

FRIENDS OF THE PALO ALTO LIBRARY
BOARD OF DIRECTORS MEETING
December 13, 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, Steve Staiger

Absent: Martha Schmidt

2. Agenda:

► **Jim Schmidt moved to approve the agenda distributed by Nigel Jones. The motion was seconded by Peter Dehlinger and passed unanimously**

3. Minutes of Previous Meeting

► **Suzanne Little moved to approve the draft minutes of November 2017. The motion was seconded by Shaun Maguire and passed unanimously.**

4. President's Report (Nigel Jones)

- *Appeal Letter:* Shaun Maguire has been going through response with Raji Ramamurthi. It appears that many of those are renewals/sponsorships; at this point about \$6000 has come in so far. Nigel Jones reported that more than 130+ address change notifications have been returned.
- *Amazon/Ebay/Jerry:* Nigel, Nancy Cohen, and Charlotte Epstein met with Jerry Stone earlier this week to get a sense of what how he is managing his FOPAL responsibilities. They discovered that the group of volunteers working with him in the fulfillment area is presenting some problems as far as Jerry is concerned, because of other commitments they have, which are limiting the amount of time they can devote to FOPAL volunteer work. Peter Dehlinger explained that it's important to the volunteer fulfillment people to be able to rely on Jerry's coordination of the various aspects of the process. When volunteers arrive to work, they need to know that he's done his part of the process--that has not been the case. At this point, it's not clear that FOPAL is consistently able to ship orders on a set timetable; this may be partly due to problems with UPS pickups at Cubberley, although the reasons for that are also unclear. The result is that we are still well below the level of Amazon sales that were forecast before the loss of FOPAL's Amazon standing. About 1500 books are in the overall backlog, 400 are listed on-line. FOPAL has sold 47 books on Amazon in the past month, although there is some question about the numbers. This remains a very difficult situation that is not likely to be resolved quickly.
With regard to Ebay, FOPAL has sold 48 items on Ebay and there is no listing backlog.
- *Member Sale:* The Member Sale went well. It was Raji Ramamurthi's first experience Member Sale experience and was therefore a bit hectic for her. Board members counted twenty life members and two sponsors at the event.
- *Membership Reporting:* Raji will come to the Board meeting in January to report on her activities.
- *Rotary Club Grant:* FOPAL did not receive a grant.
- *Palo Alto Weekly Grant:* Nigel is working on this with Monique and will submit a proposal by the deadline at the end of January.
- *2018 Calendar:* This is now on the Repository, and Tina will send a copy to each Board member before the January meeting.
- *January 2018 Meeting:* A major item will be a Palo Alto City Library staff reports on future and past programs.

5. Library Director's Report (Monique leConge Ziesenhenn)

- Monique reported that the PACL is now ranked as a four-star library, as determined by the Library Journal. *LJ* Index. The rankings are based on five types of per capita use generated by public libraries: visits, circulation, e-circulation, public access computer use, and program attendance. Star Library ratings of five, four, and three stars are awarded to libraries that generate the highest combined per capita outputs among their spending peers. This is the first time PACL has reached this category; in the same budget level (\$5-\$10m). The Redwood City Public Library was also a four-star. The full list is at: <http://lj.libraryjournal.com/2017/12/managing-libraries/lj-index/class-of-2017/the-star-libraries-by-expenditure-category-2017>
- The Library Commission will meet this evening for the first of two meetings to review the strategic plan. Nigel will attend.
- The Korean Language and Culture Foundation donated one hundred Korean language books to the PACL. In addition to an exceptional facsimile edition to *The Jikji* (an ancient Buddhist text printed with movable type in 1377, before the printing of the *Gutenberg Bible*), the other items included many Korean translations of English books for adults and children. The books will be divided between Rinconada and Mitchell Park. A ceremony marking the donation was held in early December.
- On December 9th the PACL held the California Listens program as announced last month; this included a screening of videos created during a two-day digital storytelling workshop held during the summer. The video creators were at the screening to introduce their work and discuss their experiences at the summer workshop.
- The PACL is now in the “soft launch” phase of the 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>
- Gerry Masteller asked if the PACL has reduced the number of best sellers it purchases. Monique confirmed that that was the case, and also reiterated that the PACL has reduced the loan period. The cut to the book budget last year was \$58,000, but she hopes to retrieve some of that in next year's budget. Monique explained that the PACL still leases best sellers, and she provided information about the cost of purchase of items vs. leasing, and also the time frame for purchase-to-shelf.

6. Officer/Committee Reports

Treasurer (Shaun Maguire)

Shaun reported on the items that he included in his email to the Board before the meeting:

- *November Report:* The numbers were solid for the monthly sale and Library stores. There was no surprise regarding Amazon sales, which were discussed in detail during the President's Report above. Following are the specific points noted for November:
 - Monthly book sale revenue at \$17.6k was solid as were Volunteer and Library Store Sales.
 - Combined internet sales of \$2.4k compared with prior month of \$2.3k. Amazon sales increased from \$659 to \$1,502.
 - Annual Appeal returns were \$4k with a net of \$2.8k after allocation of membership renewals.
 - Unrestricted Donations of \$5.4k principally due to a single \$5k donation
 - Membership income of a solid \$2.8k.
 - Expenses of \$21.7k versus prior month's \$18.6k. The increase is a result of 3 payrolls in the month plus laptop purchase.
 - Net Operating Income of \$11.4k and grants disbursed of \$3.3k resulting in Total Assets growth of \$8.1k.
 - No appreciable other changes in balance sheet composition.

- *Funding of Endowment Fund and Fund for the Future:* Shaun provided background regarding his proposal for changing the current FOPAL practice used to increase the balances in the Endowment Fund (EF) and Fund for the Future (FF). The EF currently grows by monthly additions of \$2000 from the General Fund, addition of all Library Membership fees, and addition of all Annual Appeal contributions. The FF currently grows by monthly additions from the General Fund of \$1,000. The Board can at any time move funds from the General Fund to either of the Endowment Fund or Fund for the Future via explicit Board action. The current balances are:

• Endowment Fund	\$222,909
• Fund for the Future	\$146,713
• General Fund	\$100,243
• Net Income	<u>(\$95,735)</u>
• Net Worth	<u>\$374,129</u>

Shaun discussed his rationale for a proposed change:

- The current process requires journal entries each month adding to accounting workload.
- There is no apparent need to continue to increase the Endowment Fund and Fund for the Future given the healthy balances. In any event the Board has flexibility to add to these at any juncture, if circumstances change.

After a brief discussion by Board members,

- ▶ **Steve Staiger moved that there no longer be any monthly additions to the Endowment Fund and the Fund for the Future from the General Fund, but that the Board conduct an annual review of dollars to be transferred to those funds as part of budget process. The level of the annual transfer to these funds will remain at \$24K (EF) and \$12K (FF) until or unless the Board decides otherwise. The Annual Appeal and Lifetime member income will remain in the General Fund. The motion was seconded by Gerry Masteller, and approved unanimously.**
- *Standing Rules Revisions:* Shaun noted that the Standing Rules contain a number of items that are no longer correct. He, Nancy and Nigel will review them and report to the Board with possible recommendations for revisions.

Book Sale Committee (Suzanne Little)

- Suzanne reported on some misunderstandings among volunteers regarding the days/hours that are available to accept book donations. The specifics have not changed recently and are fully described on the FOPAL website: <https://www.fopal.org/donate>
- Nigel thanked Suzanne for her service as Vice President.

7. Adjournment

▶ **Steve Staiger moved to adjourn the meeting at 11:15 a.m. The motion was seconded by Shaun Maguire, and passed unanimously.**