

**Friends of WMRLS**  
**Meeting Minutes from**  
**September 16, 2005 Executive Board Meeting**  
**WMRLS, Whately**

- **Meeting called to order at 10:00 on September 16, 2005.** Present: Lisa Downing, Rebecca Frank, Laurie Risler, Mark Contois, and John Ramsay.
- **Minutes** from the July 8 meeting accepted after Rebecca's motion, and Lisa's second.
- **News from WMRLS:** John informed us of an exciting upcoming fundraiser in conjunction with Barnes and Noble to support libraries. MLA and all six regions will share in the profits OR there funds will go to a statewide initiative. Barnes and Noble will donate between 20 and 25% of all sales to library patrons who shop with a coupon on December 2 & 3. Coupons will be available at area libraries and on the web. He also shared an e-mail from the MA Center for the Book on the idea of a Pioneer Valley Book Festival. John also mentioned the new PR division of WMRLS and we discussed Mark serving as our liason to their activities.
- **President's report:** All plaques are in but some equipment is yet to be ordered from the funds donated to WMRLS at the opening shower.
- **Treasurer's report:** Mark Contois reported a \$6,976.70 balance.
- **Membership report:** Lisa Downing reported 20 - 30 new members since our last meeting. It was about evenly divided between renewals and first

time memberships. She also noted that about half came from the new brochures. Lisa also suggested that the friends consider exploring the option of offering a joint membership with the Western Massachusetts Library Club. The idea was warmly received but it seemed there were many logistical issues. It was decided that Lisa would explore the idea with the WMLC. As a first step we decided we would offer them the opportunity to send materials and/or a representative to our annual meeting and we in turn would ask to have a chance to present at one of their meetings. Thought the missions are similar it was noted that the WMLC is geared to library professionals and Friends of WMRLS is seeking broad public support including library professionals.

- **Friends Projects:**

- **Friends Newsletter-** Rebecca handed out the proof for the newsletter - looked great! Laurie agreed to pick it up next week at Collective Copies and will fold and stuff with help from Lisa and Mark. Mark will send check and get stamps.
- **Filene's Shopping Day** - Mark reported back on the this fundraising idea. What they offer are coupons for a special shopping day for the group to sell for \$5.00 each. The group keeps these proceeds but there is no percentage of sales or a discount for the shopper. It was decided that this would be very labor intensive for a very small return and that the group would not undertake this initiative at this time.
- **Berkshire Fundraising-** Looking to forward this initiative for next summer season. Laurie will explore if there is some chance to get a small library article in

an issue next summers' Berkshire Life.  
Will also explore ad.

- **WGBY-** Laurie will contact about doing a corporate donor profile and asking about the likelihood of getting a Making It in Massachusetts segment on the bookmobile.
- **Acknowledgements/Media List** - Rebecca and others will work to create a media list for press releases of fundraisers and donor acknowledgements.
- **Annual Meeting-** Announcement will be mailed as part of the newsletter. Sally is handling nominations to the board. Rebecca also handed out a draft of proposed changes to board duties to more evenly distribute the workload. Group acknowledged her long hours and heavy workload in support of the Friends of WMRLS. Rebecca will handle hand outs - showed board samples. She also suggested we include a luncheon and author visit next year to boost attendance at the annual meeting. Attendees of the luncheon would pay to cover the cost.

- **Next meeting: October 14 at 10:00 am in Palmer.**

Respectfully submitted,

Laurie Risler