

FOPAL After-Sale Meeting Minutes

September 17, 2013

Moderator: Janette Herceg

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

In Attendance: Althea Anderson, Nancy Cohen, Karen DalColletto, Charlotte Epstein, Doug Graham, Verna Graham, Janette Herceg, Marian Knox, Suzanne Little, Gerry Masteller, Verne Rice, Judy Wagstrom, Ed Walker, Tisa Abshire Walker.

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

2. SALES RESULTS:

Ed Walker presented and explained the sales results (see below). He also provided final August results as a comparison (see next page). Our two-day sales total was \$23,367, close to the record. The projected monthly total should be more than \$34,000 and, if so, will be the all-time record. One book which sold for more than \$1,000 at PBA helped boost us to this level.

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



SALE SUMMARY:		AUGUST	
Sale numbers from Ed Walker		as of 8/13/2013	
Category	SAT Sales \$	SUN Sales \$	2-Day Total \$
Main Room	\$8,377	\$2,148	\$10,525
Outside	\$241	\$89	\$330
Ephemera	\$328	\$70	\$398
Main Room PLUS (M+O+E)	\$8,946	\$2,308	\$11,254
Children's	\$3,323	\$629	\$3,952
Bargain	\$2,094	\$850	\$2,945
Children's Vintage Books	\$0	\$0	\$0
Other (Green Bags)	\$14	\$0	\$14
Sale Totals	\$14,377	\$3,787	\$18,164
Volunteers			\$148
Amazon (to date)			\$3,660
Downtown Library			\$0
Other			\$0
Month Total (to date)			\$21,972
Probable Month Total			\$27,200
Actual			\$28,134

3. TOTE BAGS:

Janette reported that dozens of FOPAL green totes were sold during the sale. Most of the totes are being sold by the cashiers: the special tote/information table sold only two, while handing out a few membership brochures, book marks and sales room maps. Nevertheless, the consensus was to try the special table again next month. The Bargain Room ran out of totes, so their supply will be increased next month.

4. FLIER PUBLICITY:

Half-sheet fliers were used to flag cars in the CCC parking lots both Saturday and Sunday. FOPAL banners were put up at opposite ends of the CCC near residential areas and on Middlefield Road. Can readers of this post a sales flier for us? Please let Janette know.

5. FACEBOOK PUBLICITY:

There are more "likes" for FOPAL on Facebook. Janette urges us to please invite our friends to "like" FOPAL.

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. The Children's Room was featured in the September Newsletter with a new article written by Arusi Sahai reviewing/suggesting books for Tweens. If you have any feedback on this, let Janette know.

7. BARGAIN ROOM:

The Bargain Room was also very busy and very full. We had to store several dozen boxes of books that couldn't fit on the shelves. These will be put out next month or the following month...

8. CULLING:

Many boxes of books were held in the Main Room for next month's sale. Section Managers are asked to please cull thoughtfully and if possible twice before the October Sale.

9. PRICING:

A few books and games were found without prices. Fewer books had to be pulled and re-priced by Jerry and Gerry before the sale. Some were returned to the section and others will go to be listed on-line. Section Managers are urged to look up as many books as possible. Many books priced at or over \$10 were sold this month. Most were sold to collectors, readers and children. I saw several kids asking Mom to purchase expensive books for them (Janette was cheering them on - silently).

10. DEALERS:

Dealers are pushing the 12-book limit again. Verne and I spoke to several customers and handed out "Manners for Scanner" red cards. In the discussion it was the consensus that this handout should be modified so it doesn't sound like it is directed at scanners only - or even dealers only.

One dealer who is going out business asked if he could sell books from his car's trunk in the Cubberly parking lot. Janette told him NO! While we appreciated him asking, this is a conflict of interest and other dealers would certainly like an opportunity to compete for the customers that we have attracted. It was pointed out in the discussion that we don't even have the authority to tell him he could do that - the City would require him to get a peddling permit. Jerry courteously offered to take some of his books on consignment at his store in Los Altos.

11. POPCORN DISCUSSION:

- Everyone was asked to make their supply needs known BEFORE taking the last of any item.
- Janette proposed that we reduce the amount of shelf space devoted to "New Age" and devote it to "Philosophy", which is selling better.
- Althea asked everyone to begin planning their displays for the holiday season - starting with Hallowe'en, which is coming up next month. She would like to see the special shelves used for these "Specials" from now through December. Gerry Masteller pointed out that the audience may be in the Children's Room just as much as in the Main Room.
- Judy Wagstrom pointed out that 4 shelves have been devoted to "very old vintage paperbacks", priced at 50 cents, which are not selling well even so. Some are being bought for the artistic interest of their covers. Maybe we could take better advantage of this in some way?

- Doug Graham pointed out that the sandwich signs directing people to the various rooms have the arrows going in the wrong directions - appropriate for where the signs used to be stationed near K-7 but now misleading.
- There was some discussion on serving the Downtown Library-Avenidas clientele better, with more books and more variety. Some wheelchair-bound readers would like a chance to buy more of our books. It was noted that Gardening, Baking and Cooking all sell well downtown.
- The meeting wound down with a somewhat disorganized discussion on “difficult customers” - no real conclusions but a lot of commiseration.

11. FUTURE MEETINGS:

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

12. ADJOURNMENT: The meeting was adjourned just before 11:00 am.