



Friends of the Modesto Library
Board of Directors Meeting
1 September 2021
Modesto Library Auditorium

Meeting called to order at 3:05 p.m. by Vice President Beverly Schlegel.

ATTENDANCE

Officers and Directors present: Anne Britton, Ellen Dambrosio, Marilyn Drew, Jonaca Driscoll, Maree Hawkins, Judy Herrero via zoom, Denise Nordell via zoom, Cathie Peck, Carmen Pedrioli, Judy Pierce. Guests: Chris Moreno, Modesto Library Manager, and Marie Hernandez, NextGen on Board representative.

ACTION TAKEN: The minutes of the 6 June 2021, FOML meeting were approved on a motion by Ellen seconded by Jonaca.

REPORTS

PRESIDENT'S REPORT: DENISE NORDELL AS READ BY BEVERLY

1. As you know, Librarian Sarah Dentan has released an Interim Strategic Plan for the Library, which identifies five strategic priorities. With that in mind the FOML Executive Committee met last week for an "alignment check" to consider how FOML's goals and priorities align with the library's.

Prior to our meeting we asked Library Manager Chris Moreno to revisit the 2021-22 funding requests and identify how each item supports the strategic goals. Next, we talked about FOML giving in general, noting that there is no existing policy that guides our giving. We feel this is important and will be drafting a policy for your approval.

Recognizing the essential role Friends of the Turlock Library played in the building of the new Turlock library, we asked ourselves how we were positioned as an organization to respond in the event we might be asked to lead a major fundraising effort. We acknowledged that while we are an established 501(c)3 non-profit and have bylaws that govern our activities to a certain extent, we have no established policies that define board member responsibilities, standards of behavior, or expectations of participation.

We will begin addressing these deficits in the coming months. A first step will be a board survey to gather board members' input, ideas and suggestions.

Along the same line of thought, Anne and Maree have volunteered to assemble all existing FOML documents so they can be stored in a central place.

2. Barnes & Noble Bookfair is scheduled for Dec. 4 & 5. If we can enlist enough volunteers, we can cover both days, perhaps from 10 to 4 each day.

3. Depending on COVID, I'd like to host the board at my home for a holiday gathering, perhaps combined with our December meeting.

TREASURER'S REPORT SUMMARY: JONACA DRISCOLL

Quarterly Report: June 1 - August 31, 2021

Expenses:	\$ 2,515.59
Income:	\$ 9,656.81
FOML Checking Account:	\$ 37,856.76
FOML Savings Account:	\$ <u>1,668.75</u>
TOTAL ASSETS:	\$ 39,525.51

Fiscal Year: July 1, 2020 - June 30, 2021

Expenses:	\$ 19,475.49	
Income:	\$ 22,244.79	
FOML Checking Account	:	\$ 30,659.10
FOML Savings Account:	\$ <u>1,668.73</u>	
TOTAL ASSETS:	\$ 32,327.83	

LIBRARIAN'S REPORT: CHRIS MORENO

Library Service/Operations Updates (as of August 2, 2021)

- New hours (different at each library)
 - Modesto's updated opening hours: **Monday: 12-8**, Tuesday-Thursday: 10-6, **Friday-Saturday: 10-5**
 - Library will be CLOSED Monday September 6 for Labor Day
- Revert back to 21 day Checkouts (was 42 days)
 - Auto-renewals will continue
- Overdue fines reinstated
 - \$0.25 per day
 - \$2.00 max for CX materials
 - \$10.00 max for adult materials
 - \$50.00 max fines on a card to check out materials (Currently \$100, pre-covid=\$10)
- Special Collections room is now available for customers. Genealogical Society volunteers will be available from 12pm-4pm every Monday.
- In-person Storytime and in-person children's programming is still on hold until further guidance.
- Makerspace is complete. Waiting for furniture to arrive

Staffing Updates

- Modesto added 3 additional pages (5 total)
- Friday's Modesto will have an additional 3 Full-Time LA's from the branches working in Modesto on rotation (Keys and OAK)
- Vacant Reference Librarian position
 - This position will be a lead on STEM/Makerspace programming in Modesto.
- Tom Kaps retiring on October 1. Recruitment for Facility Manager will follow
 - Facility manager will be charged with maintenance, construction projects, safety, janitorial, and outside contracts for all 13 branches.
 - Bryan Sontag will oversee library services and operations for all 13 branches.

Library Programs

- Out of an abundance of caution and for logistical reasoning, library programs will mostly continue to be virtual when possible.
- Upcoming Programs:
 - Virtual Storytime: Tuesday and Wednesday (Bilingual) 9:30am on library Facebook page
 - Coding Club: Children and Teens can learn to code at their own pace. Registration link is on the children's webpage (must register for Teachable account)
 - STEAM Stories: 2nd Monday of the month at 4pm. Registered participants can pick up supplies at their local library and join library staff on ZOOM for STEAM activity.
 - Teen/Adult Virtual Art Class: Saturday September 11 1pm-2:30pm via ZOOM. Register on library website
 - Virtual Book Chat: Time Travel theme: Tuesday September 21 2pm. ZOOM Register at library website.
 - Virtual Book Club (adults): Wednesday September 22 11:30am.
 - Stay & Play (grant funded) beginning October 7. Every Thursday 10am-11:30am (two 6 week sessions). Pre-Registration required; Program to support the needs of informal caregivers.
 - Will include snacks to address food insecurity, structured and unstructured play activities/stations, brief storytime, and a presentation of local community resource or partner.

Volunteer Opportunities

- Stay & Play: Staff a play station, provide information on FOML membership
- Adopt a shelf or section: Shelf read and organize a specific section

MEMBERSHIP REPORT: ELLEN DAMBROSIO

Membership Tally (as of Aug. 29, 2021)

- As of Aug. 29, 2021, we have 149 paid 2021 memberships. For comparison purposes, last year at this time we had 113, and the year before that, 127. Last quarter I set a mini-goal of getting 140 paid members before the end of summer.
- We have already received 14 renewals from nudges made by exec board members in the past couple weeks, and some of us haven't yet finished making calls or sending messages.
- Past-president Stella Beratlis responded to my nudge and then said she'd help get some new members to help me meet my goal. Within 24 hours we had six new members! I've encouraged her to talk us up on FB whenever she feels like it because people obviously react to her posts.
- We have 28 members who paid dues in 2020 but have not yet renewed. Wouldn't it be awesome if we could get them all to renew???

Call to Action

- The Exec Board has identified everyone they know on our roster and is contacting them personally if they have not renewed.
- Directors were asked to contact any of the those they know on the non-renewed list distributed and to encourage them to renew.
- Our all-time highest membership was 157. I can't wait to see the new record we set this year!!

FINANCE

Chris distributed the revised Modesto Library Funding Request for 2021/2022 that include notation of how each request aligned with the Stanislaus County Library Interim Strategic Plan, which he also distributed. [Both appended.] One item was removed from the requests approved at the June FOML meeting. The drinking fountain was funded by the library, so removed from the request list.

2021-22 1st quarterly funding disbursement requests:

Circ. Display Supplies	\$ 500
Yule Ball	\$ 800
Adult programming	\$ 250
CX Programming	\$ 800
Mobile bookcases [3 for CX]	\$ 1,250
Bookcarts [2 for CX]	\$ 900
Easel for Storytime/programing	\$ 550
Total	\$ 5,050

ACTION TAKEN: On a motion from Maree seconded by Cathie the first FOML 2021/2022 quarterly disbursement of \$5,050 to Modesto Library for previously approved budgeted items was approved by a unanimous vote.

No outstanding bills were presented for approval.

EVENTS/ACTIVITIES/ VOLUNTEER OPPORTUNITIES

USED BOOK SALE: PAT GLATKE

Pat issued the following report via email after the June 26, 2021 event.

The sale had to be postponed due to COVID 19. We got confirmation of a date in mi- May, which gave us 7 weeks to prepare. Collecting books was not a problem, since we had a good supply of books in the warehouse that we had collected for a 2020 sale. I didn't realize that sorting would be such a chore due to the heat in the warehouse. It made it more difficult to get ready. The team worked the last weeks to get everything in shape. We were able to get a truck donated by McGrath Moving again, but they were unable to provide a driver. We hired Nick McGrath, our grandson, who currently works for a company out of Oregon.

Our original proposal to Librarian Sarah Dentan had a page of COVID protocols to be followed. The State of California lifted many of those rules on June 15. Nevertheless, we had free face masks for any customers that wanted them, and hand sanitizers and gloves available. We had dozens of plastic reusable bags and paper bags. Volunteers wore masks.

The crowd the first two hours came mostly from the Farmer's Market, and netted us \$700 per hour. We had advertised extensively at the Farmers Market. After that, it tailed off appreciably. Maree got 3 timely pieces into the Modesto Bee. The total sales were \$4,737. However, this year we had expenses for a new banner and the aforementioned driver for \$260. I turned over all cash and checks to Jonaca for a re-count, she verified the **net as \$4,476**. It was a good thing we raised the prices this year. Frankly, I had anticipated that we would make more than \$5,000.

What factors could have caused our customer base to drop off so much? Sale held at a different date than usual? Customers not comfortable being in a crowd yet? End of June-people had not been traveling were gone for the first time? Lack of advertising? The library had flyers out to patrons as soon as the date was confirmed, but they had less traffic than usual.

I believe the books were of a better quality than in the past; fiction was sorted by author last name, which should have been a better experience for the customer. We had 3 times more children's books than usual, and they sold rapidly. Perhaps we should go back to our old pricing schedule for the children's books? It would depend on whether we have a large supply again. Our premise was "more books to more kids" and we certainly achieved that.

In a more recent email, Pat clarified that neither Turlock nor Oakdale Friends are able to take leftover books. Currently, there are approximately 85 boxes of books at the warehouse and are **not taking donations until January 2022.**

FRIENDS WITH YARN: ELLEN DAMBROSIO

- The yarn-bombed pillars are surviving well.
- Leaves will be added for fall color. Presently over 200 have been knitted or crocheted.
- An organizational meeting is set for Oct. 13, 6-8 p.m.
- Green yarn is wanted for Christmas themed bombing.
- Installers and crafters are welcome to get involved.

HALLOWEEN: CANDE BRODY

- Consensus was that no in-person event should be held again this year given the un-vaccinated status of the targeted age group.
- A lively discussion developed a number of suggestions with a themed art contest or project taking the lead.
- Grab bags of toy/treats can be made from available leftover Summer Reading Challenge materials.
- Jonaca is holding smaller denomination B&N gift cards, if drawing prizes are wanted.
- As Cande was unable to attend today's meeting, Ellen volunteered to update her on the options so she can coordinate with library staff.
- Marilyn will contact possible volunteers, if needed.

Scholastic Book Fair: Anne Britton

- **November 1-6** is scheduled for a regular, in-house book fair. If circumstances require restrictions on attendance, the sale can be organized as a by invitation only event.
- Fewer volunteers will be used in any case.
- In the event that in-house is not possible, the sale will revert to a virtual only sale.
- Current credit with Scholastic equals **\$2541.48.**

Barnes & Noble Book Fair: Denise Nordell

- **Dec. 4 & 5, 2021** are available and tentatively booked and Denise will confirm.
- Consensus was to handle as was done last year with volunteers greeting shoppers outside with information.
- Hours will be **10 a.m to 4 p.m.**
- Marilyn will recruit volunteers.
- Jonaca reported that there are still some gift cards from 2020 available for purchase.

ANNOUNCEMENTS/CORRESPONDENCE/OTHER

Meeting Time

The question of reverting to evening meetings to enlarge member/possible attendance or prospective board member involvement was raised at the Executive Committee meeting. A survey of the board is planned and this question will be one of the topics addressed. The board is encouraged to complete the survey when it is sent out.

Stanislaus Library Foundation Authors Garden Gala

Maree announced that the September 25 dinner has reverted to a take-out meal and reservations can be made through September 9. This event is the major fundraiser for the Foundation that funds the Stanislaus Library's Summer Reading Challenge program at all 13 branches. A funding goal is to add STEAM kits

Story Into Song – January 2021

No information was available about any collaboration between the library/FOML/Modesto Opera centering around the January performance of *Bless me Ultima*.

Condolences

A sympathy card was sent to Susan Lilly for the death of her father.

Other dates of interest:

- October 15: Newsletter article submission deadline
- October 17-21: National Friends of Libraries Week is 2021

NEXT MEETING: December 1, 2021

Denise hopes to host at her house.

Agenda Items: None mentioned

The meeting was adjourned at 4:10 p.m.

Respectfully submitted on December 1, 2021

Anne Britton, Secretary

Modesto Library Funding Request to FOML, 2021-2022

Items Requested	Total Requested	Quarterly Meeting Date Funds Requested					Strategic Priorities
		9/1/2021	12/1/2021	3/2/2022	6/1/2022		
Circulation Display Supplies (Poster Board, Paper, Velcro, Paint, Dye Cutter materials, etc)	\$500	\$500					3.a
Juvenile Justice Center book club materials/refreshments (YSO, Annie Snell)	\$800		\$800				3.b, 5.a
Modesto Dia Event (April 2022)	\$1,200			\$1,200			3.a, 3.b, 4.c, 5.a
CLA Conference [May 2022] (and other professional development trainings)	\$1,000			\$1,000			2.d
Yule Ball/Harry Potter event (December 2021)	\$800		\$800				4.a, 4.c
Adult Programming Supplies (\$250/Quarter)	\$1,000		\$250	\$250	\$250		3.b, 4.a, 4.c
Childrens Programming/Crafts (\$800/Quarter)	\$3,200		\$800	\$800	\$800	\$800	3.b, 4.a, 4.b, 4.c
Books for County Fair (Susan Lilly)	\$300					\$300	3.b, 4.a, 5.a
Mobile Book Cases for Children's Area (x3)	\$1,250		\$1,250				4.a, 4.d,
Upgrade Drinking Fountain/Bottle Filler (near FOML pillar) [\$500]	\$0						2.a
Framed photos/artwork	\$900				\$900		2.a
Book Carts for Children's area (x2)	\$900		\$900				4.d
Easel for Storytime and programming	\$550		\$550				4.a, 4.b, 4.c
Custom Bike Racks w/Logo or Design (x8)	\$4,000					\$4,000	2.a
Totals	\$16,400	\$5,050	\$4,050	\$1,950	\$5,350		

* revised 09/07/2021 - CM

Stanislaus County Library Interim Strategic Plan

July 2021 – June 2023

1. Strategic Priority: Demonstrate fiscal responsibility
a. Revenues and expenditures are balanced
i. Identify and explore additional/alternative revenue streams
ii. Actively pursue grants and other external funding sources
b. Fund balance is managed appropriately
i. Develop fund balance strategy, including percentage targets and spending priorities
c. Budget is transparent and visible to stakeholders
i. Develop budget dashboard for staff use
ii. Present budget reports at quarterly Library Advisory Board meetings
iii. Develop plan and budget for 2023-2028 Strategic Plan

2. Strategic Priority: Ensure the library is a welcoming environment that customers want to visit and where staff want to work
a. Library facilities are in good repair, safe, functional and comfortable to use.
i. Develop prioritized master list of maintenance projects; budget to address over time
ii. Complete safety audits, feed corrections into maintenance list
iii. Address existing ADA issues
b. Signage is consistent across the system
i. Develop and implement signage guidance
1. Shared terminology, including Spanish translations
2. Font, size, design consistency
c. Library staffing is sufficient to meet customer needs
i. Evaluate staffing distribution
d. Library staff are well trained and able to meet the needs of our customers.
i. Monitor Compliance with required trainings
ii. Identify and implement training for culturally competent library services specific to Stanislaus County
iii. Identify and implement technology training focusing on the best use of existing software tools for efficiency

3. Strategic Priority: Increase community connections and partnerships
a. Community organizations know what the Library has to offer, and how to connect to Library Resources; County-wide partners, including other County Departments, look to the Library as a partner on community issues
i. Develop robust communication plan and tools for use in promotional efforts
ii. Identify and pursue opportunities to speak to community and county organizations
b. Library Branches partner with community organizations to provide programs and services, grounding those in the community
i. Develop local community stakeholders maps, identifying potential partners

- ii. Identify and provide partnership development training for Supervisors and Managers
- iii. Develop Department-level stakeholder map and system-wide partnership priorities

4. Strategic Priority: Provide responsive and creative programs and services

- a. Stanislaus County Library promotes First-Rate Learning
 - i. Develop and implement Science, Technology, Engineering and Math (STEM) programming, offering customers an opportunity to experience STEM learning, with a focus on the newly completed Modesto and Turlock Maker Spaces
 - ii. Support grade level reading through programs and resources supporting out-of-school literacy development for children K-3
 - iii. Promote student access to Library databases
- b. Stanislaus County children enter kindergarten ready to succeed in school
 - i. Review, refresh and relaunch Early Childhood Programming to support parents and caregivers as children's first and best teachers, in support of children starting kindergarten ready to succeed
 - ii. Implement Project Outcome across multiple EC programs to measure impact
- c. Residents of all ages look to the library for educational and culturally responsive public programs.
 - i. Develop and implement survey and other feedback mechanisms to gather data about desired programming
 - ii. Implement Project Outcome for programming to evaluate existing programming for efficacy and impact
- d. Library Collections are current and reflect residents' desire to create, learn, and discover
 - i. Audit collection – turnover, format balance, currency etc.
 - ii. Evaluate collection budget and make recommendations based on audit findings

5. Strategic Priority: Expand the reach of the library, particularly to key populations – “key populations” includes children & families; seniors; Latino/a community members; economically disadvantaged and other underserved communities

- a. Increase Library use by members of key populations
 - i. Explore use of GIS technology to identify underserved areas
 - ii. Develop and implement survey and other feedback mechanisms to gather data about desired programming and services, including bilingual services and collections
 - iii. Develop communication plan and tools for use in promotional efforts, including bilingual resources
 - iv. Develop and implement YSO/Outreach plan