

# FRIENDS OF THE LIBRARIES, KONA

## F.O.L.K. BOARD MEETING MINUTES - February 21, 2017

The meeting was called to order at 9:02 by President Pamela Wang. Attending were Bev Stehley, Lynn Waterhouse, Arne Werchick, Barbara Isley, Joyce Kimball, Ken Guerra, Mardee Richardson, Debra Dolsberry, and Shirley David. Librarian Denise Stromberg was also present. All Board members present having read the draft minutes by e-mail, reading of the minutes was waived and minutes of the January 24, 2017, were approved as corrected. MSA

Barbara Isley gives the treasurer report. Assets at the end of January are \$51,682.33. The balance in the Ameritrade account as of this morning was \$35,146. Investment committee met and made some investment policy changes; the investment committee meets once a year to realign investments to conform to written investment policy and perform internal audit. Answering a question raised at the last meeting, book sale expenses as reported included printing of bookmarks and Amazon "Smile" flier. Treasurer's report accepted. MSA

Denise delivers the monthly report of the Community Seed Library (written report submitted). The January 28<sup>th</sup> program dealt with little fire ant awareness. Dianna Duff (hokudi@aol.com) begins March 21 as new CSL coordinator. There will not be any CSL programs in February. A March 18 program lead by Marcie Montgomery is next; Debra Dolsberry will attend on behalf of F.O.L.K. to explain our role in the CSL and pass the calabash. CSL hopes to host program every month, presently dates being held through October 2017. Jill Wagner is to take over the Facebook page for CSL.

Lynn Waterhouse reports on one pending educational program on the stars, set for May but awaiting a specific date.

Shirley David reports on Facebook (written report submitted). Last meeting the Board tabled discussion of efficacy of Facebook utilization, and the subject is now taken up. F.O.L.K spent \$727 on Facebook boosting last year; boosted Story Telling for February. The number "reached" means a posting showed up on someone's Facebook page; "engagement" means the number of recipients who actually did something with the information, likened to the difference between receiving the newspaper and reading it. Discussion of audience selection for boosting and utility of targeting under-60 users; it had been decided earlier not to send to people over 60 years of age. Reportedly younger people (under 21) not using Facebook very much any more, favoring other platforms. It is F.O.L.K policy to ask program attendees how they learned of the program. Bev Stehley will circulate the updated "how to"

| Meeting checklist for surveying attendees. Approve \$600 budget for Facebook for balance of the year; subject of continued utilization to be revisited later in the year. MSA

Denise Stromberg reports that the New Years concert had 64 in attendance. Stacy Jeffries is the new clerk hire at Kealakekua branch. Michelle is the tech; Carmen is permanent half-time.

Bev Stehley reports today's book club topic is "The Three-Year Swim Club", next month "Euphoria". For the April book club meeting, former Board member Teri Labrousse had recommended local author Katherine Dugan who graciously donated 21 paperback books; unfortunately the donated books were a different title than the book already selected for discussion and five copies of which had already been purchased; there was brief discussion of the most appropriate use of the donated books. "Books for Babies" have been reordered, costing about \$450. Barbara Isley will investigate the possibility of a further grant from Target Stores for this program.

Publicity report by Joyce Kimball: work continues on the revised F.O.L.K. website. Shirley David notes that it is necessary to click on upcoming events to get pull-down menu. Joyce explains that selection tabs are now at the bottom of the web page, no longer at the left side; depending on the device being used (PC, tablet, phone), the user may have to scroll down to see them. Current month calendar is on the page; there is a tab now for clickable future calendars. Debra Dolsberry will advise Joyce how to share the Google calendar for viewing only.

Ken Guerra reports that the last lanai book sale topped January results: lanai book sales were \$1522, plus \$220 memberships (renewal and new) and \$115 retail merchandise (tote bags, posters). The theme was Valentines Day: buy a bag and fill it with fiction for \$10; sold 10 book bags. Mardee Richardson is also working on this program, planning next for Easter. Ken extended special thanks to Board members for becoming involved in book sales -- Debra, Mardee, President Pamela have been very helpful. Board members are urged to participate more actively and coordinate/train volunteers. The January book sale used a paid newspaper ad in January; now stopped until after summer. Surveying attendees showed the largest response was signs on street (38); regulars who keep track of the calendar (33); people who saw the (free) coming events notification in the newspaper (15). This was similar to January results. Question raised as to whether the local sign ordinance covers the temporary book sale signs: quick check by the undersigned shows Hawaii County Ordinance section 3-62, sub. (1), exempts temporary informational signs displayed no more than 30 days/year. It is ambiguous whether that is per sign per event or cumulative, but it seems the book sale signage is well within the exemption. In January 49 people saw the reference to the book sale in the newspaper but did not differentiate between those who saw the paid advertisement versus the coming events column. Quite a few people saw the book sale date on the F.O.L.K website. No one reported seeing it on Facebook. On the

subject of incentive rewards, the program has been changed. Previously \$5 gift cards were given to volunteers, both students and adults, costing \$125/month. Now the procedure is to ask everyone to sign in and list hours worked at sale; at the end of the semester, Ken will tally and the top five student volunteer hours per semester are to get \$25 Target gift card. Target gift cards Eleanor got will go to two semesters of this program. She is also soliciting grocery markets for gift cards to use as adult volunteer rewards. February lobby sales through the 14<sup>th</sup> were \$254; January was \$681 for the month. Ken is contemplating changes to the set-up in the lobby to display better and sell more, including looking into new shelving. The pit crew thinks racks with book titles tilted forward work better than regular library shelving. Barbara Isley found similar display racks for purchase or to be made and will get more information; racks will go in same section of lobby where sale books are currently displayed. On the subject of changing pricing on more valuable books, pit crew pricers will start to charge more than \$5 for bigger coffee table or art books; they are currently working with a \$10 ceiling. Clear Englebert sets the initial value. Lastly, F.O.L.K. has not been spending income generated from book sales and needs to explore project ideas. Debra Dolsberry and President Wang went to the libraries Institutes Training Day in Hilo; the biggest complaints were that branches and F.O.L.K can't get things approval from DAGS. A speaker from FLH suggested that branch projects should take into account that some things may not need DAGS approval, if they are not structural modifications.

Debra Dolsberry reports on outreach. One topic discussed at Hilo meeting was partnering with Habitat for Humanity in building book kiosks at bus stops, etc. This is being done by some other branches. Kiosks look like a mailbox, with glass doors, sloped roof, holding maybe 15 books. It was pointed out that this is a high maintenance labor-intensive project, requiring regular inspection to see if books need restocking or kiosks need repair. The consensus was that the Board instead may contact Associa or other HOA management to see if they want donated books for use of visitors.

Mardee Richardson reports re membership. She is trying to increase the use of postcards and tracking to make renewals more efficient. She has been removing names from the roster if their membership has lapsed for a year and if no response to her postcard reminder is received. In January there were 385 members on the roster but 274 members in good standing. She is keeping separate track of \$50 donors (associate level). Denise notes that no associate member book plates are put in state-funded book purchases. She instead puts the book plates in purchases made from the Nelson grant; those books also identified as purchases from Nelson funds but in different size plate and location. In January there were 23 membership renewals of which 11 were at book sale.

Denise Stromberg points out that the new chairs are in; mulberry color, easy to clean, stackable if necessary, and being used primarily in internet area. Denise has a new staff member starting Friday at circulation desk (a LA3 position). Interviews are set

in March for an additional LA3 position. John Keawe concert is this Saturday February 25<sup>th</sup> at 2:pm. Starting tomorrow there is an event every day as part of 25<sup>th</sup> anniversary celebration. One of the programs will demonstrate how patrons can use the new HSPLS app on their smart phones instead of carrying their library card. Denise reports that the blower used in the parking lot almost every day is not working. The shop consulted about repair says F.O.L.K can buy a new one for cost of repair. Mardee Richardson suggests looking into a combined blower/mulcher. Denise will pursue investigating and requests up to \$250 to purchase a replacement. MSA She would like to purchase a 27" laminator to make large posters, locally priced about \$2500; on-line, however, a comparable product is available for \$1430.63 including shipping. It seems to be a quality product, can do multiple sizes with a maximum 27" width. Purchase approved. MSA Denise would like a projection stand designed for a/v equipment, 25"x17" with telescoping legs, collapsible. Cost would be \$250 includes shipping. MSA Children's Librarian Jen Losalio would like to purchase ice cream bar ingredients not to exceed \$50 for a program; she also asks for \$20 for paint for upcoming program. Denise suggests a children's program discretionary fund for multi-month. For now the Board approves \$70. MSA Jen is to present an estimate for the balance of the year for approval next month. Denise presented several "advance reader copies" received by the library and which cannot be sold; Board members were invited to take them for free, share, can give away at book sales; selling them is prohibited by the publishers because they may have printing or binding errors, etc.

President Pamela Wang wants to separate the date of the annual meeting next year from the monthly Board meeting to allow enough time for a regular Board meeting in January. She asks that Board members please re-read the draft Annual Meeting minutes for possible errors or revision before the March Board meeting.

Lynn Waterhouse will be absent for March 21 meeting. Shirley David will be gone in April.

Adjourned 11:05 a.m. Next meeting March 21 at 9:00 a.m.

Respectfully submitted  
ARNE WERCHICK  
Secretary