

FRIENDS OF THE PALO ALTO LIBRARY

BOARD OF DIRECTORS MEETING

April 8, 2015 FOPAL Annex

Call to order 9:03 AM

1. Roll Call

Present: Tom Clark, Peter Dehlinger, Charlotte Epstein, Nigel Jones, Ann Justice, Tina Kass, Suzanne Brown Little, Gerry Masteller, Karen Neier

Absent: Nancy Cohen, Jim Schmidt, Martha Schmidt, Steven Staiger

Guests: Janette Herceg, Eric Howard

2. Agenda Approval

Peter suggested that we add an agenda item to discuss whether FOPAL should revisit its mission statement. We do have a mission statement which is included on our website.

3. Minutes of March meeting.

The March minutes were approved.

4. Library Director's Report - Eric Howard, Assistant Library Director

The library received grants of \$88,000 in 2014 for the library collections at all 5 branches. The \$30,000 for leasing books at Temporary Main has all been spent. The remainder has been earmarked for items but has not been spent.

More than 150 video units are needed that are duplicate replacements for items in poor conditions. The library is transitioning to DVDs to replace many video units as they require less shelf space and are easier for the staff to manage.

There will be \$50,000 allocated to non-fiction and \$20,000 to replace audio and video Great Courses programs.

The library is sponsoring a 2 week program - developed by librarians and local high school teachers - to help teens use technology, possibly in a project demonstrating how technology can address social challenges such as social inequality. One of the program

supporters suggested raising additional money online through crowd sourcing, such as with GoFundMe. Eric asked whether it would be possible for FOPAL to sponsor this kind of fund raising with the funds then directed to the library.

The city wants to work with the library on a fall program to honor veterans. This might be a program that FOPAL would want to support.

Eric mentioned a few of the numerous programs that the library puts on, many with the support of FOPAL. There are programs for children, teens, and adults.

The library is working with a coalition of groups to present an author visit by Mary Pipher discussing her book "The Green Boat" dealing with climate change. There will be book discussions at the libraries and the library will be supplying 15 copies of the book. Churches are funding the rest of the program.

5. President's Report

There was a question regarding the length of the Foreword. The last issue was one sheet front and back and was mailed in an envelope. This quarter the Foreword will occupy 3 pages so the 4th page can be used for the address label and membership info and no envelope will be required.

There was a comment that the information regarding the many programs that FOPAL supports should be made more available to the public. This information could be a regular feature of the Foreword.

Janette remarked that the library events calendar shows all programs and lists FOPAL support where appropriate.

Peter and a few other board members had a meeting with Susie Thom from PALF who was very generous with her time and advice. We should learn what we can about raising money for libraries from their organizational efforts and successes.

PALF raised 4 million dollars. There were 12 board members all of whom were active in fund raising activities. They raised money from individuals and foundations not from companies. Almost all fund raising was done by personal contact. They put out a very professional quarterly newsletter. From the very beginning PALF had a clear mission statement and they focused on consistent and repetitive fund raising. Susie Thom suggested that FOPAL think about an annual fundraiser such as a night at the library

with Theatreworks personnel. When asked about sharing the PALF contact list, she said that we could look at the PALF website or the donor names on library walls.

Peter remarked that a lesson from PALF's success is that people can be interested in libraries when library needs are presented in a special way. Our challenge is that there is no immediate dramatic need that FOPAL can address. PALF success was based on a clear goal. When they met their goal, the group disbanded.

One suggestion was that we present the library request for grants as goals. We could make the pitch that the council does not provide for programs that we support. Many people are not aware of the limitations of city funding and how FOPAL supports programs that the city does not support.

6. Reports of Officers/Committees

6.1 Treasurer - Karen Neier

Karen expressed concern that the library did not spend the grant money from last year and what does it mean for the grant process if they cannot spend the money we are giving them. The excuse has been that the staff has been busy with the library openings. There was a comment that historically there has always been a lag between FOPAL approving grant money and the library actually spending the money.

Total book sales income for March was \$26,695.22. Total book sale expense was \$17,334.34 leaving a net book sale income of \$9,361.08. Other income was \$1,072.89 and other expenses were \$0 for a net total income without grants of \$10,433.97.

6.2 Book Sale - Suzanne Little/Janette Herceg

The goal for the MP FOPAL store is \$1000 for a month. Last month was very close. Suzanne thinks the secret is good books in good condition. Keeping the store stocked is the biggest challenge. Jazz CDs sell out very quickly but books on sports don't sell. Books are being marked with dots so they can be pulled after two months and then sent to H2. The request from the Main Room is for general books not books on esoteric subjects.

The Rinconada gondola is still in process.

At Jerry's suggestion Nigel will set aside the Saturday morning sale receipt books to analyze them for information about dealer trends.

Janette discussed the Cubberley open house last week. There were activities and demonstrations but attendance was down. There was a lack of visibility and signage.

Janette reported on her attendance at the recent Cubberley Grand Plan meeting. 50% of the attendees were field users. Others in attendance were renters such as the Chinese Reading Room, the Chinese Acme School, the dance studios, the Philharmonic and FOPAL. This is the last 8 acres in the city to be developed. Information on the process is available at PaloAltoParksPlan.org. Everyone at Cubberley is on a 5 year lease.

There will a FOPAL ad in the Enjoy summer catalog and the ad will run in subsequent catalogs. There is no charge to FOPAL for the ad.

There will be a Section Manager/Sorter meeting at MP on Wednesday April 29 at 10:30. Jerry will talk about book handling and book conditions.

Jerry and a volunteer listed 100 books last weekend.

7.0 Filling the Assistant Treasurer's Position - Karen

There was no report.

8. Should FOPAL have a mission statement? - Peter

Peter will send out the current mission statement which we will then discuss at the next board meeting. There was a suggestion that the mission statement could be used more often in our publicity.

9. Other

10. Adjournment

The meeting was adjourned at 10:57 AM.

The next board meeting is Wednesday, May 13 2015 at 9 AM in the Annex.

Respectfully submitted,

Charlotte Epstein
Secretary