

**Friends of WMRLS
Meeting Minutes from
November 17, 2006 Executive Board Meeting
WMRLS, Whately**

- **Meeting called to order at 10:05 a.m.**

Present : Sue Crowther, Lisa Downing, Dick Floyd, Rebecca Frank, Louise Kanus, Mary King, Sara Woodbury. Absent : Lynn Coakley, John Ramsay, Laurie Risler.

- **Approval of August 29, 2006 minutes.** Minutes approved as written.
- **Next Meeting:** Friday, January 26, 2007. 10:00 a.m. WMRLS, Whately.
- **News from WMRLS:** Mary reported that the WMRLS Regional headquarters now has new signs on the outside of the building with new logo. Louise Kanus also mentioned that the PR subcommittee, of which she is a member, has begun to distribute peel-and-stick WMRLS MEMBER labels for member library windows. It is the hope of the subcommittee that these labels will help raise community awareness of WMRLS services.

In other news, the small library new building tour was highly successful – and the WMRLS annual meeting was well-attended. At the annual meeting, it was learned that certain MBLC budget lines received cuts for the current FY06 – with the biggest impact felt in the Technology line item. WMRLS also reported that its service values remain high – over \$9.00 of service for every tax dollar spent.

- **President's Report:**

Welcome New Board Members. Introductions were made around the table. The board is so happy to welcome new board members Sue Crowther, Dick Floyd, and Louise Kanus.

Annual Meeting. The group briefly discussed the 2006 Friends Annual Meeting. It was agreed that we should begin publicizing the event earlier in the calendar year (planning during July/August Friends meeting and publishing Newsletter around Labor Day). It was also thought that putting the event in the Continuing Ed Flyer would be good advertising. We'll need to talk with Janet Eckert about timeline for publishing October annual meeting in cont. ed. flyer.

WMRLS Staff Appreciation. Discussion tabled until next meeting; WMRLS staff has not had a chance to talk this over.

2007 Appeal Letter. Lisa will begin work on the annual appeal letter in mid-December. Dick and Rebecca agreed to look up quotes about the Bookmobile in the recently completed small library report to include in the letter. The Friends advocacy role (legislative breakfast & bus) will also be highlighted. Another idea was to ask a local author to co-sign the letter as a testament to the importance of libraries. Possible authors: Tracy Kidder, Bill Cosby, Eric Carle.

Because this year's letter will be sent to the wider WMRLS and Friends of Libraries lists, slightly different versions will be drafted depending on the audience. For returning members, it was agreed to launch a "Friend-raising" campaign. Each Friend of WMRLS will be asked to bring in one *new* friend

Website Updates. Janet Eckert has offered to make changes to the Friends website if we wish. It was agreed to update the page with current WMRLS color scheme. The group was asked to look at the webpage and send ideas/suggestions to Lisa.

- **Treasurer's Report:** Dick Floyd reported a balance of \$5589.77 as of October 18, 2006. Since the last report (September 19, 2006), \$2481.02 was deposited into the account from membership donations – and \$5251.00 was withdrawn, \$5000 of which was given to the Bookmobile program at the annual meeting. Dick passed around a form for board member addresses as part of the state filing requirements. Dick and Rebecca have planned a trip to Florence Savings Bank to update signatory information for checking account. Dick also mentioned that Florence Savings has launched its community donation campaign. New this year: the bank will be drawing organization names in a raffle (those that receive too few votes for a percentage of funds). He encouraged everyone who could to fill out the form for the Friends of WMRLS.
- **Subcommittee Reports**

Each subcommittee gave a brief description of its charter. Sue Crowther offered to work on the membership subcommittee. Louise Kanus will work with Laurie on Fundraising.

Membership: Rebecca & Laurie

Rebecca reported that there are 202 current members of the Friends of WMRLS (22 of which are new for this year). 79 towns are represented. 38 people/groups have already renewed their memberships for 2007.

The group had a brief discussion about the effectiveness of the yellow membership cards in bookmobile books. It was decided to print additional

cards – but to make them taller and slimmer. Rebecca will bring a draft copy of the new card to the January meeting. 5,000 cards will be printed.

Rebecca offered to send out a final year-end reminder postcard to those individuals and groups who have not yet renewed their WMRLS memberships for 2006. Approximately 75 postcards will be sent.

Several ideas were offered by the group to solicit new memberships from general community members who use WMRLS services. One idea was “Friend-raising” - encouraging returning members to ask one person to join the Friends group. “Each one ask one.” As part of this campaign, an extra card and envelope will be included in the renewal mailing. Another idea was to place advertisements in newspapers with membership forms to cut out and send in. A third idea was to ask Deerfield Academy and Northfield Mt. H. to publish information about the Friends of WMRLS in *their* newsletters.

2007 Membership mailing: After much discussion, the group decided to do a limited mailing to potential new members, using the WMRLS mailing list for names. Anne Thibault from the WMRLS business office very generously offered her assistance with this project and will sort the WMRLS mailing list to include:

Library Directors
Trustee Chairs
Legislators
Lay WMRLS members

but not general library staff. The group was also interested in a list of Friends of Library presidents. It was agreed to ask Dottie Carmody for this list. On another note, Anne Thibault gave the group several boxes of WMRLS envelopes (with old address) to use for the membership mailing. Rebecca will be giving her Friends of WMRLS return address labels to place over the old WMRLS address. The timeline for the 2007 mailing is the end of January.

In summary, the following groups will receive Friends of WMRLS membership information for 2007:

- Returning Friends of WMRLS (but not the 40 or so who have already renewed for 2007!) This letter will highlight the “Friend-raising” campaign. (extra return envelope and membership form needed)
- Potential new members from WMRLS mailing list
Library Directors, Trustee Chairs, Legislators, Lay WMRLS members – but not general library staff.

- Friends of Library presidents – list from Dottie Carmody.
This appeal will try to generate new memberships from Friends groups as well as funds for Legislative Breakfasts.

Advocacy: Sara & Lynn

Sara gave a brief overview of the timeline for the five legislative breakfasts. In addition to Sara and Lynn Coakley, Bonnie Isman (Jones Library) and Rose Denucci (W. Springfield Public Library) are willing to help. To help pay for the breakfasts, a special mailing will be sent to Friends groups asking for a combination Friends membership contribution and Legislative Breakfast contribution. Lisa will be working on a draft of this letter in mid-December. Another suggestion was to put a donation box at each legislative breakfast site.

The legislative bus project is moving along. Sara mentioned that one person will be needed to check off names on the bus.

Fundraising: Laurie and Louise

Louise and Laurie will be holding a fundraising meeting on November 29 and will report back to the group at the January meeting. A few fundraising ideas that surfaced at the meeting included putting names of WMRLS towns on a t-shirt – and partnering with regional banks.

Respectfully Submitted,

Rebecca Frank