

Friends of the Sharon Public Library Minutes, Board meeting on November 7, 2022 – held via Zoom. Prepared by: Joanne Blatte

Present: Joanne Blatte, Alice Cusner, Elizabeth Gonzalez James, Elizabeth Kassab, Amity Kelly, Matthew Landau, Kate Mason, Kashmica Sarcar, Carolyn Weeks, Lee Ann Amend (library director)

Key Tasks assigned at this meeting:

All:

Promote Civics for Adults and Chuck Hogan talk
Register for Civics for Adults, if attending

Alice:

Adopt a Book, as needed

Amity:

Prepare to moderate Chuck Hogan talk on 12/8
Bake for Chuck Hogan talk

Carolyn:

Keep us updated on trustees' and new library issues
Confirm banner placement for 2023 book sale

Elizabeth K:

Work with Matthew to become PayPal account mgr
Prepare and send out member emails with upcoming events

Elizabeth GJ:

Prepare and manage bookshop.org Friends site
Work with Kate on talk for April

Joanne:

Help with Website, Facebook, and Instagram
Organize Civics for Adults with LWV
Resend promo slides for events to Lee Ann
Confirm Sharon TV can record Chuck Hogan talk
Send flyers to superintendent

Kashmica:

Host Card Making Zoom

Kate:

Handle membership and sponsorship tracking, as needed
Write up current responsibilities for board members to review

Prepare supplies for card making participants
Bake for Chuck Hogan talk
Contact Traut family about book bin

Lee Ann:

Post our event slides on library TV
Send event flyers to Town Hall for posting/promotion

Matthew:

Handle memberships, donations, finances, as needed
Work with Elizabeth K to make her PayPal account manager
Revise annual budget as discussed
Work with Elizabeth GJ on bookshop.org payment process

Alice motioned to approve annual meeting minutes
Carolyn seconded
Motion passed

Carolyn motioned to approve 10/3 meeting minutes
Alice seconded
Motion passed

Financial Report: Matthew

We received \$75 dollars for adopt-a-book in honor of Karen Mafera. We received a donation from Marcia Shimshak to fund a museum pass.

Alice motioned to accept financial report
Amity seconded
Motion passed

Trustees:

The trustees' services sub-committee is working on Lee Ann's evaluation and reviewing library policies.

Adopt-a-book:
Matt will confirm if we received a donation from Mr. Altman.

Annual Meeting and Friends week:

We all thought that the author talk at the annual meeting was great. We are grateful that the library book club read the book and members attended our meeting

A few of us greeted library patrons during Friends week. Elizabeth got 2 people to become members and a third expressed interest. We should do again as part of our membership drive in the spring.

Bookshop.org

Elizabeth GJ and Matthew will connect to link our bank account to bookshop.org

Banner placement:

We were offered 2 options for placement in town center: 1) May 8 – 15 (before the book sale) or 2) May 15-22 (during the book sale). Carolyn will let the town know that we prefer May 15 – 22.

Upcoming Events:

Holiday Card Making:

3 people have signed up. Kashmica is okay running with only 3 people. Joanne will comment on Facebook posts to remind people to register. Joanne will tag other board members when posting events in Sharon Facebook groups. Other members should comment on our promotions on Facebook to increase visibility

Civics for Adults –

Joanne/the League of Women Voters are organizing 4-part Zoom series that will be sponsored by us, the Sharon Library, the Stoughton Library and SOLA (Stoughton's library group). Each session costs \$375. Stoughton library is being invoiced for the first session.

We have confirmed session 1 for December 4th at 7pm on Misinformation, Fake News, and Propaganda. Jesse Mermell, former congressional candidate, will host the first session. LWV will ask a student to moderate the chat for questions.

Flyer and graphics are created. Joanne already posted Facebook event and will post in Sharon groups after the election. Joanne will tag board members so they can comment and increase visibility. Elizabeth will send email to members before and after

Thanksgiving. Lee Ann will send the flyer to town hall to post. Sharon TV is running a promo slide.

Joanne will see if any LWV members can hand out flyers on election day. Joanne will ask assistant superintendent to include flyer in admin's weekly email to families.

The second session will be: Beyond Voting—Elections and Campaign Financing. It will be held on January 12th at 6pm. The presenter suggested we try an earlier time.

Chuck Hogan talk: 12/8 at 7pm in person at the library

Joanne will ask assistant superintendent to include flyer in admin's weekly email to families. Joanne will confirm that Sharon TV can record the talk. Joanne will email

promo slides in .png format for Chuck Hogan and civics for adults to Lee Ann to post on library TV

Refreshments and desserts will be served. Amity and Kate can bake

Amity will moderate the talk. Joanne will email Amity Chuck's bio for her introduction.

Susan Eggimann from the library will be there to help with technology and close the library.

Life Expressions Decor with Beth Levine

Amity spoke with Beth. She hosts wood sign making events. Participants paint the 4 x 24-inch board and then use one of 200 stencils to paint a message on the board. Beth would charge \$30 and give \$10 to the Friends. We decided not to do this at this time. Amity will let Beth know.

Book bins:

Baystate Books suggested we try and add a bin to the parking lot near Stone L'Oven at Cobb Corner. Kate will contact the Traut family, the property owners.

New resident flyer:

We had discussed creating welcome flyers/pamphlets with list of local community organizations. Carolyn spoke to some real estate brokers and they were not interested in creating flyers.

Lee Ann mentioned that the library staff are present at kindergarten registration/orientation to encourage the kids (and families) to get library cards. We could provide a flyer or a postcard to highlight who we are and museum passes.

We also suggested that the library promote museum passes in the superintendent's weekly email (after the new reservation system is implemented).

Library update:

The library is hosting a program on Lincoln on January 4th, 19th, and February 2nd. It will be a zoom with a live audience.

New copy machine installed. They are working on new patron management system that will be used to reserve rooms, register for events, reserve museum passes, and reserve library of things (e.g., instruments). Users will log-in as guest or with a library card. They had to install another communication line for fax.

Library implementing CapiraMobile – app for libraries.

The attorney for the Standing Building Committee has filed for summary judgment. The plaintiff has 30 days to respond. MA Legislature won't discuss ARPA funds until January.

Annual Budget:

Lee Ann reviewed her wish list totaling \$13,200. List includes programming, supplies, museum passes, and constant contact. The grab and go activity kits are popular.

Joanne asked Lee Ann if we could put a sticker on the activity kits that says, "brought to you by The Friends of the Sharon Public Library".

Matt walked us through his budget recommendations. The cost of printing and mailing postcards are currently under FOL expenses. We decided to add a new line-item for Marketing and Promotion to cover postcard cost, GoDaddy, and any other costs we might incur to promote events. We budgeted \$2,000 for this line item. We decided to keep the line-item FOL expenses for small event costs (e.g., holiday card making).

Matt will revise the budget and email it to us.

Amity motioned to approve the budget with the adjustments discussed to add in the line item for marketing/promotion for \$2,000.

Alice seconded

Motion passed

The Mom's Club contacted Elizabeth and offered to fund a museum pass to Edaville. Lee Ann informed us that Edaville only provides a pass to Carver, the town in which they are located. Elizabeth will suggest the Mom's Club fund another museum pass.

Our next meeting is on 12/5 at 7 pm.

Amity motioned to adjourn

Alice seconded

Motion passed

Future meetings: 1/9, 2/6, 3/13, 4/3, 5/1, 6/12