

FRIENDS OF THE PALO ALTO LIBRARY  
BOARD OF DIRECTORS MEETING  
**November 8, 2017**  
Rinconada Library  
MINUTES

1. Call to Order:

The meeting was called to order by Nigel Jones at 9:30 a.m.

*Present:* Tom Clark, Nancy Cohen, Peter Dehlinger, Charlotte Epstein, Nigel Jones, Tina Kass, Suzanne Little, Shaun Maguire, Gerry Masteller, Karen Neier, Jim Schmidt, Martha Schmidt, Steve Staiger

2. Agenda: The agenda as distributed by Nigel Jones was approved unanimously.

3. Minutes of Previous Meeting

► **Jim Schmidt moved to approve the draft minutes of October 11, 2017. The motion passed unanimously.**

4. President's Report (Nigel Jones)

- *Appeal Letter:* Nigel reminded the Board that we would be stuffing the appeal letter mailing (1800 letters) after the meeting. There is a new and improved (!) donation card, and the return address has been included on both envelopes.
- *Amazon:* Fulfillment By Amazon is now an essential aspect of the FOPAL method for on-line selling; we have 500-600 books in the system as of today. FBA remains a challenge since it has required a major change in FOPAL's longstanding listing and fulfillment process. We are still a bit slow on the listing side given some volunteer/staff illnesses/absences, but Peter Dehlinger is now involved in the process, as well as KC Starr. With two new volunteers we can also get a start on updating the volunteer manual that describes this part of the process. This means that Jerry can return to his focus on the high value listings with less time spent on the Amazon details. Peter asked Nigel how many books he thinks we should see going out to Amazon each week once everything is in place. Nigel suggested that we wait to see how many the three main volunteers can get through in the next month or two, and then compare that to what we need to get back to the level of on-line sales we've had in the past. He is assuming that each volunteer can list 75-100 titles per week.
- *Ebay:* We continue to rely on a single volunteer to support DVD sales on Ebay. Although we are up-to-date on these listings, that remains a relatively low level of sales..
- *Open Studios:* The Book Sale this weekend has been advertised in conjunction with the Cubberley Artist Studios open house—we'll see if this makes any difference in FOPAL numbers.
- *Veterans' Day:* There will be a special Veterans Day section at the Book Sale this weekend.
- *80<sup>th</sup> Anniversary:* After discussion at two Board meetings, with Monique, and within the ad hoc subcommittee, Jim Schmidt presented the following motion:
  - **FOPAL, by action of its Board, approves \$150,000 to establish a Library Staff Development Fund. This fund shall be administered by the chief administrative officer of the Palo Alto City Library, who shall elicit applications from individual library staff for support of activities individual staff development activities to facilitate and enhance their professional development, and who shall solely approve travel, lodging, appropriate per diem and registration fees. The chief administrative officer of the PACL will report annually to the FOPAL Board regarding the purposes and expenditures approved against this fund.**

Tom Clark seconded. Nigel asked Monique for her view of this idea. Monique was not enthusiastic, and said that what the PACL could really use is a new carpet for Children's Library. During the discussion by Board members the following points were raised:

- FOPAL is interested in using its funds for a milestone gift to provide something that's lasting and relevant to the PACL, FOPAL and the city. A new carpet is a maintenance issue, not what FOPAL had in mind.
- Another possibility is establishing a fund to support some aspect of improved literacy (early literacy, family literacy, etc.), although Palo Alto doesn't really have a "literacy" issue to resolve.

Given the lack of enthusiasm on the part of the PACL director and staff, and the Board's difficulty in deciding on an appropriate memorial for the 80<sup>th</sup> FOPAL anniversary year, all agreed to table this idea. Jim withdrew his motion and Tom withdrew his second.

- *Membership Reporting:* Raji Ramamurthi will attend the January meeting to report on her work on the membership database and files. She plans to provide quarterly reports to the Board.
- *Santa Rosa Fire:* FOPAL has contributed free books to an organization that provides support for individuals affected by the recent fires. In addition, Nigel contacted the Anova School in Santa Rosa which serves autistic children; the school was destroyed in the fire. FOPAL will offer to them all children's books available after the next Book Sale. They haven't, however, called back yet.
- *Rotary Club:* Monique and staff have recommended that we propose support to buy Raspberry Pi, a hardware device with a variety of components that support coding instruction for children. Raspberry Pi is now being used in the PAUSD, and availability in the PACL could provide opportunities for some collaborative work with the schools. The Library would use library volunteers to support the use of the devices if we are able to purchase them. Nigel will work with Monique on the Rotary Club proposal.
- *2017/18 Calendar:* This was distributed but not discussed, although Nigel said that he had suggestions (not specified). A copy of the Annual Calendar is on the FOPAL Document Repository.

##### 5. Library Director's Report (Monique leConge Ziesenhenné)

- On 11/21/17 there will be a "soft launch" of a new platform that integrates the library catalog and the events calendar, as well as adding and improving a variety of services; the final transition to the new platform will be January 23, 2018, providing users with an opportunity to provide feedback to PACL between the soft launch and final implementation. Library users may customize the "new social library catalog" to their own preferences and needs. A description of the change is at: <http://www.cityofpaloalto.org/civica/press/display.asp?layout=1&Entry=1573>
- Beginning in December users will be able to designate which library branch they prefer for Link+ item pick up.
- The PACL has scheduled a screening on December 9<sup>th</sup> of videos created during a two-day digital storytelling workshop (California Listens) held during the summer. The video creators will be at the screening to introduce their work and discuss their experiences at the summer workshop.
- The Diwali festival (last month) was very successful, with about 300 participants.
- The City Council will consider a special resolution on Feb 9<sup>th</sup> as part of National Library Week.
- PACL Youth Services staff has been working on a Youth Success Card project. This will involve working with the PAUSD to ensure that every student will have a PACL card as part of their school registration (with no additional administrative process required).
- The Library Advisory Commission reviewed annual PACL statistics recently. There were notable increases in library material circulation (up about 9%) as well as in attendance. The PACL Annual Report ("How the Library Serves You") should be up on the city website soon.

##### 6. Officer/Committee Reports

*Treasurer (Shaun Maguire)*

- Shawn summarized the information he provided to individual Board members in his recent email regarding the October 2017 Monthly Report (see his email of 11/3/2017 for details):
  - In terms of grants monies, of the \$184,512 available as of July 1st \$49,290 has been spent or 27% of funds available leaving \$135,222 unspent. Collections Replacement and Children's Programs account for the bulk of spending.
  - In terms of rough run rates against the pro-rated year's budget totals, Net Operating Income is under budget by 28% (\$32,873 versus \$45,417). Although there were significant reductions in online sales income and therefore in net income, this was not unexpected given the Amazon issues. The Expense lines showed no unexpected issues.
  - The EverBank CD investments were made on October 26th. Shawn has reformatted the Cash and Investments to distinguish between funds available immediately and those with future maturities. The investments section is ordered in accordance with maturity structure.

*Book Sale Committee (Suzanne Little)*

- Volunteer Appreciation Event was held with a very large turnout.

*Volunteer Manual (Nancy Cohen):*

- The revised version of the Volunteer Manual (sans the online sales sections) is now posted on the FOPAL website. The location is in the FOPAL Volunteer Login (password = middlefield). A copy is also on the FOPAL Document Repository, Handbook folder.

7. Adjournment

- ▶ **Steve Staiger moved to adjourn the meeting at 10:45 a.m. The motion was passed unanimously.**