

FRIENDS OF APPLETON PUBLIC LIBRARY

Board meeting

Thursday, September 25, 2014

Appleton Public Library Board Room

***Draft* MINUTES**

Directors Present: Renee Boldt, Carolyn Desrosiers, Jane Garton, Pete Gilbert, Don Hietpas, Shane Kohl, John Larson, Chuck Merry, Colleen Rortvedt, Shirley Strange

Others Present: Jan Quinlan, *Friends* Executive Director

Directors Excused: Jennifer Edmondson, Autumn Hill, Kristin Hunger, Thomas Petersen, Mark Priddis,

Recorder: Colleen Holz, *Friends* Operations Assistant

Welcome and Call to Order:

President Renee Boldt called the meeting to order at 12:01 pm.

Approval of Minutes:

Pete made a motion to approve the minutes from the May 22 Board meeting and the September 2 Special Board meeting. Jane seconded it, and it was approved.

Current fiscal year financial reports

Kerber-Rose financial review: Jan reported that the audit was completed in a few hours on Sept. 8.

FY2015 year-to-date budget reports: John reviewed the financial reports. Year to date net received in Endowments is \$81,077, and non campaign gifts of \$21,013 for a net income of \$66,775. The next fundraising effort will be the end of year campaign.

John noted that the cost of Library Strategies Feasibility Study of \$30,000 was privately funded by the two first capital campaign gifts. Capital gifts and expenses will be listed on a separate report going forward. Karen Rose's travel expenses to come to Appleton to present to the Library Board of Trustees on September 16 will be paid for by APL.

Library Director's Report

Fox Cities Online (FOCOL) Colleen discussed the proposed dissolution of FOCOL. The organization's search engine will become Appleton Public Library's, which will allow the staff to contribute time and resources to modernizing it. The FOCOL director will stay on staff. The assets of the 501c3, which are expected to be a computer, a server, and the remaining fund balance in the FOCOL accounts will be given to Friends with the intention that they will be used to continue to develop the FOCOL search engine under the oversight of APL.

Proposed action: Don made a motion to instruct the Friends ED and Library Director to work with FOCOL so upon dissolution of FOCOL the assets of the 501(c)3 are given to the Friends with the intention that they will be used to continue to develop the FOCOL search engine under the

oversight of APL. Colleen R and Pete and Carolyn (who are both on the FOCOL board) abstained from the vote. It was seconded by John and the motion was approved.

Friends Grants' Disbursement Operations change: Colleen explained that in August a transition was made from the coordination of Friends grants' disbursement being conducted by the Friends Operating Assistant to APL's Business Manager. It allows for greater consistency and efficiency given the position is full time.

Frank P. Young scholarship: Colleen explained that because this scholarship for Library Science graduate students was established in the 1960s before the library's foundation was set up, it was put into a fund through the City. The interest levels of the fund have been low. There are no remaining Young family members in the area to talk to regarding the scholarship. The Board of Trustees has formed a committee to explore transferring it to the Community Foundation where it could potentially build higher interest for greater scholarship levels.

Building Process update: Colleen reviewed the Library Board of Trustees' approval on September 16 of Engberg Anderson's and APL's recommendations for moving forward with the new building plan. Before the motion was passed, 24 citizens spoke in favor of the new building.

Upcoming Important City Council meeting dates: Colleen noted the following key dates:
October 1, Mayor presents his budget to Council (posted on City's website)
November 1, 8 am Budget Saturday-- Council meets to review the budget; public may attend but cannot comment.
Wednesday November 5, 6 pm Public Hearing about the proposed budget--all comment is allowed
Wednesday November 12, 6 pm, City Council Budget Adoption—some public comment is allowed

Library Strategies' proposal: Jane reviewed the recommended action from Friends Development Committee. Shane made a motion to instruct Friends Executive Director to work with Library Strategies on a memorandum of agreement to serve as Friends of APL capital campaign counsel, pending City budget adoption of the library's capital improvement project budget. Pete seconded the motion, and it was passed.

Social Media Policy: Carolyn reviewed the policy that she had drafted. The document was designed to be guidelines for the Friends of APL's Facebook page. Jan, Carolyn and Autumn are currently set up as page administrators with the ability to post new items to the page and also take off any responses on the page that are negative.

Carolyn reported that a Twitter account will also be set up, but that most social media efforts will be put into the Facebook page.

Board members are asked to "like" the page and also invite others to the page (a button to the left of the page) to "like" it as well. Members are also encouraged to send any ideas to Jan about pertinent library articles or topics that could be posted to the page.

Pete asked about the language in the document about Board members not posting "anything...in conflict with the FOAPL values and policies." The Board discussed whether members would be aware of what

the policies would be. Also, he had concerns about the language “never identify a donor, sponsor and business partner by name without permission” because a Board member might not know this information.

Proposed action: Pete made the motion to adopt the social media policy for Friends of APL drafted by Carolyn Desrosiers with the proposed changes of removing the word “policies” in the second sentence of number 6 and to add “unknowingly” before identify in the second sentence of number 7. John seconded the motion, and the motion carried.

Committee Reports

Advocacy Committee: Shane reported about the Friends gatherings that have occurred in the past two months, including: Shirley Strange’s home, Fox River Mills Apartments, SPECTRUM at Harmony Café and Fox Arts Network. The responses from attendees have been very positive.

Education and Outreach sub-committee (Carolyn, Jennifer, Mark and Shirley), meets every Thursday morning and is led by Carolyn. She reported the group is organizing the following:

- Letters to the editor—asking supporters to write on various topics. Jan wrote one about the Feasibility Study. Carolyn asked that board members recommend people to write letters and suggest topics for letters to the group.
- Post Crescent advertisement—possible full page add with supporter signatures
- Alderperson outreach—letters from neighborhood library supporters in districts where alderperson is leaning toward voting no
- Social media
- Media coverage on WHBY(Good Neighbor or Phil show)
- Reach out to local Millennial groups

Jan shared a list of ways the Board can help with the APL building in October, including talking with friends, neighbors, coworkers. It would be helpful to have an “elevator speech” to address the specific issues, such as: parking, traffic, Trinity Church and economic development. If you’d prefer to run your letter to the PC editor by Jan or a member of the Education and Outreach group before you send it in, please contact them.

Development Committee: ILML: Jane reported that ILML efforts are starting soon, with a committee covering event logistics meeting on October 1. The same members of the committee are returning and a few more people are being approached to join the group. During the first half of November the letter for potential sponsors will be mailed and the development committee members will follow up with phone calls. The goal for the 2015 event is \$26,000.

End of Year Campaign –the committee and Jan are seeking match donors to help reach goal of \$7500.

Teen Library Council— Jan said there was no report from Thomas.

Book Sale: The fall book sale will be November 20-22. The spring 2015 sale will be April 9-11. Jan read a thank you from a 6th grade class at Columbus School thanking Friends for the *Wonder* books donation.

Adjournment: The meeting adjourned at 1:33 pm.

Next Friends Board meeting: Thursday, November 20, 2014 at noon in the board room.