

Friends of the Chelsea District Library
Board Meeting Minutes
December 10, 2024

- (1) The meeting was called to order at 5:00 by Dayle Wright, president
- (2) Roll call: in attendance were Dayle Wright, Nancy Whitelaw, Lisa Climer, Nancy Neff, Terri Bollinger, Sudha Myers, Jan Carr, Gary Zenz. Megan McCall arrived at 5:05. Lori Coryell, Library Director was absent with prior notice and librarian Shannon Powers, Head of Information Services, attended in her stead. Member Glenna Jo Christin attended.
- (3) Public comment-introduction of Glenna Jo to group.
- (4) Gary moved that the agenda for today's meeting be approved, Jan seconded, motion passed unanimously.
- (5) Minutes of the Nov. 12, 2024 meeting were reviewed and minor corrections made. Terri moved that the minutes as amended be approved, Nancy W. seconded. The motion passed unanimously.
- (6) Director's report- see attached
- (7) Chair reports

Megan-Secretary, draft minutes of November meeting submitted for review. Final minutes of October sent to Lisa for archiving

Lisa-Communication, the following posts were made on Facebook

- 11/14 Membership renewal
- 11/19 Call for book donations
- 11/21 Plant sale
- 11/26 Holiday book sale
- 12/3 Membership renewal
- 12/5 Primo book cart
- 12/7 Volunteer party

Has begun writing up process for setting up the Farmers Market table, use of the Square & iPad, messaging to visitors at table & has given Dayle permission to edit it.

Nancy N- Treasurer

- **Year Expended – 91.67% Year Expended**
- Checking Account Balance as of 10/31/24 - \$4,543.45
- Added New Income Budget Line – Charitable Trust Donation - \$15,200

- New Income Total Line - \$37,500

- Income for Nov 2024
- Used Book Sale - \$960.88
- Friendly Book Cart - \$640.00
- Book Bags - \$10.00
- Brandon Books - \$177.42
- Serendipity Books - \$666.24
- Membership - \$756.83 - 1 New Memberships, 10 renewals
- Donations - \$100.00
- Interest Earned - \$64.13
- Total Nov 2024 Income - \$3,375.50
- **YTD Income for 2024 received- \$38,858.82 of \$37,500.00 (103.62% of budget)**
- **YTD Income for 2024 without donation- \$23,658.82 of \$22,300 (106.09 of Original Budget)**

- Expenses for Nov 2024
- Book Sale Supplies - \$78.13 – Dots
- Total Expenses for Nov 2024 -\$78.13
- **YTD Expenses for 2024 spent - \$23,407.94 of \$27,000.00 (86.70% of budget)**

- Ending Checking Balance as of 11/30/24 - \$7,776.69
- Circulation Desk - \$70.00
- Business Savings Account - \$16,226.44
- Total Cash on Hand 11/30/24 - \$24,137.26

Terri-Hospitality, Will talk with Lori to set a date for Staff Appreciation Luncheon.

Sudha-Membership

- Global mailing list - 371
- Email list - 311 contacts
- Snail mail - 9 contacts
- Paid memberships - 117
- Members with Birthday vouchers - 19
- 0 Renewal Notice Mailed
- 0 Birthday Vouchers emailed
- 11 Membership renewal thank you
- 2 New Member Emails sent

She is working on making a Google contact group for the Friends and updating email list. This may take care of the issue of some people not getting emails.

Discussion of Life-time members: should be on the membership rolls, one may have been missed on the plaque. We no longer have this category of membership. Nancy W. mentioned that with longer life spans many organizations have eliminated them.

Jan-USB Chair, Saturday will be the final sale of the year, she is fully staffed for it

Gary-Past President, would like to be on the agenda for the January board meeting to show revised Power Point of the FoCDL and to share information regarding the current state of the Chelsea archive project.

Nancy W. -President Elect, Minor league baseball hats competition was enjoyed, not sure if a true winner was selected.

Dayle-President

- She is working on the 2025 Work Plan
- Will serve again, if group is willing
- Regarding access to the Friends Google Drive, all of the board will be given the log in. Recommendation was made that when documents are shared, the “suggestion” feature be used rather than “edit” except for the person who initiated the document.
- Upcoming Meetings:
 - Regular board meeting 1/14/25;
 - Annual membership meeting, 1/25/25-Social time 10 AM, business meeting at 10:30-noon, usually is done by 11:30 AM.
 - Regular board meeting 2/11/25
- If anyone has ideas for FoCDL article-please send to Dayle

(8) Old business

- Use of the gift from Oscar W. Haab Charitable Trust
 - Shannon reported on the request of monitors for the small study rooms. Some groups request the large room simply because of the monitor which creates a wait list. Could prevent wasted paper for some groups. Advantage for some patrons with low-vision. Allow librarians to assist with aspects of digital literacy. Discussed concerns regarding parental controls, Shannon will discuss further with Scott. Shannon will get back to the group with written information.

(9) New Business

- Begin planning for Annual Meeting. Gary is set to show PowerPoint with updates at the next meeting of the board, prior to showing at annual meeting.

- Jan moved that we approve the agenda for the Annual Meeting as presented. Lisa seconded; the motion was approved.
- 2025 Budget as reviewed. Nancy N. will amend per discussion of contribution to endowment and money left from 75th anniversary celebration donations.
- Idea Lori heard at conference for fund-raiser—postcards of historical pictures in the library collection. Glenna Jo discussed what the Chelsea Historical Society does regarding historical pictures they have. They have connections that allow patrons to purchase items through a photo company, rather than purchasing items for resale to patrons.
- Sales of left-over quilt fabric. There is a significant amount of fabric left from a library quilt project. Jan has suggested packaging it up and selling it. She will research a little more and discuss again next month.

(10) Adjournment: Terry made a motion to adjourn the meeting, Gary seconded, motion carried unanimously. Meeting adjourned at 6:31.

Minutes recorded by Megan McCall, Secretary

Director's Report for Friends December 2024 Meeting

Library Marketing & Communications Conference

I was fortunate to attend the LMCC in St. Louis on November 13 and 14. When staff travel to a conference we complete a 3-2-1 reflection: 3 programs/ideas that wowed you and why; 2 concepts to focus on for future implementation; and 1 idea that could be applied immediately at CDL. Here's my report –

Three Programs/Ideas That Wowed and Why

1. *Making Marketing Easy: Cat-ivating Library Programs for Impactful Engagement*

This session explored Worcester Public Library's (WPL) March Meowness initiative. The key goals of the initiative were to increase access, highlight inclusivity, and build community buzz.

WPL is fine free but the library identified blocked accounts due to fees for lost or damaged books as a barrier to access. During the month of March, library fees were forgiven in exchange for cat pictures (photos or drawings). The idea evolved into a global phenomenon! This program was a successful attempt to re-engage patrons. WPL leveraged social media, local press, and word of mouth to spread the word (for free). Every department was involved, from processing fee forgiveness to managing the influx of cat pics, to handling media inquiries. Special events and programming were added, including cat-themed storytimes and crafting sessions, to further engage the community.

Pictures of cats were received from all over the world, and the program's reach extended far beyond local with media coverage in New Zealand, Brazil, Japan, and the UK. This brought more people into the library to see what the buzz was about.

930 blocked accounts were cleared as a result of the program with people coming into the library and engaging with staff directly. There was a 10.7% increase in foot traffic, a 9.2% rise in circulation, and a 10.2% increase in new card registrations over previous month. Over 10,000 cat images received and a global outpouring of support and goodwill. More than 500 news stories in newspapers, on websites and on radio, television, and social media tracked.

March Meowness is truly inspirational and hits that quirky, charming sweet spot we channel at CDL. The cost – staff time – appears well worth it! The program provided a template for community engagement (in a handout) that was used to develop this program that we will use going forward. Good stuff!

- o. Crisis Communication

Several sessions focused on crisis communication. I believe we do a pretty good job of crisis communication at CDL; however, I was impressed with how libraries have codified their communication protocol so that is easily accessible and

immediately actionable. One session, *Drag Storytime: A Case Study in Crisis Communication* was chock full of sage advice and tips for handling a crisis effectively and efficiently vis-a-vis the public, staff, and the board. A good example of this was the sharing of strategies for dealing with feedback. I expect to implement a Crisis Community Practice Statement in the coming year.

o. Library swag

I get such a kick out of the swap shops at library-related conferences. LMCC was no different. I grabbed a few things that I thought we might “borrow.” Here’s a photo. Look for some version of some of these at CDL in the future (See below)



Two Concepts to Focus on for Future Implementation

1. A crisis communication plan that will set up avenues for feedback, inform community partners, include board and staff plans.
- o. Share the common barriers to service for people in general and those with disabilities (*Accessible Marketing Through a Trauma-Informed Lens* session) with staff and brainstorm (using the *Making Marketing Easy: Cat-ivating Library Programs for Impactful Engagement* worksheet) and implement basic steps to ensure that CDL and our communications are more accessible.

One Idea That Could Be Applied Immediately at CDL

Set up dedicated voice and email channels to facilitate easier public feedback.