

FOPAL After-Sale Meeting Minutes

October 15, 2013

Moderator: Janette Herceg

Recorder: Doug Graham (A lot of phrasing was copied directly from Janette's agenda)

In Attendance: Althea Anderson, Katherine Bass, Pat Blumenthal, John Burt, Karen Dal Colletto, Charlotte Epstein, Doug Graham, Verna Graham, Janette Herceg, Rich McAllister, Frank McConnell, Verne Rice, Bob Schwaar, Georgia Schwarr, Ed Walker, Tisa Abshire Walker, Scottie Zimmerman.

1. CALL TO ORDER: Janette Herceg called the meeting to order at about 10:05 am.

2. SALES RESULTS: Ed Walker reported that we are about \$10,700 below last month's record. This is the result of three separate factors; (1) Actual sales at Cubberly were down about \$5,300 from last month, (2) there is no \$2,300 contribution from sales at PBA this month, and (3) Amazon sales will be down about \$3,000. See the sales summary tables from Ed Walker, copied below.

SALE SUMMARY:	OCTOBER		
Sale numbers from Ed Walker as of 10/15/2013			
Category	SAT Sales \$	SUN Sales \$	2-Day Total \$
Main Room	\$8,768	\$1,984	\$10,752
Outside	\$244	\$89	\$333
Ephemera	\$358	\$62	\$420
Main Room PLUS (M+O+E)	\$9,370	\$2,135	\$11,505
Children's	\$2,868	\$758	\$3,626
Bargain	\$2,060	\$835	\$2,895
Children's Vintage Books	\$0	\$0	\$0
Other (Green Bags)	\$6	\$0	\$6
Sale Totals	\$14,304	\$3,728	\$18,031
Volunteers			\$190
Amazon (to date)			\$1,955
Downtown Library			\$13
Other (PBA)			\$0
Month Total (to date)			\$20,189
Probable Month Total			\$23,300

SALE SUMMARY:	SEPTEMBER		
Sale numbers from Ed Walker	as of 9/17/2013		
Category	SAT Sales \$	SUN Sales \$	2-Day Total \$
Main Room	\$11,266	\$2,227	\$13,493
Outside	\$300	\$64	\$364
Ephemera	\$344	\$82	\$426
Main Room PLUS (M+O+E)	\$11,910	\$2,374	\$14,284
Children's	\$4,634	\$743	\$5,376
Bargain	\$2,632	\$1,075	\$3,707
Children's Vintage Books	\$0	\$0	\$0
Other (Green Bags)	\$0	\$0	\$0
Sale Totals	\$19,175	\$4,192	\$23,367
Volunteers			\$691
Amazon (to date)			\$3,737
Downtown Library			\$97
Other (PBA)			\$2,354
	Month Total (to date)		\$30,245
	Probable Month Total		\$34,000
	Actual		\$34,627

Analysis:

- Children's Room stock was lower than usual, which probably accounts for some of the sales drop-off there.
- The number of customers seemed down in all three rooms.
- We need more high-value sales, but we can't ramp this up by very much unless we get more volunteer help in this area. Bob Schwarr pointed out that, even with the drop-off, we are still making 7 or 8 sales a day with an average price of about \$30.00 each.

3. TOTE BAGS: Dozens of FOPAL green totes were sold. There was a special tote bag/information table again. Most of the totes were, however, being sold by cashiers. We are almost out of green bags, but a new purchase order was submitted October 14. The bags cost us nearly \$2.00 each, which is our sale price, so this is not a revenue item.

4. PAPER BAGS: There has been a dramatic reduction in paper bags in donations. We will want to thank those customers that bring their own bags and remind those that need bags that in the future we not have bags to offer them (This is in the Main Room - we stopped offering bags on Saturdays in the Bargain Room two months ago). For this Sunday afternoon's "Bag Sale" in the Bargain Room we started charging ten cents a bag. Nobody complained. Many people are bringing their own bags - including our green totes.

5. FACEBOOK: There are more “likes” for FOPAL on Facebook. Please invite your friends to “like” FOPAL, it’s good publicity for us.

6. CHILDREN’S ROOM: The Children’s Room was very busy and very full. We saw an increase in toys, games and puzzles donated this month. We featured the Children’s Room this month in the October newsletter with a new article written by Arusi Sahai reviewing and suggesting books for tweens. A suggestion was made to create small signs near the books recommended. Pat Blumenthal will be working on this project for the Children’s Room.

7. BARGAIN ROOM: Very busy and very full. All four rooms are looking better than ever - many people have participated in creating the new rooms, which are bright, cheerful, clean, orderly and well-marked.

We stored several dozen boxes of books that couldn’t fit on the shelves. These will go out next month or the following month. About 1/3 of Friday’s stock was left after Monday “Free Night”, to be donated to St Vincent De Paul.

8. CULLING: Many boxes of books were held in the Main Room for next month’s sale. Section Managers are urged to please cull thoughtfully and if possible twice before the November sale.

9. PRICING: Books found without prices: please remember, if you are putting books into another section’s area (because they were sorted incorrectly), to leave the books on the floor. In some cases, they are apparently being shelved without being priced first.

10. DEALERS: Dealers are pushing the “12-book limit” rule again. Verne Rice spoke to several customers and she wrote the “12 book scenario” for the October newsletter. This article will be run in the newsletter for the next several months. Janette characterized our “problem” customers as falling into three types; (1) Defiant, (2) Passive-Aggressive, and (3) In their own world.

To provide a little “muscle”, a large volunteer named “Bob” will be called in for the next several sales to nip this little rebellion in the bud. The discussion of how else we could handle the problem meandered widely but inconclusively, and will be continued in the Book Sale Committee.

11. NEWSLETTER: Another article, *True in 2004 and still true in 2013* will also remain in the newsletter. It provides transparency regarding FOPAL’s general pricing policy (which customers frequently question).

12. SPECIALS SECTION: The “Specials Section” had multiple copies of books with special signs created showing the Amazon price, new, used with shipping and the FOPAL price (often only 25%). For example - *The Perfect Gift* was featured - and all the copies sold!!! Janette referred to this as “romancing” the books and will continue it as regular practice.

13. POPCORN DISCUSSION:

- John Burt drew our attention to the Utility Bill Ad for FOPAL. Monique Le Conge, Libraries Director, “donated” the ad - it cost FOPAL nothing and got us a lot of great publicity.
- Janette told about her recent tour of the new Mitchell Park Library, and especially about the space reserved for FOPAL sales. It is a nook with about 100 square feet of space, and will have tall bookshelves on three sides, with the 4th side

opening to the rest of the Library. When the Library opens, there will be a "Friends" event to thank us for our efforts. Hopefully this will be before the end of the year.

- Many customers are still unaware that we have three locations. It was suggested that we prepare large maps and post them prominently at each location.
- Emergency phones:
 - Janette related the circumstances requiring a 911 call and paramedic assistance for one of our volunteers this past weekend.
 - Pat Blumenthal told that the Children's Room volunteers feel somewhat isolated - there is no phone available to them except their own cell phones. They would like a phone to be set up in the Children's Room so they don't have to send runners to get help with anything. Decision: Janette will arrange an extension for the Annex phone or otherwise provide a phone for the Children's Room.
- Doug Graham asked if there is a FOPAL "dog policy" - there was a complaint from one Bargain Room customer about another customer bringing a small dog into the room. Janette said it is City policy to forbid dogs in all City buildings except Service Dogs.

14. FUTURE MEETINGS:

NOTE: After-Sale Meetings will begin at 10:00 am!

13. ADJOURNMENT: The meeting was adjourned at 11:18 am.