

Friends of the Turlock Public Library
Board Meeting Minutes
August 5, 2020 via Zoom

Board Members Present: Carmen Ingols, Jackie Oyer, Diane Gray, Karon Johnson, Pat Portwood, Jane Cluff, Mary Ward, Sandie Sing, Greg Rogers, Sabra Stafford and Brooks Judd. Absent: Terri Shaver and Pat Williams.

Friends Present: Diane Bartlett, Phyllis Frasier, Mary Salegui, Hanna and Dieter Renning.

Call to Order: Pat called the meeting to order at 6:30

Minutes: July minutes approved.

Treasurer's Report:

Income: 2,285.00 (990.00 Membership and 1,295 Building Fund)

Expenses: \$200.80 (155.80 Membership and 45.00 CA fees)

Checking: \$26,853.75

Building fund: M/M \$79,999.65

Grand Total: (regular funds, building funds and corresponding cds)
\$218,644.31

Librarian's Report:

The library is offering curbside pickup and virtual programming as described in the Modesto Bee article on 8/4/20. Employees are planning for the future and working on programming, evaluations, trainings and writing grants. Diane is working in Denair three days a week.

Old Business:

Jackie gave a very detailed report on the pros and cons of smart boards and interactive walls based on extensive research. The board voted not to fund either at this point.

Diane Gray reported that with Terri's help they mailed membership information to 147 recent members. This resulted in 45 responses and \$2285.00!

Terri reported via email that the following places have confirmed they gladly accepted used books: Turlock and Modesto Goodwills, Off Center Thrift & Gift and Lightly Used Books.

Pat shared that library progress will now be posted and updated consistently at http://stanislauslibrary.org/turlock_expansion.shtm and that it's important for board members to stay informed in order to better serve as library advocates in the community.

Pat also reported on the Fundraising Committee's progress. Their goal is to raise \$1,000,000 with \$500,000 going to new library and the other half going into a fund for future library use. Each member is going out to speak in the community to ask for financial support. Email Jackie at friendsofturlocklibrary2020@gmail.com if you know of someone who wants to donate. Pat will be emailing us an updated "Q & A" list so we can accurately answer community members' questions.

New Business:

Jane proposed we collaborate with the Carnegie Center to host and fund an art competition with the goal of procuring a few pieces of high quality art made by local artists to display in the new library. Jane will communicate with Lisa McDermott at the Carnegie and report back in September.

Phyllis will come up with 20 - 22 individual short posts with current information for the Facebook page. She plans to post a membership reminder in November and could include the gift membership aspect that Sandie suggested then. She would also like to add photos. Phyllis said she would create an FOTPL Instagram account and Mary offered to help.

Hanna suggested we give a year of free membership to people who donate a minimum of \$100 to the building fund. This option would be marketed to people who we know support the library but aren't currently members. (booksale helpers, former members...) The group discussed the idea and agreed to consider it in the fall.

Greg proposed that especially during the Covid 19 era we focus on "using the Web as a communication/recruiting/fundraising tool." With this in mind, he proposed some ideas, including videotaping and posting videos of the building progress in various formats, asking the community to create and share library related videos and adding a membership/donate option to our Facebook page. Another area of outreach development he articulated was community and electronic linkages to expand our base.

Next Meeting: September 2, 2020