

Friends of WMRLS

Meeting Minutes from Friday, March 23, 2007

Members present: Lisa Downing, Rebecca Frank, Lynn Coakley, Louise Kanus, Dick Floyd, John Ramsay, Mary King

1. Approval of the minutes from the January 26, 2007 meeting.

Lynn Coakley made a motion to accept the minutes as written, Rebecca Frank seconded. Motion passed unanimously.

2. Next meeting

The next meeting was scheduled for Friday, May 11, 2007 from 3:30 – 5:00 p.m. At WMRLS Headquarters in Whately, MA.

3. News from WMRLS

John Ramsay

John reported on the recent Small Library Committee Meeting and the two grant applications which have been developed in support of small libraries.

(Libraries which serve populations of 2,500 people or less)

The first, in the amount of \$237, 550.00, is toward bookmobile and other support services and is titled - “Together We Thrive.” It addresses the people resources needed to complete small projects, preparations for automation, PR work, the possible use of circuit riders to provide specialized services, other resource sharing possibilities and the weeding out and enhancing of collections.

It does not address fund raising, although some travel and other developmental cost are budgeted.

The second grant application – “Small Libraries Out of the Cold Into the Fold” – is for \$102,000.00. Its purpose is get small libraries ready for automation, and bringing them into CWMARS.

Also presented by John and discussed by those present was ways in which both WMRLS and the Friends group might assist in the efforts to support these small libraries. Cost matching, donations and articles in news letters were some of the topics covered.

John also reminded everyone of the Rural Library Sustainability Workshop on April 25 and April 26, funded by the Gates Foundation.

Louise extended congratulations to John on his public radio (FCR) presentation.

Mary King

Mary reported on the preprinted on-line delivery slips now being introduced and used. A brief discussion concerning the expected benefits took place.

4. President's Report (Lisa D.)

Several topics were presented and brief discussions took place:

The Legislative Breakfasts in general and from Lisa a more detailed report on the Sunderland event.

Lynn Coakley was thanked for all of her great work in support of these events.

The fund raising event in association with the Barnes and Noble Stores (Barnes and Noble Bookfair Voucher Supporting Massachusetts Libraries – Friday April 20 – Saturday, April 21) was detailed, and the importance of this event from both the financial and public awareness perspectives.

Membership in general, the summer membership and Berkshire County membership efforts were also discussed with the anticipation of more discussion in the near future. Included was the possibility of having the annual meeting at an earlier date than last year – possibly in Berkshire County.

A report on the new logo for the Friends developed by Janet Eckert was also presented and **appreciation to Janet for her fine work was extended.**

5. Treasurer's Report (Dick F.)

Dick Floyd gave members a report showing a balance of approximately \$9,602.00. (A figure based on the 2/16/07 bank statement and his projection through March 21, 2007 – as the March statement had not arrived in time for the meeting.)

The amounts received in support of the Legislative Breakfast - \$965.00 (Increased by \$25.00 received at the meeting), and the Legislative Bus Trip (\$425.00) was also reported. These amounts and associated costs will be tracked separately in order that funds may be used appropriately.

Also there was a discussion about another contribution to WMRLS, but it was tabled until the full costs of the two events mentioned in the above

paragraph have been paid and more detail is developed concerning future fund raising events and the annual meeting have been finalized.

6. Sub-Committee Reports

Membership (Rebecca F.)

Rebecca Frank reported that there are 293 on the Friends membership list, and that of these 118 have renewed. There are also 7 new friends, for a total of 125 active members.

At the conclusion of the meeting the preparation of a bulk mailing to people on the WMRLS Wrapper list who are not members will be done – approximately 900 items.

Also a bookmobile item insert which has been developed was presented.

Advocacy (Lynn C.)

Lynn Coakley presented additional information on the Legislative Breakfast events and reported that thank you notes were being sent to all donors and hosts.

In addition the benefit of a review of the process and pre-planning for next years events was discussed; along with updates on the Legislative Bus Trip and House Bills impacting libraries.

Motion: On a motion by Louise Kanus and a seconded by Rebecca Frank it was voted unanimously to pay each host library the amount of expenses submitted to the Friends, or \$150.00 per event, whichever was the lesser amount; and that the Berkshire County (which runs their own event) be sent \$50.00 in support of their efforts.

Fundraising (Louise K.)

Louise Kanus presented material and lead a discussion on various fund raising possibilities. Including the possibility of donations made in honor of birthdays and celebrations and in memory of individuals, various press releases, memorial book plates; and how such possibilities might be advertised and solicited in existing publications, press releases or other means.

It was noted that Picture Books are a good category to consider as they have wide appeal and are not likely to be controversial.

7. Discussion Topics:

Friends WMRLS website

Janet Eckert gave a demonstration of changes in the web page, use of the new logo and the new events section which has been added.

Janet also spoke in more detail about the Barnes and Noble event and the publicity being done.

Janet was thanked again for her excellent work and the special efforts she makes to support the Friends organization and its efforts.

Berkshire Membership Drive

A discussion concerning the Berkshire Membership was tabled until the May Meeting.

On a motion by Lynn Coakley and a second by Dick Floyd the meeting was concluded at 12:35 p.m.