

Friends of the Milton Public Library (FoMPL)
Minutes of the Meeting Dated October 27, 2011
Library Conference Room

Present - Officers and Committee Members:

Liz Buchanan, President
Jeff Erickson, Treasurer
Elizabeth Mock, Chair of Programming Committee
Suzette Standing, Temporary Secretary
Connie Spiros, Vice President

Absent – Officers and Committee Members:

Eileen Walsh, Secretary

Also Present

Elysse Frick, Friends
Karen Gregg, Friends
Kristen Hodlin, Library Trustee
Jean Hlady, Librarian

1 – Meeting Call to Order:

Liz Buchanan called the meeting to order at 7:05 pm.

2 – Treasurer’s Report:

Jeff Erickson reported a balance of \$122,724.07 to date; \$49,589.20 in checking, and \$73,134.87 in savings. Jeff distributed a report of income and expenses for both October and YTD. He highlighted YTD revenues of \$8,700 in bookshop sales, and \$1137.37 in café sales. The YTD expense for adult programming was \$5,472.97.

Jeff noted that the membership pass to the Institute of Contemporary Art has been changed to a 180-day membership. Usage will be monitored.

The annual renewal fee of \$5,600 of Freegal may go up if usage increases significantly. It’s a “Catch 22” – if not enough people use it, then the money is wasted. But if proves wildly popular, then the annual fee may go up, but it would be difficult to cancel a successful service.

3 – Membership Drive

The membership drive raised \$8,265 in October, but when offset against mailing expenses (\$3,430), the drive netted \$4,835. He noted that Phil’s administrative assistant Hilda, will enter membership info into the database, and note new members.

To increase donations, Jeff had researched the option of donating online, which could be made easier by posting a Paypal button with \$25, \$50, \$100, or \$500 donation options. Non-profits do not pay Paypal any setup or monthly fees. Instead fees are based on transactions. Paypal deducts 2.2% of the transaction amount, plus thirty cents. Therefore, Jeff is against offering donation options of \$10 or \$25. There was a consensus that using Paypal for on-line donations was a good idea.

Jeff asked for the bulk mailing permit fee of \$190 be renewed, and it was agreed.

4 – Programming Updates:

Elizabeth Mock provided an overview of upcoming programs scheduled into February 2012.

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5 – Promoting The Friends

Ways to promote The Friends were discussed: creation of a Friends Facebook page, which Liz Buchanan volunteered to do. Jean Hlady reported that young adult librarian Emily Calkins had created a Milton Library Teen page for Facebook. Also the Library Foundation has an existing page. It was agreed all pages should be linked and posted on the library website.

Another suggestion was a standalone kiosk near the circulation desk that would offer brochure information about The Friends, museum passes, activities, etc. Elizabeth Mock and Connie Spiros will work on creating the flyers and brochures.

Another idea was a bookmark that would be printed and updated with upcoming monthly events. Community service kids could be enlisted to pass them out at the library.

For every new Friends signup at the bookstore, the new member can have a free book, or a certificate to use later.

Connie will create a membership message for use in an “email circle,” that is, an email all can send it out to their own network of friends. Jeff suggested Mary Gormley be asked to use her email blast.

Connie brought up plans for a Public Service Announcement to run on Milton Cable Access TV. She distributed a “rough storyboard” for a two-minute spot that would combine photos, voiceovers, and live tapes to capture offerings and events sponsored by The Friends. Elizabeth Mock suggested inserting a short clip by comedian Paula Poundstone. It’s made available by the American Library Association to promote Friends of libraries nationally. Jeff Erickson volunteered to do editing and Suzette Standing volunteered to help with scripting regarding the creation of the PSA. Milton Cable Access is loaning equipment only.

6 – New Business:

Milton Reads is an initiative by Frank Schroth of the Library Trustees. A town-wide effort will be made to get the community to read the same book, still to be selected. There will be related activities scheduled for adults and children. Jeff suggested a large map of Milton to hold pins representing individuals who read the book. All local organizations are asked to have a volunteer representative attend the planning meetings for Milton Reads. Elysse Frick volunteered to represent The Friends.

Jean Hlady conveyed that librarian Dan Haacker is currently working on another community event, Mass Memories, and he has requested that no dates be set that would conflict with the celebration of Mass Memories on May 12, 2012. Jean Hlady will put Dan Haacker and Frank Schroth in touch.

The 350th Anniversary of Milton: The library will feature art shows of Milton landscapes and community artists for five months in the Wotiz Gallery.

Book Shop: Connie reported that the estimate for a bookshop sign is \$1,500, and she will ask if the library’s budget will allow for \$1,000.

A suggestion was made to create a parking lot sign that reads: “Overflow parking at town hall.”

The next Friends meeting is set for Thursday, December 1. Meeting adjourned at 8:40 p.m.

Minutes submitted by Suzette Standing, Temporary Secretary on October 28, 2011.