

## Friends of the Buda Library Board Meeting

Wednesday, August 5, 2020

Board Members Present: Joan Givens, Marc Hunter, Allison Teegardin

Board Members Absent: Carla Woodworth, Cecilia Cortez

Others Present: Melinda Hodges, Cristin Cooke, Nancy Pier

### CALL TO ORDER

Meeting called to order at 6:30 p.m. by Joan Givens, President. Meeting was conducted via online Zoom.

### ACTION ITEMS

1. **Board minutes:** Motion made and carried to accept minutes for July 8, 2020.
2. **Treasurer's report:** Zack Teegardin was absent, but provided July 2020 report to all board via email. Annual fee for TruLock storage unit was paid in July. There also were numerous donations. We continue to receive Amazon Smile monies as well. Treasurer's Report was accepted, and is attached to minutes.

### LIBRARIAN'S REPORT

Melinda Hodges said it is best to keep up with library hours, services and programs on its website and social media because it changes, depending on situation with COVID and social distancing. She said summer programming has been extended in response to school calendars. The \$17,500 grant to help with distance and online efforts to provide services and programs. Monies are federal, but received through the Texas library system.

### COMMITTEE OPERATIONAL REPORTS

**EVENTS:** Cristin provided the following committee report:

Books with "Friends" on July 21<sup>st</sup>-- our first meeting was very successful. We had 6 attendees, which is perfect for a first meeting. Everyone was engaged with discussion about "Heaven, My Home". It was a lot of fun and everyone expressed interest in future meetings.

Our next meeting will be on Thursday August 20 from 6:30-7:30 pm. We are reading "The Tattooist of Auschwitz" by Heather Morris.

This is a really good book and if you are interested in joining our group, please let us know.

Goodreads.com

I have set up an account we can use for our book club called

"Friends of the Buda Library – Books with Friends".

We will be tracking what we are reading and what we want to read in the future on this site. Feel free to set up your own account and add us as a friend if you like. There is a lot of information about books coming out, reviews, etc.

Thanks Marc, for your help! Can we get a link on our website to the Goodreads account?

2020 Summer Yearbook--"Taking submissions until July 31." We have only received one submission so far. I would like us to post that we are extending the deadline to August 22 if Melinda feels there are submissions that may still come in.

Otherwise, we got one REALLY COOL picture that we can blast out and also post on our site.

#### Other Ideas

Engagements? Monthly questions to be posted on social media sites to engage our members throughout the year, especially in this time when we can't have actual events.

I believe this is being planned monthly. Jamie? Whatever help you need, let me know.

Once we get Facebook donation page up and running can we set up a virtual book sale?

Halloween- virtual event – costume contest? a pumpkin carving contest?

Could FOBL get a Venmo account to collect money for sales or raffles or whatever else.

In the board meeting, Cristin said that Melinda had recommended we extend the 2020 Yearbook deadline, and ask for adult submissions as well. Melinda confirmed this, and suggested the date be extended into October. Allison confirmed that she bought rights for us to make bookmarks available for download. Marc suggested a link to our website be provided via email for persons wanting to download from there.

**FUNDRAISING:** Carla provided the following written summary:

Discussion regarding the annual Book Sale, currently scheduled for Dec.3rd-6th, 2020. This is one of our significant fundraisers. We are unsure if the event will need to be postponed due to the slow recovery from Covid19 or perhaps just relocated to an outdoor site, weather permitting. Either way, we need to work with the Book committee to ensure we have a plan to receive book donations as our inventory is much lower than usual.

MOD PIZZA has cancelled events through August 17th. Ours is scheduled for August 18th, so hopefully we will be able to have it.

Several donations have been received in memory or recognition of community members. Total income is about \$175.

The Little Bluebird shop in downtown Buda continues to host a fundraiser to benefit the FOBL. They are selling locally made “shower & shave” bars for \$8 each and donating the profits to our group.

Facebook application has been made to host a small “trial run” fundraiser (\$500 goal). Awaiting update from Communications team member, Jen, on progress of it.

Joan is conducting interviews with our past significant donors for monthly write-ups in our newsletter. We want to make sure they are recognized and will continue to contribute.

Plan unchanged regarding requesting donations from businesses during this time of Covid19. We will pursue more aggressively once the situation improves and businesses have more of a chance for recovery.

The Library did receive a \$17,500 grant recently.

At the board meeting, Joan reported that we will not pursue a MOD Pizza fundraiser this month because it is so unlikely, and the committee does not want to publicize and then have to cancel again. We will wait for September. Also, Jaime Lee has provided information about a possible grant from Hays County. Committee members, board members and officers are reviewing it and will decide whether or not to apply. If so, a small work group will be formed. Joan also reported that Jen Rios expects to submit request for Facebook Charitable Donation page by tomorrow.

**BOOKS:** Allison reported that the book committee did not meet this month because book donations have been placed on hold. Melinda said that she would like for us to plan a donation day in the municipal complex parking lot because they get phone calls from people who have books to donate. Allison said she will work with committee and Melinda to set a date to do this so that we, and librarians, can publicize. Melinda will coordinate with the City once we have proposed date(s). Cristin asked about online sales. Marc said that our Wild Apricot site has the potential to set up a “store” online should we decide to try to sell significant books that way. It is uncertain what the status of using the Municipal Complex for a public book sale event in December will be. Postponing the annual book sale also is an option. Nancy Pier reported that the Hays CISD print shop does not currently have empty boxes. Allison said she can get boxes from the vet clinic should be become needy of boxes. Melinda said the library already has books they have removed from circulation and that are ready to go to our storage. They need boxes. Joan will count remaining boxes in storage unit at TruLock, and coordinate as needed with Melinda and Allison about boxes for the library. Once filled by librarians, we will need to transport them to storage.

**COMMUNICATIONS:** Cecilia provided a written report via email as follows:

Website

Rosalba's timeline of Friends and Library History Highlights posted.

Joan's first partner feature on Little Bluebird and Old Main Street Station online.

Marc converted News page to Blog. The blog format will help us better manage and archive content. Content is also now sharable on social media channels.

Cecilia and Rosalba added content to donation page and on backend donation confirmation email.

Added Bylaws to website.

Marc ran web stats. See report pages 3-5.

In progress:

Add 2020 Board minutes.

Continue gathering Friends history and photos.

Update News with Joan's August partner spotlight Buda Lions Club.

Joan working on September partner spotlight Buda Chamber of Commerce.

Social Media

Jen is now managing the Friends Instagram account. Please send her photos and updates to post. Be sure to include Jaime who handles the Friends Facebook and Twitter accounts.

In progress

Jen to work on setting up Facebook Charitable Donation page.

Jaime and Jen strategizing "soft sell" ideas.

Other

Marc to create Google form for Board Application to post in the fall. See sample board application.

AmazonSmile shoppers now at 40 (up from 36 in June).

Committee members seeking ways to improve outreach by watching WildApricot webinars on different topics. These are free and open to anyone. Sign up and you'll get a recording of the webinar to watch at your convenience. See upcoming webinars here.

Monthly Email

Average nonprofit email open rate is between 20-25%. Average click-through rate is 2.66%.

In the board meeting, members present discussed Hays grant that Jaime Lee just learned about. If pursued, could be done by collaboration between fundraising and communications committees. Joan suggested members on committees review the grant requirements and she will ask for input via email. A small work team could be formed if we decide to submit a grant application.

Additionally, Joan reported that Jen Rios is expected to submit request for Facebook Charitable Donation page by tomorrow. Several members also said they have signed up to participate in Wild Apricot's online webinar next week about using Facebook to raise money.

#### CONTINUING BUSINESS

1. National Friends of Library Week (Oct. 18-24, 2020)-- Marc said he thinks we should combine efforts of fundraising and communications committees to have a big donation push in October, in conjunction with National Friends of Libraries Week that month. In September, we will be able to do a "trial run" of launching our Facebook donation page.
2. MOD Pizza—We will try for September. August is too uncertain to publicize and organize event.

#### NEW BUSINESS

1. Hays County Grant—Jaime provided board and officers with information about a local grant for which we could apply. Marc pointed out we would only be eligible for \$1,000. There also is uncertainty about whether or not we could get the grant because it is for private, not public and we ultimately support a public entity. Joan said she will email board, officers and related committee members about interest in applying once they have had a chance to read over the information.
2. Auto-Draft Donations—Jaime said she had been asked if we can offer auto-draft donations. Marc said he will check with Wild Apricot. Cristin said she thought it could be done via the Facebook donation page once it is operational. This will be added next month's agenda.
3. File Cabinet—Rosalba has recommended we ask for a 4-drawer file cabinet to hold the accumulated Friends records and memorabilia that currently is kept in boxes in the climate-controlled Noah's Ark storage unit. Cristin said she has one she could donate if no one else does. No one at meeting had one, but perhaps a Friend who was not participating in the Zoom meeting has one? Please let Joan know, if so.

Next Meeting will be at 6:30 pm on Wednesday, Sept. 2, 2020, via Zoom. Cristin agreed to, once again, be the host.

Meeting adjourned at 7:43 p.m.

Minutes written by Joan Givens, and respectfully submitted by Carla Woodworth