FRIENDS OF THE EAST LAKE COMMUNITY LIBRARY
4125 East Lake Road, Palm Harbor, FL 34685
Tuesday, January 9, 2013

Meeting called to order at 6:30 p.m. by Pat Hartlaub.

Present:
Board Members: President, Pat Hartlaub; Past President, Carole Jackson; Treasurer, Patty Simone; Assistant Treasurer, Christine Stitzel; Recording Secretary, Susan Wolf **Membership**: Joan Lawler; **Members-at-Large**: Penny Snow, Miriam Lane, Barbara Schultz **Regular Attendee:** Sharon Bressen **Guests:** Joan McCarthy, Jack Slorah **Absent:** Patricia Perez, Library Director, Jerry Griffin, Foundation Liaison; Dick Dibert, Advisory Board Liaison.

December 4, 2012 Minutes accepted with name correction of Ron to Bob for Mr. Host. Motion: Carole Second: Christine

Library Director's Report: Patricia's was absent due to illness. Her monthly report will follow later.

President's Report: In the upcoming months, Pat Hartlaub with assistance from Sharon Bressen and others will review and update the Friends' by-laws. By-laws will probably need to be filed with FL state as a part of our non-profit status. Those attending the FL Library Association's regional workshop on January 25th will bring up this topic to Faye Roberts for her input as well. Holiday bonuses authorized by the Friends consisting of Bonefish Grill gift cards were given to the staff in December. Thanks to Sharon Bressen for her assistance in securing the $50 gift cards that included a $5 bonus amount.

Rhonda has completed the online library marketing and promotion class successfully. She will be sharing her learning experiences and recommendations with the Friends in the upcoming weeks.

Past President's Report: Carole submitted a job description for the Past President. She also summarized ELCL's giving opportunities that have been implemented in the past into a single page. This list will appear in the first Friends' newsletter for 2013. She also presented a sample of a donation envelope that Patricia Perez had from the Friends' of her previous employer in Lake Placid,

NY. Supplier needs to be sourced and cost to print determined. Bob Host of Waddell and Reed and active member of the Rotary Club is checking on the possibility for a matching grant for ELCL for 2013.

Treasurer's Report: Month end financials for December, year and budget to actual were presented by Patty Simone. Carole made a motion to accept the financials. Barb Schultz seconded and vote to accept was unanimous.

Patty then presented the proposed 2013 budget. Penny Snow made a motion to accept and Christine Stitzel seconded the motion. Vote to accept was unanimous.

Friends were to purchase the downloadable Quickbooks program through the library's Tech Soup account for $45 rather than paying the annual online fee of $107. Guest Jack Slorah suggested buying the CD program at St. Pete College bookstore or an office supply place so that it is transferable to another user should there be a change. Christine made a motion to purchase Quickbooks CD program for an amount up to $160. Barbara Schultz seconded the motion and vote to accept was unanimous.

As for the investment proposal made at the last Friends' meeting in December by Bob Host of Waddell Reed, Patty's husband who is very familiar with investing non-profits' funds suggested getting a second proposal. Wells Fargo Investment Services will be consulted for their comparison proposal on this matter and reported on at the next Friends' meeting.

There is a reciprocal agreement between Palm Harbor Chamber of Commerce and the Friends of ELCL to waive the annual membership fees for each of us to work cross promoting each other's organization. As for membership in CNCN as proposed by Barbara Schultz, Pat Hartlaub will consult with Patricia Perez before a motion and decision is made to join. Annual membership is $75.

Committee Reports:

Community Resource Center (CRC): Barb Schultz reports that there are 7 new members bringing the total to 9. Fifteen members is the goal for 2013.

Membership: Joan Lawler reported the past month's donations. Renewal letters for 2013 will be going out January 15th and also mentioned in the upcoming newsletter.

Fundraising Committee: Pat Hartlaub, Joan, Susan, Barb, Patty and Carole met on Monday December 10th at1p.m. to finalize the 2013 plan and generate the income numbers for the 2013 budget.

The committee met again at 5:30 this evening prior to the regular Friends board meeting. Barbara Schultz has agreed to be the coordinator for the fund raising committee with Pat Hartlaub continuing to summarize the regular monthly meetings prior to the Friends Board meeting. Joan McCarthy and Sharon Bressen also attended this meeting.

Discussions continued on the murder mystery dinner event now probably to be scheduled in the fall. Pat Hartlaub and Susan attended their dinner performance at the Empress Tea Room last Saturday evening to assess the possibilities. A meeting will be scheduled with the troupe's manager to further discuss our needs. Both Miriam Lane and Deanna Bennett also have referrals of someone to conduct a murder mystery event.

Carole presented some additional information from a library in Broward County on their Bling Fling event. Friends have been offered a donated diamond from the Jeweler's Workshop in Ridgemoor; we are exploring the best way to use as a fund raising event for ELCL.

Indoor/outdoor book sale to be organized by Heather Ludlam will be scheduled for some time this fall.

Antiques road show event is scheduled for Saturday, March 2nd in the community room at ELCL.

Sharon Bressen presented an idea from LeRoy Selmon's restaurant. Advance discount food tickets are sold in advance for this private party of ELCL supporters; a similar event netted $2000 for another organization. Sharon will be getting more details and sharing them with Board members by the next meeting. Purpose of this spring event is to raise the required money to fund the Sunshine Readers needed for this summer's reading program at ELCL.

Susan will be meeting with Miki Durand Schnakel of Cruise Planners (American Express Travel), Patricia Perez and Rhonda to schedule another travel show program in the community room similar to the one done April, 2012; this time the benefactor will be the Friends of ELCL.

Music Concert Series: Penny Snow needs help setting up the community room at 4 p.m. on Saturday for this Sunday's 2 p.m. concert. Susan and Andrew Wolf will help after the concert with stacking the chairs and cleaning up. Their committee is working in earnest to find an overall generous sponsor for next year's 2013/2014 planned music concert series. Considerations about ticket prices are also in discussion.

Volunteer Appreciation Breakfast: Miriam reports that only 31 attended the breakfast at Wentworth CC. The same day the teen volunteers went to Chipotle compliments of Bev de Fabio's winning 25 free meals. Miriam Lane will be making recommendations at the next Friends meeting about recommendations and changes for the 2013 Volunteer Appreciation event. The budget committee has expressed an interest in the Friends hosting it in the community room. Alex Andrea suggested doing the invitations by clipping one to each volunteer's sign in sheet.

Newsletter: Jack Slorah has kindly agreed to edit the Friends' newsletter in 2013. The goal is to do 4 issues. Deadline for articles for first issue is January 20th. He will price out doing 300 or 500 newsletters in color. Mailing list 300 strong with the other 200 to be used in new patron bags and promotion at all fund raising events.

Old Business: The baby changing station installation in the ladies restroom at ELCL is unfeasible for meeting handicapped access guidelines and finding a cement wall large enough to which it could attached and secured. Hence, one will not be installed. Furthermore, there have been vandalism incidents in the restrooms recently. A key is now required for both the men's and ladies' restroom. Penny made a suggestion that the patron submit their library card or driver's license to obtain the key from the staff member since a key had already been stolen; when the key is returned the patron's card will also be given back.

Carole Jackson made a motion to adjourn the meeting just after 8 p.m. Pat seconded the motion. Next monthly meeting is February 5, 2013 at 6:30 p.m.

Respectfully submitted, Susan Wolf, Recording Secretary