

Meeting Minutes of the Friends of the Lake Travis Community Library February 7, 2013

In Attendance

Helen Kott, Diane Taylor, Amy Holland, Margaret McDermott, Ginger Gober, Valerie Liebl, Sandy Price, Nancy Pencsak, Jody Roelofs, Jean Hennagin, Carol Bosse, Morgan McMillian.

The Friends of the Lake Travis Community Library held a special planning meeting at the home of Diane Taylor. Diane called a formal business meeting to order to consider several requests. Amy Holland presented a report on our cash position (attached) at the start of the meeting.

I. Money for Library District Capital Fund

The Library District has requested that the Friends donate money now that we intended to donate to the capital fund in the future. Amy Holland moved that we contribute \$20,000 to the capital fund, \$3,000 from a pass-through donation and \$17,000 from cash-on-hand. Ginger Gober seconded the motion and it passed unanimously.

II. Funds for the collection

Morgan McMillian requested money to buy books for the collection in order to have more new items available to patrons at the Grand Opening. Amy made a motion to give \$5,000, \$3,000 of which will come from money already budgeted for collections and \$2,000 from other budget items for the Library. The motion was seconded by Sandy Price and passed unanimously. It was noted that this amount would be spent over the next two months, after which funds from the District would be available to add to the collection.

III. File cabinet space

Nancy Pencsak requested space in the Friends drawer at the library for some files from the first years of the library. Diane agreed to make space for it in the Friends' drawer.

The meeting adjourned to the planning session. The next Friends meeting will be February 21, 2013, at 9:30 in the Library.

Carol Bosse, Secretary

Diane Taylor, President

Notes from Friends Planning Meeting

February 7, 2013

The planning discussion centered on what the Friends' priorities should be as we transition from a focus on helping to build the new Library to supporting and promoting the new, much larger operation (still run day-to-day by the same number of staff). Consensus emerged around five main "themes," discussed below not necessarily in priority order. In addition, Morgan has a "wish list" of items she hopes the Friends will take on. More work needs to be done to flesh out the themes and wish list, set priorities based on available resources, and determine who will be responsible.

1. Recruit more volunteers, with a near-term priority on ensuring coverage of the circulation desks in the main and children's areas. We also need more volunteers to help carry out other important activities - those we've already doing and any new ones we want to take on. Along with getting more volunteers (especially younger members who can bring fresh perspectives), we need to keep them. Ideas for doing that were offered at a planning meeting in 2009 and are included at the end of the "theme" discussion.*

2. Offer more programs to attract different patron segments. We have a wide range of children's programs and offer speakers and teachers for adult populations. However, more programming for targeted populations, such as teens, seniors, and adult segments, could help attract more new patrons and, potentially, new volunteers. One suggestion was to organize one program every week. Morgan would like us to have regularly scheduled program dates and times to facilitate timely publicity.

- ❖ Helen Kott offered to organize a trip to Fredericksburg.
- ❖ Jean Rickard, at the Preview Party, offered to organize programs, such as travel-related ones (since so many people in Lakeway do a lot of traveling) as well as day-trips to museums or Broadway shows or nearby towns of interest.
- ❖ Diane Taylor suggested we consider adding a Program Chair to the Board to plan and help execute more programs with Morgan if this becomes a priority.

3. Expand outreach and presence in the community. Opportunities abound to build awareness of the Library and what it has to offer. We could set up a calendar of such events and form a team of Friends to carry out the promotion strategy, e.g.,

- ❖ Buy a tent and set up booths at different community events (e.g., school open houses, Hill Country Galleria events, Public Safety Days, Farmer’s Market, Steiner Ranch Halloween Party) along with the one we already do monthly at Lakeway Plaza)
- ❖ Schedule speaking opportunities and train people to do them
- ❖ Attend meetings of other community organizations such as the Chamber of Commerce and the Rotary in which the Library has memberships (or ask Friends who are members of those groups to represent the Friends at those meetings). Buzz Buzzard agreed at the Preview Party to do this for the Library at Rotary meetings. We would just need to feed this network some nuggets every month for them to talk about.
- ❖ Host quarterly open houses at the Library.
- ❖ Continue with the July 4th Parade and the Seton Tea.

4. Pushing forward with fund-raising. The District will need capital and operating funds to meet unexpected expenses that always accompany a new building. The Friends budget conservatively, but need income to help out the District and potentially increase the Friends’ budget to fund more scholarships and other activities (such as memberships to a few museums that could be “checked out” for use by patrons, an idea submitted recently by one of our patrons). The group came up with several ways to raise more money:

- ❖ Support District efforts to get grants (e.g., from the LCRA and HEB), cultivate individual donors, and organize a Holiday “Extravaganza” that could include a Parade of Homes tour, craft show, and tree auction (with community groups donating decorated trees).
- ❖ Be more systematic in getting money from things that are easy to do and have a big pay-off (the “low-hanging fruit”). Jean Hennagin volunteered to help us better market the Randall’s Good Neighbor Program and Amazon sales that go through our website. We should also be more systematic in getting volunteers signed up for matching fund programs if they worked/work for companies that offer such programs. Joyce has just redesigned the Membership form to capture employer information. In addition, we need current lists of companies offering matching funds and a consistent effort to ask volunteers who qualify to sign up for those programs on our behalf.
- ❖ Find new ways to handle the bi-annual book sales. They are a major source of funds and we may find ways to make the collection and selling of donated books easier to pull off.

5. Preserving our history. Information on our history - currently in scrapbooks, paper files, photos, DVDs, and online – needs to be collected in one place and organized in a more easily accessible way. While difficult and time-consuming, it would be a great contribution to

create a coherent history of our remarkable journey. Amy Holland has already cleaned up the financial records; Joyce Botta has agreed to tackle organizing and putting photos on-line; Nancy Pencsak, Diane Taylor, and Brenda Barker are starting to organize and prune historical documents, scrapbooks, and other materials. More help will be needed as we put on-line some of this material and write a story with it.

6. Tackling the wish list. Here are just some of the items on the list that Morgan would like the Friends to take charge of:

- ❖ Form a Friends Committee to organize and oversee the care of the Butterfly Garden. A number of Friends and others have already volunteered to help take care of it, so a nucleus of a Butterfly Garden committee already exists. If this were formalized, the Committee would set schedules for the volunteers and make sure substitutes are available when needed.
- ❖ Translate the Library brochure into Mexican-Spanish (Diane Taylor is working to locate possible translators; formatting is still tbd).
- ❖ Get 25 carpet squares for the children's area (Floor King will donate; Diane Taylor will pick up next week).
- ❖ Find an 8x8' or 10x10' EzyUp canopy and weights for use in promotional activities.

* Keep volunteers by helping them feel more a part of the Friends, e.g.

- Pair them with an experienced Friend who can welcome them and share info on the Friends
- Take a new volunteer to lunch as a way of getting to know them, their interests, etc.
- Hold an event for all new volunteers every 6 months or so to help them get to know each other and feel part of the group.
- Create a Friends membership card to give to all new volunteers (Carol B. has already designed)