

**AMERICAN LIBRARY ASSOCIATION**

FOPAL has purchased a membership in the American Library Association. It has a sub-group that has a lot of useful informatio For example: Promotional materials for recruiting volunteers from among Baby Boomers. Board and staff may find useful materials here.

Website for information for the United for Libraries Resources for Friends Groups [www.ala.org/united/friends](http://www.ala.org/united/friends) takes you right to material specific to friends groups:

**Username - 1260548**  
**Password - friends41**

**FOPAL After-Sale Meeting Minutes**  
March 11, 2014  
10:00 am Main Room

Moderator: Janette Herceg  
Recorder: Doug Graham (A lot of phrasing in these minutes has been copied directly from Janette’s agenda)

In Attendance: Althea Anderson, Katherine Bass, John Burt, Nancy Cohen, Charlotte Epstein, Doug Graham, Janette Herceg, Nigel Jones, Marian Knox, Suzanne Little, Karen Neier, Verne Rice, Bob Schwaar, Georgia Schwarr, Linda Suzvici, Ed Walker, Scottie Zimmerman.

- 1. **CALL TO ORDER:** Janette Herceg called the meeting to order at about 10:05 am.
- 2. **SALES RESULTS:** Karen Neier gave the Sale Report. Overall, sales were up 6% over last month \$18,164 vs. \$17,210). See the sales summary tables, copied below, for the daily details and February actuals.

<b>SALE SUMMARY:</b>		<b>March</b>	
Sale numbers from Karen Neier		3/11/201 as of 4	
<b>Category</b>	<b>SAT Sales \$</b>	<b>SUN Sales \$</b>	<b>2-Day Total \$</b>
Main Room	\$8,408	\$2,637	\$11,045
Outside	\$247	\$36	\$283
Ephemera	\$527	\$69	\$596

Main Room PLUS (M+O+E )	\$9,182	\$2,743	\$11,924
Children's	\$2,338	\$487	\$2,825
Bargain	\$2,672	\$742	\$3,414
Children's Vintage Books	\$0	\$0	\$0
Other (Green Bags)	\$0	\$0	\$0
<b>Sale Totals</b>	<b>\$14,192</b>	<b>\$3,972</b>	<b>\$18,164</b>
Volunteers			\$715
Amazon (to date)			\$3,342
Downtown Library			\$92
Vinyl			\$28
Other (PBA)			\$0
<b>Month Total (to date)</b>			<b>\$22,341</b>
<b>Probable Month Total</b>			<b>\$25,000</b>

<b>SALE SUMMARY:</b>	<b>February</b>		
Sale numbers from Karen Neier	3/11/201 february 4		
<b>Category</b>	<b>SAT Sales \$</b>	<b>SUN Sales \$</b>	<b>2-Day Total \$</b>
Main Room	\$8,165	\$1,976	\$10,141
Outside	\$0	\$0	\$0
Ephemera	\$338	\$99	\$437
Main Room PLUS (M+O+E )	\$8,503	\$2,075	\$10,578

Children's	\$3,348	\$642	\$3,990
Bargain	\$1,684	\$958	\$2,642
Children's Vintage Books	\$0	\$0	\$0
Other (Green Bags)	\$0	\$0	\$0
<b>Sale Totals</b>	<b>\$13,535</b>	<b>\$3,675</b>	<b>\$17,210</b>
Volunteers			\$609
Amazon			\$6,686
Downtown Library			\$210
Vinyl			\$185
Other (PBA)			\$0
<b>Actual Month Total</b>			<b>\$24,900</b>

### 3. SALE EVALUATION (Around-the-table reporting):

- a. The time change to Daylight Savings Time affected people Sunday Morning - including two volunteers who missed their shift by an hour. There were hardly any customers in the Bargain Room the first hour.
- b. Psychology (Janette): In general, the section sold well. The "What Book Groups Are Reading" shelf sold especially well, and it will be repeated.
- c. Music (Charlotte): There were not enough books on Rock and Roll - we could have sold more.
- d. Ephemera (Althea): Sales were good. Inside as well as outside; books on cars were especially hot.
- e. (Linda): Disappointed in the Saturday sales so changed the display on Sunday and that encouraged sales.
- f. High Value Books (Ed): Activity is picking up.
- g. Religion (Nancy): Sales were slow, especially on foreign religions.
- h. (Verne): Sales seemed slow - it was calm and quiet, felt better than some months. There were few hoarders and Janette helped with those.
- i. Humor (Nigel): Humor sells badly - does Palo Alto lack a sense of humor?
- j. Philosophy (Nigel): Philosophy does very well - sold 40% of the available books this month.
- k. Soviet books (Nigel): We sold about 50 of the approximately 70 donated. The "Specials" are really working well. We will be keeping the un-sold Spring books for next month.
- l. History (Suzanne): Did not do well this month; we have about 1200 books.
- m. Cashiers (Bob): More hard-bounds than usual were unpriced. Some of the books from the Nature section were marked in miniscule writing; one on a dark green page - neither Bob nor the customer could really make it out. There were two

- complaints about the cashiers having snacks; one customer felt it was “unfair” that they could eat and drink but the customers weren’t allowed to; they other was grossed out that the cashiers were eating and then handling change for the customers. Consensus was that neither complaint should cause us to change the policy.
- n. Large Format (John): John has raised prices a little but still sold 26%.
  - o. Specials sold very well. We’ll be keeping the un-sold soviet books for March, and will also have a Spring Holiday Special.
  - p. It was noted that one volunteer working the line outside was keeping an eye on the exit door and allowing more customers in when several left. This seemed to reduce the level of frustration in the line.
  - q. There has been a small but ongoing problem with people stealing CDs and leaving the empty cases. We need to remind customers to check the CD/DVD cases and Vinyl Sleeves to make sure they aren’t empty before buying them. A sign will be posted.
  - r. There was considerable discussion on the handling of Saturday sales cash in the Children’s Room. Procedures may need to be tightened somewhat. This topic will be taken up by the Book Sale Committee.
  - s. “Little Free Libraries” (Bob):  
The Little Free Library movement encourages people to install a bookcase (shaped like a little house - the front is a door) on your front lawn. They are stocked with about 50 books and the sign says “Take one, Leave one”. The movement started in Madison, Wisconsin in 2010 and there are now about 15,000 of them. Palo Alto has at least five. There is an organization with a website that includes a google map with locations flagged.
  - t. Membership Chair. FOPAL needs a new Membership Chair. If you are interested or know someone who might be, please contact Nancy Cohen.
  - u. Karen Neier would like everyone to know that the Treasurer’s Report is now on line.

#### **4. PALO ALTO COMMUNITY LIBRARY**

FOPAL will be asking for a link to the Power Point presentation by the Palo Alto Community Library that we saw in February and will have this for volunteers in the April Volunteer Bulletin. Also, look for a written review of this presentation to be in the FOPAL members next FORWARD.

#### **5. FOPAL-SPONSORED LIBRARY EVENTS**

You can find out about Palo Alto Library events sponsored by FOPAL on the library’s event calendar. Most of these events are funded in part by the proceeds from the book sales. They happen almost daily. Check out: <http://califa.evanced.info/paloalto/lib/eventcalendar>

#### **6. ONE BRICK & THE LOS ALTOS HONOR SOCIETY**

These groups did a great job helping in all areas. We had many repeat volunteers from both organizations. This speaks to how well organized we are for sales, and to the level of ease and enjoyment felt by community service groups partnering with us. Kudos to all working with these “day of sale” event volunteers!

#### **7. GREEN BAGS**

We sold lots of green bags again this month. Our back supply is now gone again! Another order will be placed - probably for 500 this time.

**8. ADJOURNMENT:** The meeting was adjourned at about 11:00 am.