 Goals – tabled to August meeting

9. New Business

- Accept with regret D Lathrop's resignation from the Friends Board. Motion by Jessica, 2nd by Maria. Passed
- Volunteers suggested bulletin board display, are purchases made for the two branch libraries. Table to August
- What other Rack cards should we consider...ex. Donations, Board Development, Outreach... \$300 for 1000 Rack card...Distribution of Rack Cards? Table to August
- Fairway Project – Anita set up a used paperback sales area in the branch foyer. All books are 2 for 25 cents. A money box is attached, as customers must pay themselves. Branch staff are not allowed to handle Friends money. In the first six days, 116 books were sold, with \$14.50 in revenue. Anita plans to restock twice a week, and is interested in bookcases, rather than the rolling cart. Helpers will be needed. A press release will be done soon. A name for this sales opportunity is needed. One suggestion is Books Around the Corner 2 (or Too) (or Two).
- Follow up to Samantha's presentation. There was no time for discussion. Sam shared her PowerPoint slides with Sue, along with other materials. These have been sent to the full board.

The next meeting: August 10, 2023, at 10:00 a.m. on Zoom

10. Adjournment Motion/Second by Ruth/Anita. Passed at 12:16 pm

Jennie O'Leary
And
Ruth Polansky

Secretaries Pro Tem