

Friends of the Yolo Branch library of Yolo County - Approved
Minutes of November 13, 2014

Attendees: Priscilla Bolinder, Sara Andrade, Bonnie Weiss, Susie Richter, Rachel Wolf, Patty Wong, Jillian Zeidner, Yolanda Gruwell, Meg Sheldon, Norma Plocher, Tina Day

Meg called the meeting to order at 6:15 pm.

Roll Call sheet circulated

Approval of the minutes from the October 2014 meeting

September 16, 2014 Annual Meeting - change Mary Stevens name to read Mary Stephens per Patty Wong; Yolanda Gruwell motioned to accept the corrected minutes, Sara Andrade seconded, motion passed unanimously

October 7, 2014 Board Meeting - Yolanda Gruwell - corrections: correct minutes spelled wrong twice. Correct Priscilla's name per Bonnie Weiss. Motion made by Bonnie Weiss, and seconded by Priscilla to accept updated minutes.

Treasurers report:

Priscilla Bolinder reported checking account opened October 10, 2014 with \$140.

Income: \$220

Expenses: \$26.90

Balance as of 11/04/2014: \$193.10

Correspondence report:

Meg presented newsletter from The Archives Ledger - Editor Ted Smith newsletter as courtesy. Board members can get on mailing list. Patty said the group can be a group member. This item will be placed on January 2015 agenda.

Meg presented an invitation to Host A Poetry Writing Workshop At Your Library - a poetry writing workshop for adults and teens for small and rural libraries.

Meg reported she met Tania Tafoya and invited her to join us anytime.

Esther Vasquez active in Catholic church - emphasis on education and literacy. Esther is interested in talking with us. Meg has tentatively scheduled Esther's visit for January 2015.

Old Business

1. Incorporation and Non-Profit Status Update - Meg reported this is still in process

2. Website Enhancement Discussion - Kitty Schlosser. Due to change of meeting date Kitty not able to attend. Kitty suggested PayPal as an option to sign up for membership. Kitty can set this up on the website. YG commented on update of membership envelope vs PayPal - like information. Jillian explained that the person making donation does not have to set up a PP account for themselves - just use Friends PayPal account. Kitty, Yolanda and Priscilla will handle the creation of PayPal account for

the website. Jillian presented her ideas about website. Refresh testimonials, more photos and create logo/icon for Friends of Yolo Branch Library of Yolo County. Discussion followed. Contest suggested for the community - adults and children. Patty noted that the Davis Library logo developed by a design class at UCD. A release required for photos per Patty Wong. Meg solidify our position and then go after logo. Jillian discussed blog.. Adding to web site. Meg will discuss these ideas with Kitty Schlosser.

Potential Use of Social Media Presentation by Jillian Zeidner. Jillian created a Facebook page for Friends of the Yolo Branch Library of Yolo County. Jillian is the Administrator at this time - others can be added as well. Communicate information to Jillian via e-mail or Facebook Message. Ask Kitty to link official website to Facebook page. Membership information will be added to Facebook page, link to blog, link to testimonials, like mutual friends. Photo albums a possibility.

Fundraising

Crowd Funding Update - Jillian Zeidner - no new information. Need to solidify what we are doing - logo needed, specific budget and action plan. Jillian volunteered to head this effort.

Capital Fund Committee Report - Patty, Susan and Meg - preserve services and what happens to the Yolo building. Community Center, do something with school district and to repair/replace current building. The meeting with superintendent's office and discuss partnering with them. Need solid action plans to justify soliciting funds from the public.

Patty reported Oscar Villegas visited the Yolo Library and was able to interact with people about the library.

Grants Committee Report -

Future Fundraising - Meg attended Webinar Report - library services as educational opportunity. Movie night - Sara Andrade recommended moving this to Summer when school is out. Develop challenge to support Library.

Little Lending Libraries Update - Doors installed, Dunnigan not up and running, Yolanda Gruwell will contact Commissioners for Dunnigan to follow up with getting this installed.

Membership Champions Reports - Yolanda Gruwell reported the Little Lending Library needs to be up and running before members can visit meetings and present.

Membership envelope redesign

Yolanda Gruwell presented envelope redesign. Discussion followed. Yolanda Gruwell will make updates and present at January 2014 meeting.

Teen Report

Susan provided Library Report. Susan reported the Grants Committee requested interviewing Teen Group - why they come to library, what it means and why they like the library. The interviews will be recorded on cjasette tapes. Strength Test - talked to Teen Group - three to four boys interested. Cost/test = \$10/person. Does the Friends want to support this? Tina Day made motion to authorize \$10/person max at this time, Yolanda Gruwell seconded - motion passed.

Meg asked if changing the meeting time would help anyone. This was voted down. Stay with 6:15

Next meeting date is scheduled for January 6, 2015. Meeting adjourned at 8 p.m.